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Get Satisfaction Makes Social Customer Support Easy with Updated Facebook App for Fan Pages

Innovative application bridges the Facebook Wall and customer community to create a truly social knowledgebase

San Francisco, Calif. – June 24, 2011 – Get Satisfaction, the leading provider of social business software, launched a new version of its popular “Get Satisfaction for Facebook” application today. Get Satisfaction for Facebook is used by more than 600 companies (Pampers, Flipboard, Gilt Groupe) to build strong relationships with their customers, solve problems, give a voice to customer champions and drive better business. Get Satisfaction was the industry’s first social support application designed for Facebook Fan Pages.

Get Satisfaction for Facebook is a powerful community platform that takes the chaos of Facebook Wall interactions and orders it into an indexable, searchable and actionable storehouse of social data. The newly updated application integrates the Facebook Wall with a company’s existing Get Satisfaction community, allowing support agents to import Wall conversations directly into the community for discussion and resolution. Both companies and their customers actively participate in this social knowledgebase, which leverages the Facebook and Get Satisfaction networks to get customers the answers and resolutions they want, and companies the feedback they need to be better, more responsive businesses.

The updated Facebook app collects and organizes all the social knowledge (questions, feedback, concerns, and praise) found on the Facebook into a central platform that can be shared and leveraged across all customer-facing channels. This approach captures Fan Page discussions, transforming them into actionable content that cascades throughout product development, relationship marketing, brand management, public relations, and customer service.

“Nowadays, customers are looking for - and expecting - support through Facebook,” said Wendy Lea, Get Satisfaction CEO. “Until now, the Wall has been the ‘Wild West’ of customer engagement. Over 600 companies use our app every day to deliver social support at the point of customer contact. Customers love it because they get quick resolution in an open and transparent community environment. Companies love it because they can manage their social support from one unified workflow.”

The Get Satisfaction for Facebook app was developed using Involver's social media platform and new Social Markup Language (SML). Social media applications built on SML give companies and agencies control over the customization of their brands inside Facebook and other social networks.

Get Satisfaction for Facebook is available to subscribers of Get Satisfaction's Grow, Connect, and Integrate plans, which start at \$49/month, and Involver's Professional, Business and Enterprise plans, which start at \$99/month.

"The new Get Satisfaction app is the natural evolution of a very important partnership that bridges two critical community and support channels: Facebook Fan Pages and Get Satisfaction," said Rahim Fazal, CEO and Co-Founder, Involver. "The new SML-powered version enables brands and agencies alike to create a customized experience that extends their community and brand into Facebook with pixel perfect design."

About Get Satisfaction:

Get Satisfaction is a leading provider of social business applications that build strong relationships between companies and their customers. Get Satisfaction powers the world's best brands to make customers true participants in their business. More than 55,000 companies use Get Satisfaction to provide a more social support experience, build better products, increase SEO and improve customer loyalty. Get Satisfaction communities are available at getsatisfaction.com.

About Involver

Involver is the solution of choice for the world's biggest brands trying to connect with customers on social networks. Over 400,000 brands and agencies — including Nike, Facebook, Cisco, and the NFL — use Involver to power their marketing efforts to a combined audience of over a billion relationships. Involver pioneered the first social app suite on Facebook and is now leading the industry with SML (Social Markup Language), allowing front-end developers to achieve pixel-perfect application development. Involver's Audience Management Platform acts as a marketer's system of record, bringing everything from app management and wall response/moderation to publishing updates and analytics into a single intuitive interface. Involver is a Facebook Preferred Developer and a technology provider for Facebook's internal marketing team, with applications like the Involver Leaderboard and Stories. Headquartered in San Francisco, CA with Offices in Austin, TX and New York, NY, Involver was founded in 2007 and investors include Bessemer Ventures, Cervin Ventures and WTI. Learn more at www.involver.com.

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