



Press Release

For Immediate Release

Quest Analytics Introduces Teller Referral Assistant[®] Helping Banks Increase Sales Referral Activity

Pittsburgh, PA – Friday, December 4, 2009 – Quest Analytics announced today its newest product to help bank tellers increase sales referral activity. Teller Referral Assistant[®] assists tellers in generating more sales referrals by providing customer specific sales hints based upon customer analytics and transaction activity.

Tellers often feel uncomfortable with generating referrals as they are unsure of how to open a sales conversation with each individual customer. Quest Analytics' President and Founder, Karl Keller, says "Bank tellers interact with more customers than any other resource in the organization however they have very limited tools at their fingertips to help them be successful at generating sales referrals. Quest helps each teller be successful at generating quality sales referrals by providing customer specific sales hints and alerts to augment the customer interaction."

Quest Analytics, a leader in bank and credit union sales training and software productivity solutions, deploys the Teller Referral Assistant solution across the bank's entire teller front-line. This solution interacts directly with the bank's core system and provides customer specific sales hints and data quality alerts. Additionally, Teller Referral Assistant notifies the teller concerning important data quality issues such as missing Regulation E opt-in information, phone numbers and email addresses. Tellers can collect the information and the system will automatically update the core banking system without leaving the core teller application.



In addition to the new software, Quest Analytics includes teller referral training so each teller learns how to transition from the teller transaction into a short referral discussion. Community banks using Teller Referral Assistant are reporting an increase in monthly referral activity and sales closures at rates more than 52%.

Teller Referral Assistant integrates with core banking systems from FIS/Metavante, Fiserv, Jack Henry and others.

About Quest Analytics

Quest Analytics is an innovative consulting and technology company enabling banks and credit unions to make informed sales and marketing decisions that drive profit. We help our customers thrive by implementing a comprehensive, customer-focused growth and retention practice. Through a unique blend of business consulting, experience and front-line coaching used in combination with automated software tools, we help our clients elevate excellent service to new levels of sales performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information, contact Karl Keller at (412) 347-0386 x201 or visit www.quest-analytics.com.

Teller Referral Assistant is a registered trademark of Quest Analytics, LLC
