

Knowlagent® Strengthens International Presence with Appointment of UK Sales Director and Expanded Partnership with Quality Plus Callscan

Expansion Supports Growing Market Demand for Agent Performance Solutions that Enable Change Management

ATLANTA, GA – February 24, 2004 – Knowlagent, the exclusive provider of software solutions that build best performers fast in customer service centers, announced today that it is expanding its market focus to include call centers located in European markets, with an immediate focus on the United Kingdom and the Netherlands. The International expansion initiative is supported with the appointment of Steve Morrow as the Company's UK Sales Director and an expanded partnership with Quality Plus Callscan (QPC), a leading provider of call center solutions and services and one of the UK's fastest growing companies.

QPC specializes in working with contact centers to develop and deploy effective performance improvement and workforce management solutions. Its customers rank amongst the biggest in their industry, including more than 30 of the FTSE 100 companies. Knowlagent and QPC have been working together since 2002 with a focus on helping leading organizations in the financial services, insurance and telecommunications industries drive adoption of change management initiatives.

In collaboration with QPC, British Sky Broadcasting (BSkyB), the UK's leading digital television provider, chose Knowlagent as a key component of its corporate CRM initiative. BSkyB will be rolling out Knowlagent's Agent Performance Solution, including simulation, to all of its customer service centers, representing more than 5,500 agents who are the key link between BSkyB and its customers. Knowlagent will be used for change management, performance support and communication purposes, as well as to develop the new skills and knowledge among BSkyB's customer service agents that will be required as part of the company's drive to lead innovation in customer service and to maintain its industry-leading rates of customer loyalty.

Knowlagent's patented agent performance management solutions are adopted by companies who have concluded that customer service is strategic and that their future rests in the hands of the employees who hold primary responsibility for the customer experience - the customer service center agent. The solution is designed specifically for the contact center to provide easy access to timely customer service data from multiple, disparate systems and to present the data in a view that is meaningful, actionable and customized by key stakeholder, including the agent. The Knowlagent Agent Performance Solution creates laser focus at every level of the contact center--goal alignment between operations and learning organizations and a common measurement stick to fuel and certify performance improvement and transformational change.

"Agent development is a cornerstone of our 360° workforce optimization solution," said Rob Smale, managing director at QPC. "The expanded relationship with Knowlagent enables us to offer customers the most advanced and proven way to deliver speed and magnitude of agent performance improvement against targeted change management business objectives."

To support the QPC alliance and to build its International presence, Knowlagent has hired industry veteran Steve Morrow as its European Sales Director. Morrow will be responsible for establishing and leading Knowlagent's sales activity in the region and managing relationships with partners and distributors. Over the past 7 years, Morrow has built a reputation for successfully launching and establishing the presence of US-based technology vendors in International markets, including Onyx® Software Corp. (Nasdaq: ONXS), a leading CRM provider, and more recently, Selectica, Inc. (Nasdaq: SLTC), a leading provider of configuration, pricing, and quoting solutions for streamlining customers' quote to cash process. "I am extremely excited to join Knowlagent," said Morrow. "With an impressive and expanding customer list, strong intellectual property portfolio and integration core competency, Knowlagent's solutions are in high demand and I look forward to further enhancing how companies manage and certify the adoption of change—whether the business transformation initiative is CRM change management, service-to-sales cultural shifts, or customer relationship deepening."

According to a recent report published by ContactBabel, a UK-based analysis firm focused on the global contact center and CRM industries, the UK contact center market is growing. The report indicates that

there are over 4,300 contact centers in the UK, employing nearly half-a-million agent positions. Furthermore, over 30 percent of the centers experienced some form of growth in agent positions last year. The research also concluded that outbound activity increased, primarily as a result of an increase in CRM-related calls for relationship building, customer satisfaction surveys, and cross-and up-selling to existing customers.

"Bringing in Steve and expanding our partnership with QPC will enable us to immediately take advantage of the growing market in the United Kingdom, as well as the untapped business opportunity in Europe," said Rusty Gordon, president and CEO at Knowlagent. "At the heart of change in organizations is the need to meet stated business goals. Executives now realize that the ability to meet those goals is dependent on the interaction between their customers and their customer service agents and that to successfully change an organization, one must first change the behavior of its people."

About Quality Plus Callscan

QPC EU provides four contact centre workforce optimization solutions within the UK, Ireland and Mainland Europe; etalk IMPACT quality monitoring / performance management, IEX TotalView workforce management, Knowlagent agent development and Séntrel skills management. In addition the company also develops and supplies management information systems (MIS) for ACDs through its distribution partners BT and Siemens. All of the solutions are installed, serviced and supported directly by QPC and a Professional Services team, provide start-up and ongoing developmental training, as well as bespoke multimedia content for agent development. The company has been a leading contact center solutions and services provider for over 10 years and currently has a customer base that includes more than 30 of the FTSE 100 companies. For the second year in succession the business has also featured in the Sunday Times ARM Tech Track and Dun & Bradstreet lists of the UK's fastest growing companies. The company group employs over 140 people internationally with 3 offices in the UK serving Europe and 2 in Australia covering the Asia Pacific region. For more information, please visit www.qpc-eu.com.

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.