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**FOR IMMEDIATE RELEASE**

## **SmartAction Provides Application Tuning to Customers**

Playa del Rey, CA (February 15, 2011) – Smart Action Company prides itself on a continuous improvement business model for its customers. One of the cornerstones to SmartAction’s success is the commitment of the company’s project management, engineering, and QA team in continuously monitoring and improving client applications for maximum success rates and better customer experience. From the initial 3 month intensive tuning to the daily review of statistics and trends, application tuning is part of the company’s culture, not just in the beginning but for the life of the application.

As part of tuning, SmartAction’s QA team analyzes caller statistics, listens to calls throughout each day, and makes adjustments to our customers’ applications based on actual callers’ responses. The AI brain within SmartAction’s Smart Call Agents “learns” from these adjustments to provide the best caller experience available with an IVR.

For the best caller experience at the lowest possible costs, SmartAction provides solutions to complex calls that other IVR’s can only dream about. Along with continuous monitoring and tuning, our unique business model allows customization and short development times, while needing only a limited amount of technical assistance from our customers and their resources.

### **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.