

## **Knowlagent® and Government Sales Force Develop Strategic Alliance To Improve Communications and Customer Service for Federal Government Call Centers**

**ATLANTA, GA and WASHINGTON, DC – October 14, 2004** – Knowlagent, the provider of software solutions that build best performers fast in customer service centers, and Government Sales Force, LLC (GSF), a government sales and business development outsourcing company, today announced a strategic alliance to assist Federal Government call centers improve customer service. The alliance is strategic to Knowlagent's North American growth strategy to expand into the Federal Government market, where GSF will represent Knowlagent's comprehensive Agent Performance solution, r7.

Knowlagent r7 will allow Federal Government agencies to improve communications and customer service in their call center operations. Currently, the Federal Government operates some of the largest contact centers serving the American public. These include the Veterans Administration, Treasury (IRS), Medicare and various security agencies to name a few. As far-reaching advances in technology continually increase, so do consumer expectations and the pressure to improve accessibility and accuracy of communication with customers. These issues are currently redefining the standards from which Federal Government agency call centers will operate in the future. Knowlagent r7 will allow Government agency call centers adhere to the new standards more quickly than traditional means by focusing on agent performance improvement.

"Knowlagent's value proposition aligns perfectly with the challenges being faced by Federal Government call centers as they look for ways to be more 'consumer-centric' and improve their ability to deliver quality service to citizens," said Mark Hogan, GSF's CEO. "Government agency decision makers today are looking for answers to four of the most difficult questions they have faced relative to the delivery of service...how can I quickly improve and sustain customer service levels; what is the best way to effectively manage and communicate complex information to agents; how do I know if agents truly understand the information to accurately and confidently speak with customers; and how do I effectively keep agents informed of policies, procedures and information that constantly and rapidly changes while managing budget and maximizing human capital resources?" said Hogan. "Knowlagent's unique approach to deliver information and communications to the agent's desktop during call volume downtimes is compelling and will advance not only the sophistication of Federal call centers, but dramatically improve customer service because agents will be better informed as information requirements change."

Knowlagent r7, is uniquely designed to:

- Proactively deliver communications and information to agent desktops during call volume downtimes and measure results. With r7, Federal Government agency call centers will have visibility into how and when information was delivered and whether agents understood the information and how to apply it.

- Measure individual agent performance (in real time and in aggregate) to tailor coaching and training. Only r7 provides real-time information that confirms who, when and why agents should be coached.

- Evaluate individual agent traits and performance capabilities in order to match agents to the appropriate job, to support the needs of the agency. By understanding an agent's "fit" for a specific job, Federal Government agencies can predict how the agent will perform during different types of calls and proactively make adjustments before jeopardizing customer service levels.

Knowlagent is recognized for the profound and rapid benefit it delivers to Blue Chip companies in financial services, telecommunications and insurance. The Knowlagent solution is adopted by companies who have concluded that customer service is a competitive differentiator and a key component to achieve their most strategic business objectives such as improving customer service/loyalty, increasing sales, migrating from a service-to-sales culture and successful adoption of customer relationship management (CRM) solutions.

"GSF was the right partner for us," said Rusty Gordon, chief executive officer at Knowlagent. "Their expertise of the Federal Government market will allow us to quickly build a solid presence in the Federal market, building on our success in the private business sector."

**About Government Sales Force, LLC**

Government Sales Force, LLC, is a Washington, D.C.-based government sales and business development outsourcing company, specializing in sales to all Federal Government agencies. GSF's methodology is to team with innovative companies to formulate a government-oriented sales and business development strategy to capitalize on the Federal market. For more information visit [www.governmentsalesforce.com](http://www.governmentsalesforce.com) or call 703-442-5315.

**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](http://www.knowlagent.com).