



## ICF Olson 1to1 Named a Leader in Customer Loyalty by Independent Research Firm

August 14, 2017

FAIRFAX, Va.--(BUSINESS WIRE)--Aug. 14, 2017-- ICF (NASDAQ:ICFI), a global consulting and technology services provider, announced today that [ICF Olson 1to1](#), its loyalty and customer relationship management (CRM) division, has been named a Leader in customer loyalty by Forrester Research, a leading independent global research and advisory firm.

ICF Olson 1to1 has been named a Leader in [The Forrester Wave™: Customer Loyalty Solutions, Q3 2017](#) the highest distinction a company can attain - after assessing its full service offering and Tally® loyalty platform. Forrester also cites ICF Olson 1to1 as a provider that “delivers full-service marketing agency capabilities.”

“To be named a Leader by Forrester validates for us the hard work we have put in to evolve our loyalty platform, while also providing complementary services that lead our client partners into the future,” said [Louise Clements](#), agency lead of ICF Olson. “As companies work to better understand what motivates their customers, our unique software platform, deep customer loyalty expertise, and marketing services are driving huge value for the clients we serve.”

The Forrester Wave™: Customer Loyalty Solutions, Q3 2017 report evaluates various providers on 30 criteria such as loyalty strategy services, technology platform and execution, measurement and analytics, account services, roadmap, customer retention, and global execution. The report cites clients' view of the ICF Olson 1to1 team as a “valued and trusted partner and extension of internal teams” and the company’s capital “investment in the [Tally® loyalty] platform to simplify program configuration tools, improve usability, and add features like embedded reporting and clienteling tools.”

A division of ICF, ICF Olson is purpose-built for new realities facing clients, boasting uniquely broad and deep expertise across the entire spectrum of marketing services. One of the world's top 50 agency companies, ICF Olson has been recognized as Public Relations Agency of the Year by *PR Week* and as Adobe Marketing Cloud's North American Partner of the Year. ICF Olson's individual brand campaigns have won 27 Effie Awards, the marketing industry's highest accolade for effective marketing. A division within ICF Olson, ICF Olson 1to1 counts numerous leading consumer brands as clients.

### About ICF

*ICF is a global consulting and technology services provider with more than 5,000 professionals focused on making big things possible for our clients. We are business analysts, policy specialists, technologists, researchers, digital strategists, social scientists and creatives. Since 1969, government and commercial clients have worked with ICF to overcome their toughest challenges on issues that matter profoundly to their success. Come engage with us at [icf.com](#).*

### Caution Concerning Forward-looking Statements

*Statements that are not historical facts and involve known and unknown risks and uncertainties are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; and our ability to acquire and successfully integrate businesses. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements are included in the “Risk Factors” section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.*

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170814005919/en/>

Source: ICF

ICF

Lauren Dyke, +1-571-373-5577

[lauren.dyke@ICF.com](mailto:lauren.dyke@ICF.com)