



**FOR IMMEDIATE RELEASE**

**KNOWLAGENT'S DEBBIE QAQISH TO SPEAK AT THE INTERNATIONAL CONTACT CENTER MANAGEMENT (ICCM) CONFERENCE AND EXPO 2005**

***-- "Changing the Culture of a Center" Session Scheduled for Monday, Sept. 26 at 3:15 p.m. --***

**ATLANTA – (September 22, 2005)** – Knowlagent, the only solutions provider that guarantees rapid revenue growth from the customer service channel today, announced that Marketing Vice President Debbie Qaqish will be speaking at the ICCM Conference and Expo 2005 on Monday, Sept. 26 at 3:15 p.m. ICCM Conferences & Expositions have been a leading source of information and learning for contact center management professionals around the world for almost twenty years.

Qaqish, who leads Knowlagent's marketing strategy, marketing communications, product marketing and JumpStart:Sales program, will be included on the panel "Changing the Culture of a Center."

"Changing the Culture of a Center" is a particularly relevant topic in today's call center environment where cost cutting and layoffs are the norm, but management is being charged to deliver more value from the center. Corporations that depend on customer contact centers must be ready to evolve and transform traditional call centers from a service only environment to more of a value driven operation that supports revenue and customer loyalty initiatives. This transformation must incorporate several elements, such as continuous agent training, upgraded coaching skills, timely information, and management tools. In Qaqish's presentation, she will delve into how several Fortune 500 companies have made this evolution and are providing a positive impact to the bottom line.

"Debbie has been instrumental in helping our customers understand where our industry is headed, and the importance of embracing new strategies and practices that bring more value to their business," said Rusty Gordon, chief executive officer of Knowlagent. "This session is a must for those in the industry who are looking to take their call centers to the next level and need help in figuring out where to start."

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Qaqish created and published The CSO (Chief Selling Officer) Methodology, which shows how revenue performance is linked to an organization's key processes for getting, keeping and growing profitable client relationships, impacting all functional areas of an organization. She holds an MBA from Kennesaw State University and Bachelor of Science degree in international business from Auburn University.

***About Knowlagent:***

Founded in 1995, Knowlagent is a privately held company headquartered in Alpharetta, Ga. It is the only software provider that addresses the call center's strategic challenges of building a value-based business from a volume-driven environment. Because Knowlagent r8 was built exclusively for the call center, it integrates seamlessly with the existing technology and specialized work environment to drive the whole business toward extraordinary value. 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](http://www.knowlagent.com).

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