



FOR IMMEDIATE RELEASE

### **PeriscopelQ Launches Advanced Social Media Monitoring, Analytics and Insights Solution**

PHILADELPHIA, PA – January 29, 2014 – PeriscopelQ (PIQ), an industry leader in Customer and Employee Engagement Solutions, is pleased to announce the launch of its new social media monitoring and analytics solution. This solution will complement PIQ’s existing platform and will also be offered on a managed, turnkey basis.

Consumers are regularly turning to social networks to share their experiences and make purchasing decisions based on insights from their connections. The additional layer of customer and competitor intelligence provided by social media analytics will enhance the business insights derived from PIQ’s current offerings. In addition, PIQ’s social media solution will not only monitor and analyze the social voice of consumers, it will also capture competitive intelligence and associated social media strategies, giving PIQ’s customers a unique 360-degree view of the consumer experience and competitive landscape under one solution.

“By adding this advanced suite of social media analytics capabilities, PIQ has leapfrogged its competitors by offering the most robust insights available. Providing our customers with actionable business insights anchored in scientific rigor is the cornerstone of our business,” said Pawan Singh, PIQ’s Co-Founder and CEO. “This new full-spectrum customer engagement solution delivers what large retailers have been looking for in their quest to deliver a great omni-channel customer experience. PIQ is proud to be leading the way in answering this industry need.”

#### **About PeriscopelQ**

PeriscopelQ, Inc. is an industry leading Customer and Employee Engagement Solutions company serving enterprises with national and global brands. The company provides fully-managed turnkey solutions that deliver significantly improved business outcomes and trusted insights. PeriscopelQ has an impressive list of customers, including Kohl’s, Fossil, Halliburton, Boston Scientific, Seagate Technology, Unilever, and The World Bank, among others. Founded in 1999, PeriscopelQ is a rapidly growing privately-held company with a strong balance sheet and a consistent record of growth and profitability. For more information, visit [www.PeriscopelQ.com](http://www.PeriscopelQ.com).

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