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LiveLOOK™ Named a “Hot Insurance Tech Company to Watch in 2010”
by Independent Research Firm

*Co Browsing Technology Increases Sales Completion Rate
And Efficiency of Customer Service*

January 13, 2010 (Newark, NJ) – LiveLOOK, Inc. (www.liveloook.com) has been named in Forrester Research’s December 2009 report “Hot Insurance Tech Companies to Watch in 2010,” for their co browsing technology, announced Igor Khalatian, CEO & Founder of LiveLOOK.

LiveLOOK’s co browsing technology, which allows an agent or service rep to “share the screen” in real-time with the customer or prospect, promotes increased efficiency as well as a better customer experience, responding to the needs of insurance companies, their agents and their customers.

“The insurance industry toughed it through the darkest days of the downturn by focusing on two perennial business themes – cutting costs and driving efficiency. But as the economy returns to growth, insurers are now aiming for business growth and profitable revenue. As a result, carriers are again turning to tech to help them address the delicate act of balancing efficiency and growth,” wrote Ellen Carney, author of “Hot Insurance Tech Companies to Watch in 2010,” published by Forrester Research, Inc.

“We are very pleased to be included in Forrester’s list of “Hot Insurance Tech Companies to Watch in 2010,” said Khalatian. “It is clear that customer service is a critical issue in the insurance industry – both in terms of customer retention as well as cost-containment. Co browsing is a critical component of customer communication at both logically planned and spontaneous customer touch points for carriers, agents, brokers, and customer service reps.”

From a cost perspective, most companies would prefer to steer customers to the Web as opposed to a call center. But sometimes, personal interaction is needed. Co browsing facilitates self-service, increases first-call resolution, enhances sales conversion and improves customer satisfaction with decreased call handling time and abandonment rates.

“Our technology goes beyond first-generation co browsing. The process can ‘introduce’ the service rep and customer in less than 10 seconds, supports rich media, does not require downloads and can be used with AJAX, Dynamic Pop-Ups, Flash, Applets, Silverlight, Microsoft.NET and other platforms.” added Khalatian.



About LiveLOOK, Inc.

Formed in 2008, LiveLOOK is an innovator in visual sharing and real-time online interaction and is a privately held company backed by New York Angels, New Vantage Group, and Edison Innovation Fund. LiveLOOK screen sharing and co browsing establishes instant visual connections between customers and sales/service staff, allowing agents or customer service reps to view customers' screens in real-time. LiveLOOK co browsing is integrated with most leading customer interaction and customer service software providers and can be easily integrated with any software application with access to the Internet. LiveLOOK's products are based on a on a patent-pending innovation in screen sharing.

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