

Healthcare Leader Successfully Completes Deployment of Knowlagent® Agent Performance Solution Across 13 Centers/5,000 Agents and Purchases 1,000 New Licenses

Fortune 100 Company Views Simulation and Integrations as 'Must-Have' Components to Deliver Speed and Magnitude of Agent Performance Improvement

ATLANTA, GA – February 18, 2004 – Knowlagent, the exclusive provider of software solutions that build best performers fast in customer service centers, announced today that its largest healthcare customer has rapidly and successfully deployed the Knowlagent Agent Performance Solution to thirteen call centers across the United States and offshore markets. The Company adopted Knowlagent's patented solution as a key component of its corporate strategy to increase customer retention by improving the predictability, quality, accuracy and completeness of service being delivered by customer service center agents and claims processors. The Company recently purchased an additional one thousand licenses of the entire Knowlagent suite to support domestic growth and the addition of a new overseas center, and has plans to implement Knowlagent's newest version to provide agents a customized view of their performance against key business metrics.

Knowlagent rolled out its entire Agent Performance solution, which includes its growing library of patented integrations and award-winning simulation solution designed specifically for the call center, in nine months to 5,000 users at 13 sites, including a virtual site, which serves hundreds of work-at-home agents. The Company, which annually processes 39 million claims and handles 3 million customer service calls, was able to realize measurable improvements in customer service and production metrics, with the Knowlagent solution being viewed as a mission-critical component to their overall performance strategy. Within customer service, the Company has improved average speed-to-answer (ASA) by 33 percent and achieved quality scores of 95 percent. Claim rework has been improved by 61.3 percent, the time to process claims has been dramatically reduced and 97 percent accuracy rates have been achieved.

The Company is the leading provider of healthcare services that include network-based health, well-being, and business-to-business transaction processing, and is recognized as an innovative division of a Fortune 100 company and one of the world's largest publicly traded companies in the healthcare industry. Paramount to the Company's success to retain customers is the ability of customer service agents and claims processors to consistently deliver quality service to its 9 million-member base. A key factor to attaining their business objectives was improving the ability of agents to access, interpret and communicate claims and benefits information to customers.

Knowlagent Successfully Combines Technique and Technology

Using its PROPEL Discovery Methodology™, Knowlagent was able to identify five causal factors affecting agents' ability to deliver results. PROPEL (Profound Results of Performance Enhancement Leadership), the backbone of Knowlagent's Agent Performance solution, revolutionizes the approach to evaluate customer service center effectiveness and customize, by each individual agent, a Performance Strategy to improve business-to-customer relationships.

For the healthcare leader, the causal factors identified included the dynamic and complex nature of benefits and claims information along with inconsistencies in system navigation. For each causal factor, a performance strategy was defined that included recommendations for the flexible and timely design and delivery of product information in easy-to-digest chunks and simulations that replicate every component of a "real world" call--from delivering the appropriate response while entering data, navigating through software applications and responding to subsequent questions the customer may ask.

Simulation is gaining popularity in the service arena because it provides agents with a proven and safe way to improve their skills and gain the confidence they need before they get on the line with customers and put valuable relationships at risk.

Integrations Make the Difference

The Knowlagent solution, differentiated in the market by its integration strength and power, has been integrated with the healthcare leader's Avaya® Automatic Call Distributor (ACD) and IEX® Workforce Management (WFM) solution, and the next phase will include integration to eTalk™, their Quality Monitoring system. The Knowlagent solution integrates with every major ACD, workforce management, and quality monitoring system to leverage previous call center technology investments.

Through its patented integration engines - RightTime and RightContent™ - Knowlagent identifies individual

agent performance gaps and improves them by delivering high-impact, customized content directly to the desktop during forecasted and un-forecasted call volume downtimes. The RightTime integration used by the healthcare leader receives scheduling information from the contact center's WFM system and continuously reads the ACD to determine downtimes in call volume. This allows Knowlagent to deliver individualized content to the agent's desktop during moments when the agent might otherwise be idle.

"This is a company that understands the direct link between effective customer-facing employees, loyal customers and profit," said Matt McConnell, Knowlagent founder and author of the book, *Customer Service at a Crossroads*. "They believe that investing in the people that care for their customers is a competitive advantage over companies that invest in keeping customers from ever talking to their people."

About Knowlagent

Knowlagent helps innovative companies create rapid and sustainable sales growth from the service environment. The Knowlagent solution allows customers to generate exceptional sales growth in the service environment, leveraging current investments in service personnel and technologies, and without disrupting critical service levels. Knowlagent is the foundation of sales and service excellence every day for Fortune 500 companies in the financial services, retail, telecommunications and healthcare industries. For more information, call 888-566-9457 or visit www.knowlagent.com.