

Knowlagent® r7 Drives Rapid Adoption of Strategic Business Initiatives In The Customer Service Center

Enhanced Solution Overcomes Top Call Center Challenges—Getting Agents On Board with Strategic Initiatives; Coaching And Agent-to-Job Alignment

ATLANTA, GA – August 12, 2004 -- Today's business climate demands companies to creatively address and improve performance levels throughout their organization, especially front-line employees. Critical to a company's success is its ability to drive adoption of change--new programs, new promotions, new systems and new processes.

Knowlagent, the exclusive provider of software solutions that build best performers fast, announced today the general availability of its newly enhanced solution, Knowlagent r7. Building on its legacy as the leader in agent performance solutions, Knowlagent developed r7 in response to customer and market demand to help companies drive the rapid adoption of change by solving the most important and pressing call center challenges, that up to now, have been unsolvable through conventional methods. These challenges include getting agents on board with new strategic initiatives and keeping them informed at all times without impacting service levels; coaching-who, what, how and why to coach; and routing customer calls to the best and most qualified agent.

Knowlagent r7 enables companies to:

Get Agents Rapidly on Board with New Strategic Initiatives

While agents want to do the best job possible, it's difficult for them to keep up with all the change that takes place in the customer service center. Knowlagent r7 proactively delivers communications and information to agent desktops during call volume downtimes. The solution's RightTime engine receives scheduling information from Workforce Management (WFM) systems and Automatic Call Distributors (ACD) to determine downtimes in call volume. Once downtimes are confirmed, r7 delivers communications to the agent's desktop during moments when the agent might otherwise be idle. Content is delivered in small, 5-15 minute increments, which is conducive for recall and retention while minimizing disruption to call center operations. Unique about Knowlagent's latest release is the agent's ability to link their performance with opportunities to improve. For example, an agent can see where he stands relative to his performance goals, request related performance remedies, and later view the affect of the remedies on performance.

Empower Supervisors to Provide Consistent, Targeted Coaching

The top causal factor impacting agent performance is coaching. Because of the operational demands that exist in the call center, coaching is inconsistent and reactive, if delivered at all. Knowlagent r7 measures individual agent performance, in real-time and in aggregate, and tailors coaching and training to improve agent performance. Only r7 tracks and monitors agent activity in real-time and alerts supervisors to agent performance metrics so they know exactly who, what and how to coach, and why coaching is needed. Knowlagent r7 monitors every agent during every customer interaction. It tracks all desktop activity during the interaction and automatically reports significant events to Supervisors live, on-screen, as they occur.

Match Agents to the Right Job

Customer service agents must have a unique combination of technology and people-related service and sales skills requiring them to interact with important customers while at the same time efficiently and expertly navigate their computer desktops. Knowlagent r7 evaluates individual agent traits and performance capabilities and based on that information, managers can match agents to the job that the agent is most capable of doing to support the needs of the business. By understanding an agent's "fit" for a specific job, companies can predict how well the agent will perform for different types of calls and proactively make adjustments before jeopardizing customer relationships.

"There is bias for a conventional approach to solve call center problems," said Matt McConnell, Knowlagent co-founder and author of Customer Service at a Crossroads. "Unfortunately, they just don't work today. With our enhanced r7 solution, Knowlagent continues to deliver unusual results in an unlikely area by taking an unconventional approach to very real problems," he said.

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.