



## **Lenovo® Selects TrueChoice® Solutions to Optimize the Customer Experience and Boost Sales Conversion**

### **TrueChoice Predictive Selling software-as-a-service (SaaS) improves the customer journey and lead generation while generating unique insights into customer preferences**

**RESEARCH TRIANGLE PARK, N.C., April 26, 2010** Lenovo ([www.lenovo.com](http://www.lenovo.com)), a leading global manufacturer of personal computers, has launched a new online “PC Advisor” powered by TrueChoice Predictive Selling, according to Ajit Sivadasan, VP and GM of Global Web at Lenovo. This new preference-based tool helps each customer identify the PC solution that best suits their precise requirements and budget.

In a matter of minutes, Lenovo’s web-based advisor educates customers about different product as well as service options, and recommends optimal solution bundles – all in a simple, easy-to-use online dialogue. Behind the scenes, the TrueChoice® Predictive Selling Suite integrates seamlessly into Lenovo’s CRM and transaction system for lead generation. A real-time analytics dashboard allows the company to quickly gain new insights into customer preferences and buying decisions throughout every stage of the selling cycle, helping to improve customer satisfaction and transaction profitability at the same time.

According to Ajit Sivadasan, “Customers in today’s crowded pc market struggle to make the right choices due to a number of reasons. Product complexity, constant innovation and short life cycles for products are the biggest drivers of customer indecision. This is where the TrueChoice solution greatly helps customers by simplifying the process of selecting the right products based on a series of feature and usage specific questions. Lenovo’s focus on providing great user experience to its customers is perfectly complemented by TrueChoice’s innovative predictive engine.”

Lewis Broadnax, Lenovo’s Director of Americas eCommerce, added, “Importantly, initial results from our TrueChoice-powered PC Advisor have shown significant advances in usage, conversion, and financial performance metrics.”

Sev Keil, Chairman of TrueChoice Solutions, commented, “Lenovo’s wide range of innovative products and services represents an ideal application for TrueChoice, which helps customers make complex purchasing decisions. The TrueChoice-powered advisor at [lenovo.com](http://lenovo.com) delivers a superior customer experience that increases satisfaction while making the sales process more efficient. In addition, it provides Lenovo management with access to rich customer insights for product strategy, pricing, and segmentation.”

#### About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is dedicated to building exceptionally engineered personal computers. Lenovo's business model is built on innovation, operational efficiency and customer satisfaction as well as a focus on investment in emerging markets. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the company develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services worldwide. Lenovo has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina. For more information see [www.lenovo.com](http://www.lenovo.com).

About TrueChoice Solutions, Inc.

Headquartered in New York, TrueChoice Solutions is the leader in real-time preference measurement. Used by many forward-thinking FORTUNE Global 1000 clients, the TrueChoice® Predictive Selling Suite is based on patented econometric technologies that for the first time allow companies to precisely quantify the preference structures of individual customers and employees in real time. TrueChoice significantly improves the customer experience, boosts sales lead generation, and measurably increases the profitability of every transaction. TrueChoice Solutions, Inc. is privately held, and may be reached at + 1-212-660-0300 or on the Web at [www.truechoicesolutions.com](http://www.truechoicesolutions.com).

---

### Media Inquiries

William Kozel  
Director of Communications  
TrueChoice Solutions, Inc.  
T: +610-325-0900 (US)  
[wkozel@truechoicesolutions.com](mailto:wkozel@truechoicesolutions.com)