



## **Experticity Offers Live Customer Support With NCR EasyPoint(TM) Kiosks**

January 7, 2008 at 11:16 AM EST

Leading Provider of In-Store Customer Support Solutions to

Demonstrate Latest Platform With NCR Technology at 2008 NRF Show

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 7, 2008--NCR Corporation (NYSE:NCR) and Experticity, the leading provider of live, video-assisted customer support solutions, are collaborating to offer Experticity's award-winning customer-service platform with NCR EasyPoint self-service kiosks.

Experticity is the only retail-specific solution that engages shoppers at the point of service with high-quality, live video customer support. Remote expert service agents - supplied by the retailer, consumer goods manufacturer or a third party - can be accessed by the consumer according to language and skill, giving retailers a new vehicle for ensuring customers receive face-to-face service when and where they need it. This self-service support technology also allows retailers to improve staffing efficiencies by optimizing store associates between peak and slow hours.

"Self-service is a key component of a winning customer-centric strategy, and has become a differentiator in today's competitive marketplace. In fact, research indicates that 44 percent of consumers feel frustrated due to the lack of employees able to assist them," said DL Baron, founder and chief executive officer of Experticity. "The Experticity video-assisted customer support platform is redefining the in-store customer experience. NCR plays a key role in enabling us to bring this technology to the customer via the flexible and robust NCR EasyPoint kiosk."

The companies will demonstrate Experticity's latest software platform with the NCR EasyPoint 42 kiosk in NCR's booth (No. 1327) at the 2008 National Retail Federation Convention & Expo, Jan. 13-16, in New York.

"With a range of processing, display, mounting and peripheral options, the NCR EasyPoint 42 is a versatile kiosk that enables third parties, like Experticity, to deploy solutions that best suit their store environment and needs," said Mike Webster, NCR vice president for Self-Service Solutions. "Backed by NCR's best-in-class global consulting and support services, NCR EasyPoint kiosks provide businesses with a quality, reliable self-service solution designed to enhance the consumer experience for years to come."

### **About Experticity**

Headquartered in Seattle, Experticity is the pioneer of live on-screen expert staffing technologies and has been driving remote service solutions for the retail industry since 2005. Experticity's patent pending, proprietary right-staffing technology enables companies to load-balance live customer service staff from a remote location to service front lines, using real-time, two-way video, audio and data screens to provide customers with a personalized, one-on-one service experience. For more information, visit [www.experticity.com](http://www.experticity.com).

### **About NCR Corporation**

NCR Corporation (NYSE:NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

NCR is a trademark of NCR Corporation in the United States and other countries.

CONTACT: NCR Corporation  
Emily Riojas, 770-623-7874  
[emily.riojas@ncr.com](mailto:emily.riojas@ncr.com)  
or  
Robert (Kelly) Kramer, 770-623-7215  
[kelly.kramer@ncr.com](mailto:kelly.kramer@ncr.com)

SOURCE: NCR Corporation