

FOR IMMEDIATE RELEASE

Olive Software Enhancement: Capture Critical Reader Feedback With NEW Subscriber Experience Monitoring Capability

AUSTIN, Texas — May 22, 2019 — Ignite Technologies announced today expansion of its Olive Software digital publishing platform with a new subscriber experience monitoring capability.

“Subscriber feedback is important to understand satisfaction and trends that ultimately help drive retention and growth,” said Davin Cushman, CEO, Ignite Technologies. “The new subscriber experience monitoring capability is part of our commitment to support the success of our Olive customers.”

The Olive Software platform can be configured to meet specific requirements, and the new subscriber experience monitoring capability provides the ability to:

- Check in with new subscribers to ensure satisfaction and identify/resolve problems quickly
- Reduce churn with automated “Early Warning System” of subscribers that are likely to cancel
- Engage audience segments to deep-dive to identify expectation gaps and inform strategic decisions

The added subscriber feedback capability, powered by ResponseTek, is available today as an incremental benefit at no additional cost for Olive customers with an active Ignite Olive Software contract.

Learn: [ignitetechnology.com/responsetek](https://www.ignitetechnology.com/responsetek)

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About Ignite Technologies, Inc.

Founded in 2000, Ignite is a privately-held company and member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company’s mission is to help customers ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective — 100% customer success — measured through the achievement of our customers. www.ignitetechnology.com