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The Online 401k Upgrades Integrated Customer Relationship Management Platform

SAN FRANCISCO, CA, June 1, 2007 -- The Online 401k™

(www.theonline401k.com), the nation's leading provider of full-service

Web-based 401k plans for small and middle market businesses, recently introduced its overhauled internal customer support system to create the newest version of the firm's Customer Relationship Management platform, CRM 2.0.

Designed to support client inquiries, the hierarchal structure of the newly integrated platform streamlines the inquiry process allowing The Online 401k to serve more clients more efficiently without having to increase costs.

"Providing institutional quality support while maintaining the personal level of service that only a small provider can offer has long been the mark of the The Online 401k," says Chad Parks, CFP®, founder and CEO of the firm. "CRM 2.0 is just the latest value-add we bring to our clients in an effort to create an even greater overall customer experience."

First launched in early April, 2007, CRM 2.0 implements a multi-layer response system which begins with an interactive knowledge base. More specific than ever before, this knowledge base is available for client access 24 hours a day, 7 days a week.

For any unresolved inquiries, CRM 2.0 automatically initiates an online inquiry submission which it then routes to the appropriate service representative. Through the new platform these submissions also have the potential to be re-routed interdepartmentally where appropriate.

CRM 2.0's "Track-It" feature allows clients to check the status of their submissions throughout this routing process. If a submission requires additional information from the client's end, CRM 2.0 is also equipped with a "To-Do" function to serve as an alert to the user.

In addition to its other new offerings, CRM 2.0 also introduces the homegrown loan and distribution wizards which now automate their previously manual and arduous processes. Both wizards greatly increase the efficiency of workflow processes including those involving loan documents and payment schedules in the loan wizard's case and check issuance in terms of the distribution wizard. The status of all requests is available online as well.

About The Online 401k

The Online 401k is the nation's leading provider of web-based retirement plan solutions for the small to middle market, and is dedicated to the mission that every American employee deserves a secure retirement. Headquartered in San Francisco, CA, the firm provides plan administration and management services to individuals and businesses in all fifty states. Founded in 1999, The Online 401k serves more than 3,000 clients and provides retirement plan management for more than 30,000 participants. For more information on The Online 401k, visit www.TheOnline401k.com.

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