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Vision Express eyes up more focused marketing activities

~ selects SPSS over SAS to drive customer retention ~

Vision Express, part of Europe's largest optical retailer, is working with SPSS to improve the effectiveness of its marketing campaigns in order to increase customer retention rates.

The company plans to use SPSS Predictive Analytics to analyse customer interactions and gain a better understanding of its client base, to deliver more highly targeted marketing programmes.

SPSS' data mining technology will allow Vision Express to profile customer groups and enhance their current segmentation. After accumulating the relevant data, the optical retailer will be able to communicate with its customers in a more personalised way, developing a focused communication strategy ensuring product and clinical contact is at the right time and in the right format.

"After an extensive review of the market we are convinced that SPSS provides the best solution to build and enhance our customer database potential. SPSS' data mining product provides us with the tools to advance our already high competence in data analytics and contact management. We now see SPSS providing us with the next expert step to analyse data management and communication. In short, taking us to the next level in customer understanding and ultimately improved retention" said David Hart, supply chain director at Vision Express. "The solution impressed us. We knew we were doing well, but the breadth of intelligence and capability opened our eyes to new possibilities in data insight and management."

“Consumer interaction is a key source of information for companies of any size,” said Haydn Lewis, vice-president EMEA at SPSS Inc. “With our technology, Vision Express can use data from its vast customer base for the good of the business, ensuring that its marketing activities are properly targeted at consumers and encouraging loyalty and further purchases.”

(301 words)

NOTES TO EDITORS

About Vision Express

[to be added]

About SPSS Inc. (www.spss.com)

SPSS Inc. is a leading global provider of Predictive Analytics software and solutions. The company's Predictive Analytics technology improves business processes by giving organisations forward visibility for decisions made every day. By incorporating Predictive Analytics into their daily operations, organisations become Predictive Enterprises – able to direct and automate decisions to meet business goals and achieve a measurable competitive advantage. More than 250,000 public sector, academic and commercial customers rely on SPSS technology to help increase revenue, reduce costs and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. For more information, please visit www.spss.com.

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