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**KNOWLAGENT AND CSO INSIGHTS PRESENT GLOBAL CALL CENTER
SERVICE TO SALES STUDY**

Call centers – the new revenue rock stars?

ATLANTA – (February 28, 2007) – It looks like call centers could be the new revenue rock stars, according to a recent groundbreaking study by leading sales and benchmarking firm CSO Insights. The study found that there is a definite shift in the marketplace from the call center's role of strictly a service center to that of a sales center and revenue generator. And so far, those centers that have made the transition are putting on a pretty good show.

The first of its kind, the Call Center Marketing & Sales Optimization study – co-sponsored by Atlanta-based Knowlagent – was included in the well-known CSO Insights annual Sales Performance Report and uncovered service to sales best practices in the world's leading call centers. The study, which will be conducted annually, is the most definitive compilation of data on service to sales in the call center.

More than 300 companies worldwide participated in the study. Of those respondents, roughly one third said they are making the transition from service only to service with some revenue component, and another third have already made the transition. Of the final third that currently provide service only, 65 percent are considering making the shift.

"There is no question that call centers are making the shift and the primary reason is revenue," said Barry Trailer, managing partner and co-founder of CSO Insights. "Companies are looking to expand their sources of incremental revenue. Historically, they have used channels such as direct sales, e-commerce, partners, resellers and distributors to do this. The call center is the next logical avenue."

Trailer will share the findings of the report during a free webinar on March 1, 2007, at 2 PM EST. The webinar, hosted by Knowlagent, will address which companies are implementing the service to sales model in their centers, how they are doing it, and how well it's working. Michael Armstrong, SVP, Director of Customer Service, Wells Fargo Card Services, will also share some of his organization's best practices for success as a leading implementer of the service to sales model.

Some initial findings from the study include:

- Getting management buy-in for a service/revenue model is seen as the least challenge.
- 77 percent of respondents that already include sales in the call center have formal revenue targets.
- Some 60 percent of respondents believed that hiring the right people and providing the right training had the biggest impact on selling in the call center.

Of those companies who indicated that they were considering making the transition from service exclusively to including some sales, most said they planned to make the shift within the next 6 to

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12 months. Those that have already made the transition were asked to describe the keys to their success.

"Before, when we would ask what made call centers successful at selling, people would say 'a good CRM system and scripting.' But now we're finding that this isn't true at all," said Matt McConnell, Knowlagent founder and chairman. "What we're hearing now, as more and more centers have begun selling, is that it isn't the technology, but the *people* that make the difference."

To continue the dialogue on this important trend, Knowlagent is also launching the industry's first call center service to sales portal in conjunction with the study release.

About CSO Insights

CSO Insights is a research firm that specializes in measuring effectiveness of today's sales and marketing organizations. Every year, CSO Insights surveys thousands of Chief Sales Officers around the world to learn the challenges they see as the most critical. As part of its annual study, the firm benchmarks the challenges these companies are facing and assesses how they are using people, process, technology and knowledge to optimize their performance. For more information, visit us online at www.csoinsights.com.

About Knowlagent

Knowlagent is the only provider of frontline execution solutions that turn business strategy into measurable results. Knowlagent helps innovative companies create rapid and sustainable revenue growth from the service environment by providing the framework and methodology to address the key areas that have the greatest impact on frontline performance: hiring, training, communications, and performance management. Founded in 1995, Knowlagent is a privately held company headquartered in Alpharetta, Ga. For more information, call 888-566-9457 or visit www.knowlagent.com.

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