

TECHNOLOGY FOR BUSINESS PARTNERS WITH SMART ACTION FOR SELF-SERVICE AUTOMATION SOLUTIONS FOR CONTACT CENTERS

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Technology for Business Corporation (TFB), a provider of software solutions that help organizations and contact centers boost efficiency, improve customer service and control costs, has chosen Smart Action Company LLC to be its partner in telephony self-service automation. This week TFB launched *Virtual Agent NXT*, which integrates their advanced telephony software products with SmartAction Virtual Agents to produce a comprehensive self-service solution for contact centers and customer-centric organizations of all sizes.

TFB's solutions include a comprehensive suite of turnkey computer-telephony-integration (CTI) products, software modules for contact centers, and highly customized applications for industries like healthcare, hospitality, education, government, and homeland security.

SmartAction Virtual Agents answer and make calls for contact centers. They are significantly more intelligent and capable than the most advanced interactive voice response (IVR) systems available today, yet very affordable. Smarter technology enables superior, open conversations that quickly determine caller meaning and intent, resulting in satisfied rather than frustrated customers and higher rates of call completion. Smarter technology also means more rapid and cost-effective deployment, more advanced new applications and faster system changes.

SmartAction Virtual Agents are powered by the company's LiveAGI Brain, a proprietary artificial-intelligence and linguistics engine that enables them to surpass the functionality and performance of even the most advanced speech IVR systems.

David Bean, chief operating officer of TFB, explains, "Virtual Agent NXT is a very timely addition to our product line. The pressure to replace live agents with self-service interactive voice response systems is accelerating, but the IVR solution must be extremely good or no one wins. We chose the SmartAction to provide the technology behind Virtual Agent because they are by far the most sophisticated IVR technology we've seen. Better yet, they are very cost-competitive, letting us offer our clients the industry's most capable solution at great prices."

Peter Voss, chief executive officer of SmartAction, says, "We are totally aligned with Technology for Business. Our Virtual Agents are a perfect complement to their current solutions in delivering total value to their clients. Partnering with an outstanding vendor like TFB is a key step toward our goal of redefining the multi-billion IVR industry, which is ripe for major improvements in quality, cost and performance."

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