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FOR IMMEDIATE RELEASE

SmartAction Increases Call Success Rates for its Customers

Playa del Rey, CA (June 3, 2011) – Smart Action Company provides Smart Call Agents that are achieving higher call success rates than interactive voice response systems on SmartAction’s numerous inbound and outbound customer service and order applications. Equally important, customer satisfaction surveys are consistently rating SmartAction’s artificial general intelligence (AGI) solution at or near the top in quality and satisfaction with customer satisfaction scores comparable to those of live agents.

Mike Vanca, the company’s recently hired Vice President of Operations, names some key advantages of the SmartAction AGI brain, which include:

- Features a large vocabulary and array of built-in skills and knowledge that is constantly enhanced
- Easily trained with relevant, customer-specific information
- Adapts dynamically to conversation flow in real time
- Evaluates multiple hypotheses from the speech recognition engine and selects the most likely interpretation based on context
- Has short-term memory, which keeps track of prior conversation flow and long-term memory, while recognizing callers and remembering facts from previous calls
- Acquires most of its application knowledge and skills by training, as opposed to programming
- Incorporates improvements from any new applications as well as R&D upgrades, and shares them with all customers

This brain-based technology allows customers to leverage automated intelligence to solve routine but complex tasks at prices up to 75% less than those of live agents.

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 or call 888-882-9250.