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SkillSoft Ranks Number One in Customer Loyalty for Third Consecutive Year in Survey of Global Software and IT Companies

TNS Survey Shows SkillSoft Exceeds Industry Average in Customer Service, Product Quality and Ease Of Doing Business

NASHUA, N.H.--(BUSINESS WIRE)-- [SkillSoft](#) PLC (Nasdaq: SKIL), a leading SaaS provider of e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses, today announced that it has been ranked first in a customer loyalty survey for the third consecutive year. This year's survey of SkillSoft customers was conducted in September and October by TNS, the world's largest custom research company.

The customer loyalty score is derived from customer responses in key areas including intent to repurchase and willingness to act as a reference. SkillSoft significantly exceeds industry benchmarks in all areas. In fact, 97 percent of customers who answered said they would act as a product reference, the highest score for this category since SkillSoft started commissioning the survey in 2004. SkillSoft continues to receive high marks for their products, customer service and ease of doing business.

During the three years that SkillSoft has topped the customer loyalty results in the TNS index, it has been benchmarked against companies ranging in size from approximately \$100 million to \$120 billion in revenue. All companies are in the software or IT services sectors.

"We've invested in a large, customer-facing sales and services organization so that our customers have the best experience possible, and we also invest heavily in R&D to ensure that our customers have access to the most innovative products," said Chuck Moran, President and CEO for SkillSoft. "We emphasize to every employee that being responsive to customers is the most important thing they do, and this survey reflects this commitment."

Comments provided by customers reveal that SkillSoft's learning consultants are a key ingredient in receiving high satisfaction responses. SkillSoft's 24x7x365 customer service center also receives high marks. Comments such as the following were frequently provided:

"Your consultants are the best I have worked with in terms of being customer focused. They truly try to understand our needs, goals and targets. They take feedback very professionally."

"Business partnering and responsiveness to customers are the best we've seen."

"We have received excellent service and support and they have been accommodating to

us."

The surveys - which detail customers' attitudes towards SkillSoft - are commissioned annually by the company to help drive continuous improvements across the organization. SkillSoft has approximately 10 million end users at 3,000 companies including roughly half of the Fortune 500.

"One thing we believe strongly is that you can't improve something if you don't measure it," said Tom Buehrer, Senior Vice President at TNS, which works with many of the Fortune 500's top technology companies to provide market measurement, analysis and insight. "SkillSoft is a great example of a company that backs up its promises about customer satisfaction with research programs to make sure they are achieving their goals."

About SkillSoft

SkillSoft PLC (Nasdaq: SKIL) is a leading SaaS provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses. SkillSoft enables business organizations to maximize business performance through a combination of comprehensive e-learning content, online information resources, flexible learning technologies and support services.

Content offerings include business, IT, desktop, compliance and consumer/SMB courseware collections, as well as complementary content assets such as Leadership Development Channel video products, KnowledgeCenter(TM) portals, virtual instructor-led training services and online mentoring services. SkillSoft's Books24x7(R) product offering includes access to more than 20,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort(R) learning management system, Search-and-Learn(R), SkillSoft(R) Dialogue(TM) and virtual classroom.

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Source: SkillSoft