

# Ann Michaels & Associates

Press Release

## Ann Michaels & Associates Announces

Ann Michaels & Associates is excited to announce their exciting, new social media monitoring service, SafetyNet, to their already expansive CRM business.

**Naperville, IL - August, 2008 -**

Social Media Monitoring (SafetyNet) is a service that monitors web-based programs for any type of feedback regarding a specific company. As consumers have highly effective forums to share their product experiences and opinions online, whether they are positive or negative, more and more large companies are realizing these consumer voices can hold enormous influence in shaping the opinions of other consumers and influence their brand loyalties and purchase decisions.

"Things are moving at fast speeds on online forums, blogs, and networks, that it is hard for companies to keep up. We will monitor these interfaces for you and continually keep you informed on any references to your company. We are excited to implement a program specifically aimed at monitoring web-based programs," said Kathy Doering, President of Ann Michaels. "With our service, we can monitor the web for complaints, compliments, and any additional needs your customers mention."

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For over 10 years, AMA has been specializing in customer feedback. The business has grown to coincide with the rapid growth of technology. AMA not only performs mystery shopping and phone/web survey applications, but has also added analytics and data mining by partnering with Rexer Analytics. Now, with social media monitoring (SafetyNet) as a service, all facets of customer and employee experiences can be monitored for any type of trend. For additional information on this service please [click here](#).



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