



IMMEDIATE RELEASE

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CAMBRIDGE SAVINGS BANK LEADS THE WAY WITH IMPROVED CUSTOMER CONVERSATIONS

Cambridge Savings Bank working with Econiq - The Conversation Company™ releases the untapped value from customer conversations quickly.

BURLINGTON Mass., July 13th, 2016 – Econiq - The Conversation Company™, today announced that Cambridge Savings Bank (CSB), one of the oldest and largest community banks in Massachusetts, has completed rollout of The Conversation Hub™ that focuses on quickly releasing the untapped value embedded in customer conversations.

This is achieved by guiding, supporting and coaching bankers to consistently engage in healthier, more valuable customer conversations. Healthier customer conversations where average team members consistently hit the same high standards as Cambridge Savings Bank's very best performers. In this way the Conversation Hub™ from Econiq delivers immediate value to CSB through improved Conversation Performance.

In addition, sustainable value is created for Cambridge Savings Bank through the Conversation Patterns™ that are generated by The Conversation Hub for every customer conversation. These Conversation Patterns reveal, at-a-glance, a unique stream of Conversation Intelligence about customers, competitors, products and markets. Conversation Intelligence that informs strategy and significantly impacts the executive business and marketing decision-making process.

Dan Mercurio, Head of Consumer and Small Business Banking at the Harvard Square based community bank said, "Over the last few years we have introduced new products that are simple and transparent with relationship-driven features and benefits. Our constant goal is to provide our customers with an array of choices that fit all of their financial needs. To bring these offerings to life, we continually invest in supporting our bankers so they are better equipped to deliver meaningful and relevant recommendations. As customers continue to migrate to our digital channels, a high quality in-person or phone conversation becomes even more critical. The Conversation Hub from Econiq will enable our bankers to have better conversations with our customers, improving our performance as a bank and also the overall customer experience".

Commenting on the announcement Colin Piper, Chief Conversation Consultant at Econiq said, "It's been a great experience working with Cambridge Savings Bank. They are an extremely innovative organization, deeply committed to meeting the specific financial needs of local people, families, and businesses. They focus on creating value and improving the customer experience at every opportunity. So it was a natural fit for Econiq to work with them".

Cambridge Savings Bank

Cambridge Savings Bank is a full-service financial institution with approximately \$3.2 billion in assets that is committed to improving the quality of life in the communities it serves. One of the oldest and largest community banks in Massachusetts, Cambridge Savings Bank offers a full line of individual and business banking services and has 17 branches located in Cambridge, Acton, Arlington, Bedford, Belmont, Burlington, Concord, Lexington, Newton Centre, Newtonville and Watertown. www.CambridgeSavings.com

Econiq

Econiq® is the world's first Conversation Consultancy. The Conversation Hub™ from Econiq focuses on releasing the immense untapped value embedded in complex customer conversations - quickly.



Uniquely, the Conversation Hub makes it easy for every frontline representative to execute high value complex customer conversations to the same level as the best performer. Conversation intelligence from this solution enables valuable additions to continuously enhance the conversation over time. Working with an elite group of management consultancies Econiq is already live and delivering significant value from customer conversations in branches and contact centers for a number of American and European Banks and Insurance companies. www.econiq.com

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