



Press Release

## For Immediate Release

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### Quest Analytics Enable Decisions that Drive Profit for Financial Institutions

New Company Applies Statistical Analytics to Drive Profit for Financial Institutions

Pittsburgh, PA – December 8, 2001 – Quest Analytics, LLC, provider of premier analytic applications for the financial services industry, today announced the company's formation and technology application services. The company's core technologies provide a premier set of pre-built cross-sell, next best purchase, customer acquisition, and attrition models for the financial services industry. Additionally, the company provides a full range of consulting services for deployment and customization of the offerings.

The Quest Analytics initial product and service offering includes the Quest Envision™ and Quest Critical Care™ solutions for banks and financial institutions.

The Quest Envision™ analytical solution enhances a bank's ability to acquire new customers, increase cross-sell ratios and provide consistent next best purchase suggestions to customer touch points.

Quest Critical Care™ analytical solution focuses on minimizing customer attrition. This solution identifies customers that are preparing to leave an organization for a competitor. Using statistical models and event based



triggering, this application reduces customer runoff by acting quickly to notify the financial institution's management personnel concerning changing customer behavior patterns.

In addition to analytical products, Quest Analytics provides professional consulting services to deploy and customize the applications. The deployment can be implemented in-house or as a value added ASP solution offering. This solution allows even the smallest banks the opportunity to gain maximum value by enabling better decision making to drive profitable customer relationships.

For more information about Quest Analytics, LLC, visit the company website at [www.quest-analytics.com](http://www.quest-analytics.com) or contact our marketing department.

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