



ACTON, MA (e•releases) April 14, 2009 -- The Brookside Group, Inc. (<http://brookside.com>) recognizes today all those Sales Executives who have been struggling with customer retention issues. The average company is able to achieve between a 71% and a 74% customer retention rate. Today, April 14th, marks the day when the sales teams have sold enough business to replace the customers that have walked out the door.

“Customer retention rates under 85% make for a very hard road to slog in this economic climate.” said Brookside Founder and CEO, Tom Cates. “You have to do more than hope this kind of problem will just solve itself. Hope is not a strategy. Using Brookside’s Loyalty Advantage™, our clients have achieved on average a 95% customer retention rate which means they are able to start growing their book of business on January 19th.”

“At this point, The Brookside Group, Inc. has asked and had answered over one million questions on behalf of our Clients.” said Alex Horovitz, Brookside CTO and Director of Research. “We have tested hundreds of survey questions and performed rigorous analytics allowing us to quantify the strength of relationships. This gives our clients the early warning and insight necessary to save important customer relationships before it is too late.”

Brookside’s key product suite includes: **Measuring Loyalty** through their EnAct Loyalty Management Software, **Building Loyalty** through customized strategies based on the measurements taken, and, **Maintaining Loyalty** through highly acclaimed targeted training courses that build upon the individual results of the measurement phase.

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