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Ceonex Doubles Webgenerated Sales Leads for Berkshire Life, With Strategy for Reaching, **Converting, Retaining Customers**

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Berkshire Life Insurance Company of America has doubled the sales leads generated from its website, as a result of a redesign conducted by Ceonex (www.Ceonex.com). A subsidiary of The Guardian Life Insurance Company of America, Berkshire Life is one of the largest disability insurance providers in the nation. Ceonex provides interactive solutions and Internet development services to a variety of industries.

Berkshire Life asked Ceonex to help solidify its brand message, and Ceonex's first recommendation was to strengthen the focus on customer conversion. Among the several steps to achieve this goal, the first and most important was to create a positive emotional impact on viewers; improving navigation and other usability issues were also critical.

John Broderick, creative director at Berkshire Life said, "By executing Ceonex's plan, we have accomplished our goals, and sales leads have more than doubled. Our decision to entrust the production of web projects to Ceonex has proven wise, and I expect this relationship to continue to bear fruitful results.

Because disability insurance is an inherently difficult subject, it was critical for Ceonex to plan for response factors to connect with the

target audiences on an emotional level. The selection of imagery was planned to drive home the importance of disability insurance by showing the relationships connected to each target audience, and the responsibilities that go along with those relationships. Theodore Agranat, CEO of Ceonex, said, "The industry has generally

missed an opportunity to connect with users on an emotional level. Furthermore, our research showed that many sites did not provide adequate focus on brand extension, thereby asking visitors to put their trust in a brand that was not clearly or positively presented."

On the technical end, Ceonex incorporated such elements as search engine optimization, various navigation and orientation features, audience tools, and download time management. As a result of usability and content improvement, visitors are on the Berkshire Life website two to three times longer than before the re-launch, and the site has risen to top slot in several categories on Google, including those for both personal and business disability insurance.

The primary focus of all Ceonex projects is on the three most important aspects of business: reaching prospects, converting prospects and retaining customers. "Every solution we have implemented for Berkshire Life concentrates on these crucial objectives," said Agranat. "Making the site easier for prospects to find, capturing the desired response in a prospective policyholder, enabling visitors to easily interact with Berkshire Life, and making the site highly navigable for all users - these are just some examples of our focus on prospecting, converting and retaining."

About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients to create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity.

Ceonex has worked on projects for national and international firms, including Bayer Pharmaceuticals, Berkshire Life, Hewlett Packard, Intel, KPMG, Phillips, RadioShack, Texas Instruments, Xerox and many more. The company has offices in the US, Pacific Rim and Europe, and can be reached at 413-663-9798, and www.Ceonex.com.

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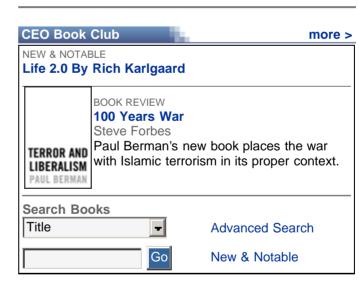
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