



FOR IMMEDIATE RELEASE

**KNOWLAGENT ANNOUNCES COACHING & PERFORMANCE
MANAGEMENT SOLUTION GENERAL AVAILABILITY**

-- Call centers to benefit from increased frequency and consistency of coaching with patented process that removes common roadblocks to coaching --

ATLANTA – (October 29, 2008) – Knowlagent, a leading provider of on-demand call center agent management tools, announced today the general availability of its Coaching & Performance Management Solution. The Software-as-a-Service (SaaS) offering includes patented technology that finds time for coaching sessions without impacting service levels and builds in adherence to coaching standards. With current orders, Knowlagent expects thousands of users live on the product by January 2009.

Call center executives are often tasked to do more with less. This charge is next to impossible without a scalable, consistent approach to coaching agents for increased performance. In-depth supervisor and executive research undertaken by Knowlagent underscored the specific challenges that prevent coaching. Guided by the key principles outlined in this research, the solution runs on top of Knowlagent's core platform to:

- Find time to deliver coaching with a patented process
- Provide prioritized to-do lists for agents and supervisors against performance gaps
- Prescribe behavior-based action plans
- Create minimal agent and supervisor disruption

"A lot of energy goes into coaching in the call center, but some fundamental challenges prevent it from being consistent and effective," said Matt McConnell, Knowlagent chief executive officer. "I think we've done a good job of listening to our customers in order to develop a solution to those fundamental challenges. That solution leverages our core technologies to provide the time, the process and the visibility to increase the effectiveness of coaching in the call center."

PAGE 2 - KNOWLAGENT ANNOUNCES COACHING & PERFORMANCE MANAGEMENT GENERAL AVAILABILITY

About Knowlagent

Over 200,000 agents and managers around the world use Knowlagent's on-demand call center solutions every day. For 13 years, Knowlagent's software, which combines patented technology with a proven methodology, has been a driving force behind the success of many Fortune 500 sales, service and collections organizations. Knowlagent's simple, on-demand solutions for common agent management problems require no capital expenditures and are deployable in 30 days, enabling more companies to optimize their frontline performance faster and more affordably than ever before. For more information, call 888-566-9457 or visit us online at www.knowlagent.com.

###

Media Contact:

Lee Anne Wimberly
Knowlagent
678.447.8120
lwimberly@knowlagent.com