

Purity Products Calls on SmartAction Virtual Call Agents[™] To Help Its Customers Modify Continuity Orders

SmartAction Virtual Call Agents are based on an artificial intelligence engine that enables them to converse in natural language. Once Virtual Call Agents have been trained for a new task, they can provide many services that previously required a human to perform.

Playa del Rey, CA June 25, 2010 -- Purity Products is a nutritional and health products company. It is a pioneer in science-based nutraceuticals, using a panel of expert advisors to help formulate its flagship nutritional formulas. The success of its evidence-based products and its tight focus on its customers' needs have led to Purity gaining over one million customers.

Many of Purity's customers use "Continuity" orders, orders that recur automatically at a time and frequency the customer specifies. Purity chose SmartAction Virtual Call Agents to handle high call volume from customers wanting to make changes to their continuity orders. Many of these calls didn't require a live agent, but were too sophisticated for the touch tone IVR already in use.

Virtual Call Agents help customers modify the quantity, frequency, and/or delivery date for future orders. The Virtual Agents interface directly with Purity's website, pulling real-time information and writing customer specified changes back to the database. The Virtual Call Agents also capture and pass on information to live agents about other customer inquiries, reducing agent talk time and increasing return on investment.

Anuj Gupta, Purity's Chief Technology Officer, summed up Purity's experience: "Smart Action delivered on their initial promises and were easy to work with from the beginning. The experience for our Company and our customers was great."

Peter Voss, SmartAction CEO, added: "Purity Products had already successfully automated all of its basic customer service functions with touch tone IVRs. The artificial intelligence of our Virtual Call Agents enabled them to automate calls previously handled only by live agents and reduce costs by several thousand of dollars per month."

As a result of the success with the initial application, Purity now plans to use SmartAction Virtual Call Agents to provide its customers with special offers and complete new sales transactions.

About Smart Action Company LLC

Smart Action provides automated Virtual Call Agents that answer and make calls for call centers. The Virtual Agents are powered by Artificial Intelligence, making them more

capable than the most advanced speech IVR systems available, yet just as affordable. Smarter technology enables natural language conversations that quickly determine caller meaning and intent, resulting in higher customer satisfaction, higher automation rates, and better business results. Smarter technology also means more rapid deployment and advanced new applications. Smart Action is redefining the future of call automation with a new solution that combines breakthrough technology with can-do, no-excuses customer service.

www.smartaction.com

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