

MOTIVATIONAL FULFILLMENT AND LOGISTICS SERVICES CALLS ON SMARTACTION FOR CUSTOMER SELF-SERVICE AUTOMATION

PLAYA DEL REY, California – August 4, 2009

Motivational Fulfillment and Logistics Services, one of the premier and best established providers of results-oriented fulfillment and distribution services, has chosen Smart Action Company LLC to be its partner in customer self-service automation.

Motivational is using SmartAction's Virtual Agents to handle customer-service inquiries automatically. The SmartAction solution is powered by the company's proprietary artificial-intelligence engine that enables its Virtual Agents to surpass the functionality and performance of even the most advanced interactive voice response (IVR) systems.

The self-service functions of the SmartAction Virtual Agents complement Motivational's live customer-service agents in handling calls from consumers who purchased products from Motivational's clients. Motivational offers customer services to its clients who prefer outsourcing instead of doing it in-house by themselves.

Hal Altman, Motivational's founder and CEO, explains, "Up until we acquired the SmartAction solution we didn't offer our clients the option to answer their customer-service calls with an IVR. We have been giving a 'human touch' service since we launched our business in 1977, but many of our clients asked us to lower their costs by handling routine customer-service calls with an automated self-service solution. We chose SmartAction because of their superior technical capabilities, highly competitive prices and, above all, total commitment to give us headache-free service from A to Z."

"We couldn't have asked for a better partner than Motivational," says Peter Voss, CEO of SmartAction. "Everyone I've met in the direct response industry respects their leadership position. Their passion for customer satisfaction makes them the perfect place for us to deploy our Virtual Agents."

About Motivational Fulfillment & Logistics Services

Since 1977 Motivational has been providing direct-to-consumer and retail-distribution clients and their customers with consistent, on-time fulfillment and logistics services. The company operates 800,000 sq. ft. of warehousing and shipping facilities near the international airport in Ontario, California. Current and past clients include the 1984 and 1996 Olympic Games of Los Angeles and Atlanta respectively, Wheel of Fortune, Hooked on Phonics, General Motors, the Walt Disney Company, Sears, American Express, Wal-Mart, Costco, QVC, Home Depot, and many other prestigious large and small companies in direct response and direct marketing.

www.mfals.com

About SmartAction LLC

Smart Action Company provides automated Virtual Agents that answer and make calls for contact centers. They are much more intelligent and capable than the most advanced IVR available, yet just as affordable. Smarter technology enables superior, open conversations that quickly determine caller meaning and intent, resulting in satisfied rather than frustrated customers. Smarter technology also means more rapid and cost-effective deployment, more advanced new applications and faster system changes. Smart Action is a new company redefining the future of customer self service automation with a new solution that combines next generation technology with old fashioned customer responsiveness.

www.smartaction.com

Demos at www.smartaction.com/demos

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