SyberWorks announces a new article available in its Media Center: *"12 Ways to Use Web-Based Learning Management Systems for Customer Acquisition and Retention"*

Waltham, Massachusetts –April 24, 2006

SyberWorks, Inc., a leader in custom e-Learning Solutions and the Learning Management System (LMS) industry, today announces a new article available in the SyberWorks Online Media Center: "12 Ways to Use Web-Based Learning Management Systems for Customer Acquisition and Retention in Business-to-Business Environments."
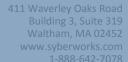
Dave Boggs, CEO of SyberWorks, states:

"The purpose of this article is to illustrate how Learning Management Systems can be used for customer acquisition and retention. In today's competitive business-to-business environment, it's difficult to acquire customers and to keep them. This process is exacerbated in business-to-business or high process industries for companies who create and distribute complex products and services. Their sales cycles tend to be longer and more drawn out. There are more stakeholders at various levels in the organization who influence purchasing decisions. As such, there is a tremendous need to educate and train all of the stakeholders in the purchasing decision process on the various aspects of a company's product or service to make the sale."

Boggs continues, "Once the sale is made and the product or solution is rolled out for implementation to various company departments, their employees and possibly their partners, customers, and resellers will need training and reinforcement on the product. The various features of a Learning Management System, such as email ticklers, threaded discussions, web-based courses, web conferences, and others, can be used to engender a long-term relationship with your customers. In summary, a Learning Management System can be used as an effective and efficient customer relationship management tool."

The article is located in the SyberWorks Online Media Center at http://www.syberworks.com/e-LearningResources.htm.

About SyberWorks

SyberWorks, Inc. (www.syberworks.com) is a leader in the custom e-Learning Solutions and Learning Management System industries for Fortune 1000 corporations, higher education, and other organizations. Located in Waltham, Massachusetts, the company serves the multi-billion-dollar e-Learning market. Since 1995, SyberWorks has developed and delivered unique and economical solutions to create, manage, measure, and improve e-Learning programs at companies and organizations in the United States, Canada, Europe, and other countries.

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