

<to go on ROI Direct.com Letterhead>

Dear _____:

I would like to take this opportunity to thank you for your recent purchase of ROI CustomResponse™. We are confident that your company will enjoy increased customer satisfaction and your customers will benefit from real-time, personalized service as a result of your new dedication to online customer care.

As you integrate the CustomResponse application into your current customer service processes, please don't hesitate to call me with questions or comments. Although the system is very intuitive and easy to use, questions do come up. As your account manager, I am here to answer those questions and help you get the most out of your online customer service strategy (or as we call it, eCustomerCare).

In addition to offering comprehensive support services for the CustomResponse application, we can also help you with your other online strategies. ROI Direct.com's suite of applications addresses the entire online Customer Relationship Management process, including sales (eCommerce), e-mail marketing (eMarketing), and customer service (CustomResponse). If you aren't already familiar with our eCommerce and eMarketing applications, please let me know and I will send you information on these powerful and beneficial applications.

I will be calling you in the next week to introduce myself and to make sure that your needs are being met. In the interim, please don't hesitate to contact me by phone at _____ or by e-mail at _____ if you need assistance.

Best Regards,

Name
Account Manager
ROI Direct.com