

Knowlagent® Names Telecommunications Executive Neil Cox To Its Advisory Board

Cox to Provide Leadership and Counsel To Knowlagent As Industry Convergence Intensifies

ATLANTA– (February 2, 2005) – Knowlagent, the only solutions provider that guarantees rapid revenue growth from the service channel, recently named 33-year telecommunications veteran Neil Cox to its Advisory Board. As an Advisory Board member, Cox will offer guidance, insight and leadership to Knowlagent as the Company further strengthens its commitment in the telecommunications market. Knowlagent is currently working with several leading telecom organizations that are aggressively moving to retain good customers and improve their share of those customers' telecom spending.

During his career, Cox has held several senior executive positions, including EVP at Science Applications International Corporation (SAIC)/Telecommunications Sector. This group provides systems integration, network and systems operations, data center management, applications development, and field services for enterprise and government agencies in wireline and wireless technologies. Before joining SAIC, Cox was president of SecurityLink from Ameritech, which served over one million residential, commercial and governmental customers throughout the United States, Canada, Puerto Rico and Mexico. At the time, SecurityLink was the second largest security/monitoring company in the world.

Cox began his career in 1972 at Indiana Bell, where he held several engineering and operations positions. In 1984, Cox joined Bell Communications Research in New Jersey where he headed a team with responsibilities for distribution fundamental planning, ISDN development and DSL standards.

"The convergence of technology and communications is profoundly changing the way business is conducted," said Cox. "While convergence has been a huge hit with customers, it has also resulted in competition among operators reaching a previously unforeseen level, pitting wireline, wireless and cable/broadband companies directly against one another as they offer similar service bundles. This presents a tremendous opportunity for Knowlagent as today's fiercely competitive and economically challenging environment has forced every player in the telecom industry to emphasize existing customers, the core of any large company's revenue," he said. "Because the dominant point of interaction for existing customers is the customer service center, it is quickly becoming the critical channel for customer retention, proactive marketing and sales efforts. As a result, the future of the telecommunications industry depends greatly on the customer service experience," Cox added.

"As telecoms re-invent themselves, forward-thinking organizations will not only look to innovative product delivery and pricing, but to delivering value and excellence in every customer service interaction to develop customer loyalty," said Rusty Gordon, chief executive officer at Knowlagent. "The steep increase in customer churn, slowing market growth, vicious price competition and an anemic uptake of new services brought on by convergence has sent telecoms scrambling to maximize future selling opportunities. Neil's telecom expertise combined with his practical experience in operating and managing large, high-volume call centers gives him an unmatched understanding of the sales value companies can drive from the service channel," Gordon added. "I personally look forward to working closely with Neil and learning from his vast knowledge and industry insight."

In addition to his position on Knowlagent's Advisory Board, Cox is active in civic and industry organizations including the Board of Trustees for the Adler Planetarium & Astronomy Museum, International Engineering Consortium, Executives Club of Chicago, and the Chicago Council on Foreign Relations. Cox is presently on the Board of Directors for Bluespring Software, US Speedskating and the Advisory Boards of the Telecommunications Development Fund, Inc. (TDF). He has also served on the Board of Directors for Wireless ON-Line, Centertel in Poland, NetCom in Norway, MaygarCom and MATAV in Hungary, "Wer liefert was?" in Germany, Daleen Technologies, Energy Connections, and the National Burglar and Fire Alarm Association. Additionally, he was a member of the Marquette University School of Business Dean Advisory Council and instructed at Northwestern's Kellogg School of Business and Indiana University Graduate School of Business.

In 1998, Cox was awarded the "Mickey Leland Award" which is awarded to the country's top telecommunications professional for their excellence in diversity.

Knowlagent's solution, r7, responds to today's market demand to drive revenue from the service environment. It provides the only complete roadmap for successfully and rapidly driving sales through the service channel with a combination of tools and proven processes that create measurable revenue results

in less than 60 days. The r7 solution allows companies to effectively leverage current investments in people, process and technology to solve the most important and pressing challenges that impact the attainment of revenue goals and customer satisfaction results.

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.