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**FOR IMMEDIATE RELEASE**

## **SmartAction Receives Customer Interaction Solutions® Magazine's 2011 Product of the Year Award**

*Smart Call Agents Honored for Exceptional Innovation*

Playa del Rey, CA (January 10, 2012) – Smart Action Company announced today that TMC has named SmartAction's Smart Call Agents for a Customer Interaction Solutions 2011 Product of the Year Award. Customer Interaction Solutions magazine is the leading publication covering CRM, call centers, and teleservices since 1982.

Smart Call Agents is an artificial-intelligence based solution revolutionizing the customer service industry. It uniquely combines artificial general intelligence and natural language capabilities, which allows it to handle more complex calls than the most advanced IVRs on the market today. The result is superior, personalized call experiences with proven higher completion rates at about a quarter of the cost of live agents.

"Our clients are realizing the personalized customer service and bottom-line benefits from our technology and service model," said Peter Voss, SmartAction's founder and CEO. "Our Smart Call Agents bring artificial intelligence to the forefront to engage customers through effective self-service delivery."

"SmartAction was selected to receive the 2011 Product of the Year Award for its achievement in advancing CRM, contact center and call center technologies. Smart Call Agents have demonstrated excellence as well as provided ROI for the companies that use it," said Rich Tehrani, CEO of TMC. "Customer Interaction Solutions magazine has been recognizing innovative companies for 14 years and SmartAction has earned its place with this distinguished honor."

The 14th Annual Product of the Year Award winners are published in the January/February 2012 issue of Customer Interaction Solutions magazine, [www.cismag.com](http://www.cismag.com).

### **About Smart Action Company LLC**

SmartAction is a leader in call automation, providing hosted speech IVR services to medium-sized to Fortune 500-sized customer service call centers. Our state-of-the-art solution contains artificial general intelligence and natural language capabilities, allowing us to handle more complex calls than the most advanced IVRs. This translates to a superior customer experience with proven higher call completion rates at about a quarter of the cost of live agents. Learn more at [www.smartaction.com](http://www.smartaction.com) or call 888-882-9250.