AFTERWORDS

For Immediate Release
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AfterWords Partners with Custom Business Solutions to Officially Debut New Customer Engagement Software at National Restaurant Association Show

(National Restaurant Association, Chicago - Booth #6067) (May 18, 2017) – AfterWords announced today that it is partnering with Custom Business Solutions to officially debut its new Intelligent Customer Engagement software at the upcoming National Restaurant Association show in Chicago.

AfterWords helps service driven companies gain a complete picture of their customers' perceptions through multi-dimensional surveys that track transactions, loyalty, and the guest experience. The new software leverages data to improve the customer experience, increase sales, and profitability.

In partnering with Custom Business Solutions, developers of the hospitality industry's first omni-channel, cloud-based point of sale system, NorthStar, show attendees will be able to see AfterWords working in real-time on a point of sale system.

Using relevant and specific questions about the customer experience, AfterWords produces perception and loyalty indexes to deliver actionable data to operators. Built into the system are a variety of customer recovery tools to enable managers to address issues in real-time. The AfterWords patent-pending process provides more relevant data, with less survey abandonment, and provides actionable insights.

"AfterWords is dedicated to helping operators gain better insight into customer engagement to help them be more profitable and successful. We are excited share the extensive capabilities of our new software on the NorthStar POS system at the NRA Show," said Drew Peloubet, CEO of AfterWords. "This partnership will demonstrate to operators the possibilities and potential for growing their business with AfterWords."

"NorthStar's omni-channel cloud-based platform allows restaurant and hospitality professionals to seamlessly layer business intelligence tools like AfterWords, giving operators a complete toolkit for improved operations and success," said Custom Business Solutions CEO Art Julian. "AfterWords showcases the great possibilities in customer engagement and we are excited to demonstrate these two systems that maximize the guest experience."

About Custom Business Solutions

Since 1994, the advanced software solutions offered by Custom Business Solutions have helped numerous hospitality professionals to operate their businesses more profitably. Restaurant operators and their guests have benefited from CBS's NorthStar suite of products that enhance the dining experiences. CBS also offers a range of support services such as after-hours help desk capabilities. Custom Business Solutions, Inc. is headquartered in Irvine, CA with offices throughout the Western United States. For more information, visit www.cbsnorthstar.com.

About AfterWords

AfterWords is an intelligent customer engagement and survey system that delivers uses transactional history and customer feedback to create actionable data to improve operations, sales and profitability. AfterWords' patent pending process provides more relevant data, results in less survey abandonment, and provides actionable Insights. AfterWords was developed with industry experts and university professors, and has recently completed a pilot rollout with a major hospitality franchise. Discover what your customers really think using AfterWords. For more information, visit www.surveyafterwords.com.

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