



**FOR IMMEDIATE RELEASE**

**Sky Chooses Odhinn to Assume Support of Knowlagent Solution**

*Odhinn is Dedicated to Improving Agent Performance in Call Centre Agent Populations Using the Knowlagent Agent Performance Improvement Platform and Methodology.*

IJsselstein, Netherlands — (December 15, 2005) — Odhinn Europe, the European joint venture partner of Knowlagent, today announced that it has taken over support for UK's largest operator of digital television platform and owner of 11 television channels, British Sky Broadcasting.

Sky, starting with just 12 staff in 1989, has grown to be the largest operator of digital television platform over the years now employing 10.000 people to provide subscribers with over 400 channels. Sky is at the heart of entertainment in a steadily growing number of homes. Sales, technical support and service are delivered to UK customers from five call centers with over 6.000 agents.

Having a big challenge in training over 6.000 agents in five locations on their new CRM system, Sky chose to install the Knowlagent solution in the first half of 2003. To date Sky has been able to deliver over 126.000 e-Learning "knowledge breaks" and will deliver another 200.000 "knowledge breaks" before March 2006. All courses train the call centers agents to use the new CRM system effectively and efficiently.

"To date 90 percent of all delivered learning content has been completed with a target score of 88 percent and positive agent feedback on the training content. Knowlagent has provided a platform for us to deliver training to 6.000 staff, in a cost and time effective manner while ensuring that key training messages have been delivered consistently to everyone," said Kenny Henderson, Design Manager at Sky.

"Superior customer service truly can be a defining differentiator from a company's competition, and Sky is utilizing the Knowlagent solution to help its agents deliver the best customer service possible," said Rutger Pekelharing, CEO of Odhinn Europe. "Knowlagent's learning breaks have proven to be effective for Sky, and many other leading companies who recognize the value to be had from their customer service centres."

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Atlanta-based Knowlagent, the only solutions provider that guarantees rapid performance improvement from the customer service centre, is recognized by industry analysts as the market and thought leader for improving agent performance. Knowlagent's technology platform succeeds by pushing learning content to agents focussed on key performance indicators. The system alerts agents to specific behaviour problems and helps them to improve their skills and understand their progress. The technology delivers the KPI-based content in the form of individualized "knowledge breaks" to agents' desktops during call-volume down time, converting expensive idle-time to valuable training time. It also measures each agent's results. The idea is to catch and correct ineffective performance behaviour and avoid jeopardizing customer relationships. The system puts learning and performance improvement in the hands of the agents.

As of July 1<sup>st</sup>, 2005 Odhinn is Knowlagent's European joint venture partner. With the European head office based in Switzerland and a complete operational agency based in the Netherlands, Odhinn is dedicated to improving agent performance in call center agent populations using the Knowlagent Agent Performance Improvement platform and methodology.

Odhinn knows what it takes to support Sky in taking incremental steps to building best performers in their call center to be able to excel at reaching Sky's operational goals.

#### **About Odhinn**

With the Knowlagent solution Odhinn helps innovative companies create rapid and sustainable sales growth or reduce call costs in the service environment, 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 +31(30)2155005 or visit [www.odhinn.com](http://www.odhinn.com).

#### **About Knowlagent and Odhinn**

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 +1(888)5669457 or visit [www.knowlagent.com](http://www.knowlagent.com).

#### **About Sky**

British Sky Broadcasting Group ('BSkyB') is changing the face of entertainment. More than 17 million viewers in almost eight million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK's first and most popular digital television platform. In addition to offering almost 400 channels, Sky digital, which launched in October 1998, offers a range of innovative interactive services that allow viewers to send emails, shop on screen, play games, select their own camera angles, vote, place bets and manage their finances - all via their TV. BSkyB again demonstrated its flair for innovation with the introduction in 2001 of the next-generation integrated digital satellite set-top box and personal video recorder, Sky+.

BSkyB's own channels, such as Sky News and Sky Sports, are available in a further 5.4 million cable and digital terrestrial homes in the UK and Ireland.

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