



**FOR IMMEDIATE RELEASE**

**KNOWLAGENT EXPANDS OFFERING INTO CALL CENTER  
HIRING FUNCTION WITH JOB MATCH SOLUTION**

*-- Solution Focuses on Process to Hire Right to  
Reduce Agent Attrition and Time to Proficiency --*

**ATLANTA – (June 12, 2007)** – Knowlagent, a provider of frontline solutions that turn business strategy into measurable results in the call center, announces the launch and uptake of its latest offering. The company released Job Match™ in late 2006, and in less than 6 months, reports strong results with three market leaders.

Job Match screens for key skills, voice quality, and job fit through a combination of technology and best practice processes. Knowlagent's most recent Job Match clients include:

- Coca-Cola Enterprises, the world's largest marketer, producer and distributor of Coca-Cola products, is leveraging Job Match to select and place its customer service and inside sales representatives.
- Additional companies in the lodging and call center outsourcing industries.

Companies implementing the solution have seen results such as 50 percent reduction in attrition, 23 percent improvement in time to proficiency and 44 percent improvement in the interview-to-offer ratio. This highlights the solution's ability to positively impact both the efficiency and effectiveness of the screening and selection process.

"By working in conjunction with one of our key clients, we were able to create a solution that addresses several unmet needs in the marketplace, one which recognizes that both the hiring company and the candidate need consistent, objective data about one another to make the right hiring decision," said Rusty Gordon, chief executive officer of Knowlagent.

- MORE -

## PAGE 2 – KNOWLAGENT EXPANDS OFFERING

The Job Match Solution includes:

- **Job Overview** to provide candidates with consistent, online information about the company, job opportunity, and key job expectations – including the biggest “surprises” that often lead to turnover.
- **Realistic Job Preview** to enable candidates to preview sample customer interactions as well as the application navigation required. This ensures each candidate has a clear understanding of what it will be like to handle calls in the center.
- **Skill Assessments** to provide recruiters with objective candidate data on voice quality and required job skills in business reasoning, basic computer navigation, and data entry/typing early in the process, prior to the interview.
- **Job Fit Assessment** to measure candidates’ key personality traits and cognitive abilities to enable recruiters to place candidates in positions for which they are best suited or against specific call types that are most appropriate.

Job Match was designed to work within the time and budget constraints of the call center:

- Given the potential need to screen thousands of applicants, the solution makes the entire process available to candidates online.
- In contrast to most market tools, Job Match pricing is based on number of hires, not the number of tests given. This aligns the solution to the goals of the hiring organization and encourages screening earlier in the process, prior to the interview.
- The solution is fully hosted so the call center does not bear any overhead or IT costs.

“Introducing the Job Match Solution is part of Knowlagent’s strategy to enable call centers to execute their business strategy through every aspect of the agent lifecycle, from bringing agents in the door and getting them up to speed, to training, communicating and effectively coaching them once they are on the floor,” added Gordon.

Knowlagent offers three additional solutions that together address the entire lifecycle of the call center agent:

- **Initial Training** produces more productive new hires in less time for less cost through streamlined training, simulation and certification.
- **Continuing Training & Communications** removes the variability in agent performance by finding time in the chaotic call center environment to push ongoing training and communication to the agent desktop.
- **Coaching & Performance Management** enables supervisors to identify who to coach first, what to coach that agent on, how to coach the agent, and finds time to enable the coaching to be delivered.

- MORE -

## PAGE 3 – KNOWLAGENT EXPANDS OFFERING

Knowlagent's patented solution has received numerous "Product of the Year" designations from *Customer Inter@ction Solutions* magazine and *Call Center Magazine*, while both the company's Chief Executive Officer Rusty Gordon and President Matt McConnell have been included in *Catalyst* magazine's "Top 50 Entrepreneurs in Atlanta" list.

### ***About Knowlagent:***

Knowlagent drives value at the frontline of business. The company's products empower clients to address specific performance challenges of those employees who interact daily with customers and represent the external "face" of the organization. This is achieved through four prescriptive solutions that are simple to purchase, digest and implement. Since the Knowlagent Solution was built exclusively for the call center, it integrates seamlessly with existing technologies and specialized work environments to drive the entire business toward extraordinary value. 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/solution\\_overview/solution\\_suite.job\\_match.asp](http://www.knowlagent.com/solution_overview/solution_suite.job_match.asp).

###

### **Media Contact:**

Lee Anne Wimberly  
Knowlagent  
lwimberly@knowlagent.com  
678.447.8120