

CareerBuilder.com Gets More for Less A Case Study of using the Fuze Suite

CareerBuilder.com, a leader in the online recruitment industry and job search traffic, began utilizing the Fuze Suite in late 2003. This was a pivotal time for CareerBuilder.com as they prepared for their launch on MSN and AOL. In addition to these portal partners, CareerBuilder.com also provides job listings on over 450 Web sites, including the career centers of 130 newspaper sites, commanding approximately 45% of market share for job postings – the highest in the industry.

Previously a RightNow Technologies customer, CareerBuilder.com sought a new partner that would be flexible and attentive to their needs for reliable email management, self-service and staff support. Their immediate need was to handle their emails more efficiently and timely with the help of a knowledge base for consistent and accurate answers. They did not want to lose any features and functionality that they had from their previous vendor, and they found in Fuze a partner that offered a competitive eService solution capable of supporting the large transaction volumes of a mission-critical application.

Quotes from CareerBuilder.com staff:

David Clark, Quality and Productivity Analyst :
"Our support staff has found the Fuze Suite to be 100% easier to use and administer than our previous vendor's software. Now even our newest employee can answer questions quickly and efficiently!"

Eric Grapner, Customer Service Manager:
"Training was a non-event."

The Fuze Suite has delivered everything they needed and more -- substantially improving email handling and helping ensure CareerBuilder.com's ability to provide its site visitors with timely information they can count on.

Site visitors turn to self-help. CareerBuilder.com immediately experienced dramatic results from extending the knowledge base directly to site visitors as a self-service resource. On average CareerBuilder.com's customers are helping themselves over 85% of the time using the knowledge base's commonly asked questions and answers on their Web site.

Online inquiry form eliminates SPAM. Upon launching the Fuze Suite, CareerBuilder.com experienced a 30% drop in email volumes by switching to an online Fuze Suite form for inquiries and consequently eliminating SPAM.

Fewer questions submitted when answers found online. Add to the initial 30% reduction in email volumes another 25% drop within the first two months as a result of site visitors finding answers themselves in the comprehensive, evolving and easily searchable knowledge base.

Web visits doubled, yet staffing levels held constant. With their launch on MSN and AOL, CareerBuilder.com's volumes of web traffic more than doubled from 2003 to 2004, yet because of the effectiveness of the Fuze Suite they did not have to add support staff to preserve their demanding service level expectations.

Response times cut in half. With the use of the Fuze Suite, the average time to respond to emails was reduced by over 50% -- to less than 30 minutes -- while accuracy and consistency of responses improved.

"We have been nothing less than thrilled with our partnership with Fuze! The Fuze Suite is significantly easier to administer and we have found the support provided by Fuze to be head-and-shoulders above anything we previously received. Fuze is a flexible and focused partner that I would highly recommend to anyone!"

--Eric Grapner, Customer Service Manager, CareerBuilder.com

CareerBuilder.com has experienced stellar results using the Fuze Suite, improving customer service while achieving a significant return on investment. They have found in Fuze a nimble, dedicated partner whose support and service outshines companies much larger that offer software with similar functionality.

With the Fuze Suite's 5.0 release slated for April, the product continues to evolve based on the needs of its customers, like CareerBuilder.com. The 5.0 release will include secure chat, advanced publishing and access to the knowledge base, and a third-party system API allowing Fuze pages to be popped for third-party operational and phone switch systems.

About CareerBuilder.com

CareerBuilder.com is the nation's leading online job network with more than 15 million unique visitors and over 600,000 jobs. Owned by Gannett Co., Inc. (NYSE: GCI), Tribune Company (NYSE: TRB), and Knight Ridder, Inc. (NYSE: KRI), the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the online career centers for more than 450 partners that reach national, local, industry, diversity and niche audiences. These include more than 130 newspapers and leading portals such as America Online and MSN. More than 30,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 10 million-plus resumes, comprehensive screening tools and more. Millions of job seekers visit the site every month to search for opportunities, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information, visit <http://www.careerbuilder.com>

About Fuze Digital Solutions

Fuze Digital Solutions is a privately-held and profitable company based in Seattle, Washington, focused on providing comprehensive, affordable and easy to use software. The Fuze Suite is a completely web-based eService solution that includes a searchable knowledge base, personal finance content, email and contact management, e-alerts and targeted marketing functionality. For more information about Fuze Digital Solutions, call 425-649-1246, online <http://www.fuzeqna.com/fuzeds/consumer/question.asp> or visit <http://www.fuze.com>

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