



FOR IMMEDIATE RELEASE

T-COM SLOVAK SEES EXPONENTIAL SALES IMPROVEMENTS THROUGH FIRST-TIME USE OF KNOWLAGENT SOLUTIONS ON EUROPEAN CONTINENT

-- Contact Center Agents Show Sales Performance Enhancement in Less Than Seven Weeks --

ATLANTA – (Sept. 14, 2006) – Knowlagent, the only provider of frontline execution solutions that turn business strategy into measurable results, and its European joint-venture partner Odhinn Europe today announced the roll-out of Knowlagent Solutions to all call center agents at T-Com Slovak to improve sales and customer service performance. The deployment is the result of a successful “dual-pilot” that proved sales and revenues could be increased by at least 15 percent in seven weeks in two agent groups serving inbound customers and outbound sales agents.

“My goals were to determine without doubt if Knowlagent could help increase the sales and revenue performance of my call center agents and improve operational efficiency,” said Jeroen Hollestelle, Managing Director of T-Com Slovak’s Call Service o.z. “We measured the performance of a group of agents using Knowlagent learning modules over a seven week period and compared their results against a similar sized control group. The results were undisputed and we decided to deploy Knowlagent Solutions immediately.”

The T-Com Slovak pilot included the creation of two separate testing environments for inbound and outbound activities. The total combined agent sales increase averaged 27 percent, which was much higher than T-Com Slovak expected. By sending discrete pieces of training to the agent desktop and providing improved performance tools, Knowlagent increased agent commitment to T-Com Slovak’s goals to boost sales and provide excellent customer service.

The pilot’s success speaks to Knowlagent’s ability to deliver personalized real-time performance training during contact center agent downtimes, without negatively impacting operational metrics. The improved solutions provide customers with new capabilities based on the same patented technologies, processes and best practices as Knowlagent r8. These solutions can be implemented in any combination, in any order.

Knowlagent Solutions include:

- **Knowlagent® Job Match:** Delivers immediate improvements in attrition and productivity by helping companies hire the right people from the start, and placing them where they will be most effective and productive.
- **Knowlagent® Initial Training:** Provides proven training processes, content, realistic simulations and testing to help companies produce more productive new hires in less time.
- **Knowlagent® Continuing Training & Communications:** Improves agent performance by finding time for ongoing training and communication – without taking agents off the frontline.

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- **Knowlagent® Coaching & Performance Management:** Provides the tools, processes, skills and measurements needed to effectively coach and change agent behavior while allowing management to measure the impact of coaching activities.

"The preparations and implementation took less than seven weeks. The teams of our two companies worked together as true partners to achieve the desired results," said Hollestelle. "During that time, Odhinn built 42 learning modules for the two pilot groups, installed Knowlagent Solutions and integrated it to our Avaya switch—a remarkable achievement! We are now in the process of transferring this know-how to our people so we can continue to generate these results."

Furthermore, based on the pilot results, T-Com Slovak expects the company will see a quick return on investment in Knowlagent Solutions within six months. T-Com Slovak is confident that Knowlagent Solutions will help increase call center revenue and sales growth in the future.

Rutger Pekelharing, CEO of Odhinn Europe, said "Together with T-Com Slovak, we set an ambitious goal to realize substantial increases in agent performance in such a short space of time. Thanks to the professional team at T-Com Slovak, this proved not to be a risk. It was a pleasure to work together with them."

About Odhinn

With the Knowlagent Solution Suite Odhinn helps leading call center companies create rapid and sustainable growth of revenues and reduction of costs without disrupting service levels in the service environment, and improve call center agent recruitment and training metrics. For more information, call +31(30)215-5005 or visit www.odhinn.com.

About Knowlagent:

Knowlagent is the only provider of frontline execution solutions that turn business strategy into measurable results. Through its premise-based and On Demand solutions, Knowlagent provides the framework and methodology to ensure the successful execution of critical business processes in the key areas that have the greatest impact on frontline performance: hiring, training, communications and performance management. 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.

About Slovak Telekom:

Slovak Telekom, a. s. is dynamically developing company with many years' traditions at Slovak telecommunications market. At the same time, company is the leader in the provision of telecommunications services in the Slovak Republic. The company owns and operates a telecommunication network covering the entire territory of Slovakia, provides national and international telephone services, a wide portfolio of data services. Slovak Telekom, a. s. is the leader in providing broadband internet access and is dynamically developing operator providing services in the field of internet entertainment content. Completing the digitalisation of its network through the NGN technology Slovak Telekom, a. s. turned into a telecommunication operator operating one of the largest IP NGN networks in the world from among the incumbent fixed line operators. Slovak Telekom, a. s. is a member of the multinational Deutsche Telekom Group (Frankfurt, Amtlicher Handel: DTE/NYSE:DT). The majority shareholder of Slovak Telekom is Deutsche Telekom AG owning 51 % of the shares. The Ministry of Transport, Postal Services and Telecommunications of the Slovak Republic owns 34 % of the shares and the National Property Fund of the Slovak Republic holds 15 % of the shares. Slovak Telekom, a.s. is the sole owner of T-Mobile Slovensko, a. s., which provides mobile communication services and operates data networks. T-Mobile Slovensko, a. s. is a member of the T-Mobile International

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Group, one of the largest mobile communication companies world-wide. T-Com is the business brand of the Slovak Telekom, a. s. for the providing of fixed line products and services.

About The Slovak Telekom Group:

Slovak Telekom Group comprises the parent company Slovak Telekom, a. s. and its subsidiaries T-Mobile Slovensko, a. s., RK Tower, s. r. o., RK Transmission (in liquidation), Zoznam, s. r. o., Zoznam Mobile, s. r. o. and TBDS, a. s. Branches of the company - Rádiokomunikácie, o. z. and Commercial Call Centre, o. z. are also parts of the Slovak Telekom, a. s. company. Slovak Telekom Group is the only provider of comprehensive telecommunications services in Slovakia, offer its customers fixed network services, mobile communications services, access to the Internet, Internet content, data services, sale of customer premises equipment, radio and television broadcasting transmission services or commercial call centre services.

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