

FOR IMMEDIATE RELEASE

ResponseTek Product Enhancement: Convert *Promoters* to Brand Ambassadors with New UGC Capability

AUSTIN, Texas — May 9, 2019 — Ignite Technologies announced today expansion of its ResponseTek customer experience management platform with a new user-generated-content (UGC) capability to convert *promoters* to brand ambassadors.

The ResponseTek platform identifies customer and employee *promoters* who are happy and engaged. “The new UGC image curation capability assists companies in leveraging these promoters to grow their business and build positive brand sentiment,” said Davin Cushman, CEO, Ignite Technologies. “UGC imagery has proven to dramatically increase brand engagement, and we’re excited to offer this new capability to further power the success of our customers’ Voice of the Customer and Voice of the Employee initiatives.”

Examples of how the new UGC capability advances the ResponseTek platform include:

- **Post-Survey Promoter Engagement**
Make it easy for happy customers to engage in sharing their experiences via social channels to drive word of mouth
- **‘In the Moment’ Engagement**
Turn employees into a marketing image engine, capturing authentic customer experiences as they happen on the front lines

The added user-generated-content (UGC) capability, powered by Chute, is available today as an incremental benefit at no additional cost for ResponseTek customers with an active Ignite ResponseTek contract.

Learn: ignitetechnology.com/chute

Contact: success@ignitetechnology.com

Follow: [LinkedIn](#)

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