



29<sup>th</sup> November 2011

To Whom It May Concern,

**DCatalyst Sdn Bhd.**

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We believe that email communications are an effective and non intrusive way of communicating with our current and potential insurance policy holders.

Our sales have increased with the support of DCatalyst's communication system. This system allows for a higher delivery rate and opened emails, thus achieving increase in inquiries and sales.

DCatalyst's knowledge on how emails are treated and how best to gauge responses from email recipients has helped with the increase in emails responded. All the database activity were kept, tracked and managed; allowing us to receive immediate feedback on database responses.

We would recommend DCatalyst Sdn Bhd, for their technical expertise, dedication and support in achieving the desired results.

Yours faithfully,

**ETIQA TAKAFUL BERHAD**

**YAP CHEE KEONG**

Head of Business Development,  
E-Channels,  
Direct Retail Distribution

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