

Ann Michaels & Associates Announcement

Press Release

For Immediate Release

Ann Michaels Partners with Analytical Company to Broaden Business Base

Naperville, Illinois - May, 2008 - Ann Michaels has announced their partnership with Rexer Analytics. This will enable Ann Michaels to apply advanced analytics to their mystery shopping (MS) and survey data. This will bolster the already booming business by determining the relationship between MS and the end client's sales data.



Ann Michaels

Ann Michaels has specialized in mystery shopping and surveys since 1998. Kathy Doering, President of Ann Michaels, believes that with the ever changing business world, just gathering the data isn't enough. "By providing indepth analytics to our feedback programs, it allows the clients see the relationship between sales techniques, regions, and time trending." This can assist clients in discovering actionable recommendations for their future business needs.

Joining forces, it will benefit our customer's bottom line and we will have a broader base of services to offer our clients.

Rexer Analytics

Rexer Analytics specializes in advanced analytics and CRM consulting. "We're excited to partner with Ann Michaels. Adding analytics on top of Ann Michaels' quality data is a recipe for generating new insights and focused actionable recommendations." - Karl Rexer, President of Rexer Analytics. Their staff are highly skilled in a variety of statistical and data mining techniques. They have a proven track record of providing mystery shop analyses, predictive modeling, survey research, and analytic CRM solutions to clients in numerous fields, including financial services, technology, retail services, manufacturing, and higher education.

Above all, they understand that the results of analytics must be understood to be useful. Rexer Analytics prides themselves on their ability to clearly communicate analytic solutions to any audience.

Quick Links

[Ann Michaels Website](#)

[Rexer Analytics Website](#)

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