



**S3 INTEGRITY**  
CUSTOMER SERVICE REDEFINED

**FOR IMMEDIATE RELEASE**

**S3 Integrity Launches the WuLi Solution™ ;  
Cornerstone of Customer Self-Service Portfolio  
Designed to Reduce Costly Phone Calls and Drive Brand Loyalty**

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***Kansas-based CXO Communications Signs On as First “WuLi Enlightened™” Client  
To Educate and Support its Unified Communications Customer Base***

ORLANDO, FL – 10 September 2009 – S3 Integrity LLC announced today that it has launched the WuLi Solution™ – a proprietary customer self-service business process that combines customer-driven analytics with a media-rich, online interactive experience; enabling companies to reduce costly agent-assisted customer service (including phone, chat and email), while enhancing the Customer Experience. The WuLi Solution™ can be applied to a broad range of consumer products and services that require ongoing training & instruction, sales assistance or technical support. (WuLi is the Chinese word for “enlightenment.” Its English pronunciation is “woo-lee.”)

S3 Integrity also announced today that Overland Park, Kansas-based CXO Communications – a wholly owned subsidiary of CXO Global Solutions ([www.cxoglobalsolutions.com](http://www.cxoglobalsolutions.com)) – will become the company’s first *WuLi Enlightened™* client. S3 Integrity will apply its WuLi Solution™ for customer training and technical support on CXO’s unified communications portfolio, which virtually combines disparate business communication applications and communications capabilities under a single platform – enhancing collaboration and faster decision-making, which results in a higher level of efficiency and workforce mobility.

According to S3 Integrity CEO Mike Tripp, “We expect our WuLi Solution™ to fundamentally change the way consumers seek information and assistance. Similar to the financial services industry’s transition in the 1980s from human tellers to ATM machines, the simplicity, convenience and immediate gratification of S3 Integrity’s WuLi Solution™ will gradually

influence consumer behavior. When consumers have a question or a problem, they will no longer instinctively reach for the phone to speak with a customer service representative; instead, they will find and apply all the information and guidance they need online through the WuLi Solution,<sup>™</sup> and will enjoy the experience. Consumers avoid long waits on hold and unresolved issues. Companies gain lower operating costs and customers who are more brand loyal. Both sides will benefit.”

“We believe that viable customer self-service solutions are an essential component of cost-effective customer service,” said Bryan DiGiorgio, CXO President and Chief Executive Officer. “We are confident that CXO’s *WuLi Enlightened*<sup>™</sup> customers will learn our platform’s capabilities quickly and efficiently through this self-service solution. This will give them the benefit of time savings, and ensure they are fully trained and educated on our unified communications products.”

**The WuLi Solution<sup>™</sup> Performance Guarantee:  
“We Reduce Agent-Assisted Transactions, Or You Don’t Pay Us”**

S3 Integrity’s WuLi Solution<sup>™</sup> represents the company’s initial effort in its mission to disrupt the traditional phone-based customer service industry by offering cost-effective self-service alternatives that consumers enjoy using. Behind the scenes, the WuLi Solution<sup>™</sup> applies real-time analytic disciplines that enable companies to identify and address specific product / service-related problems and opportunities; to uncover and remedy underlying issues that generate customer inquiries; and to evaluate and apply customer feedback and interactions.

The WuLi Solution’s<sup>™</sup> online presence involves an intuitive, content-driven, multi-media device that enables consumers to fully understand, experience, communicate and contribute. “The underlying value proposition,” according to Mr. Tripp, “is that the WuLi Solution<sup>™</sup> establishes a rewarding, two-way partnership between the consumer and the product / service provider. Consumers are empowered through education, interaction and voice; companies benefit from reliable market feedback, lower customer service expense and brand loyalty.”

In fact, S3 Integrity is so confident of the WuLi Solution’s<sup>™</sup> ability to deflect agent-assisted transactions, that the company provides clients with a performance guarantee. “If we don’t meet our deflection performance metrics, clients are not required to pay our transaction fees,” Mr.

Tripp said. “Our market research supports S3 Integrity’s strong belief that consumers, when given a viable and easily accessible online alternative, prefer to find answers for themselves, rather than to seek help from customer service agents.”

To learn more about S3 Integrity’s WuLi Solution™, or to request a demo, contact Mike Tripp or Gordon G. Andrew at (407) 876-1200. Additional information can also be found at <http://wuliblog.wordpress.com>

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**About S3 Integrity LLC:**

Orlando-based S3 Integrity provides consulting, technology and content that enables companies to replace agent-assisted customer service transactions with online self-service solutions – lowering operating expense and improving the Customer Experience. S3 Integrity is the home of the WuLi Solution™, proprietary customer self-service business process that combines customer-driven analytics with a media-rich, online interactive experience. See [www.s3integrity.com](http://www.s3integrity.com)

**About CXO Global Solutions:**

CXO Global Solutions is a Kansas City-based firm specializing in unified communications and call center operations. The firm’s goal is to help multi-site, geographically dispersed companies improve their efficiency and profitability while delivering a consistently superior customer experience. Working in partnership with its clients, CXO provides the people, processes and technology required to “commonize” and optimize the performance of each site. The firm also offers both SaaS-based and on-premise unified communications, including the design, build and deployment of an integrated voice and data solution. As a result of CXO’s central management, strategic guidance and unified communication solutions, clients can more effectively acquire, support and retain their customers. See [www.cxoglobalsolutions.com](http://www.cxoglobalsolutions.com)

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