



News Release

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November 24, 2003

For Immediate Release

SmartContact Center Scoops Best New Product Award at Irish Contact Center Gala



Montréal, Canada; November 24, 2003 – Robotel is pleased to announce that its SmartContact Center system has been recognized with *Best New Product Award* honors at the Irish Contact Center Awards, Conference and Exhibition event held in Dublin, Ireland earlier this month.

The Award ceremony took place at the Burlington Hotel in Dublin (Ireland). SmartContact Center was judged by an independent panel of leading industry professionals as the winner of the prestigious “Best New Product” award.

SmartContact Center is a unique *live* coaching and support system, that enables team leaders to proactively monitor, coach and support their agents, while agents interact with callers, in an immediate and efficient way, without ever leaving their desk. At the touch of a button, supervisors view and remotely control agent computer screens, listen in on agent-client conversations, covertly coach their agents through the headset, and take over the call if necessary. As a result, customers are successfully serviced in the shortest possible time and agents’ motivation levels soar – because they participate in the resolution of every call.

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Additionally, the agents' learning curve is dramatically reduced as they are getting effective on-the-job training rather than just receiving "after-the-act" feedback.

The judges felt that SmartCC was the most innovative submission, with its novel ability to provide further support for newly trained agents, and "escalate" the call to more experienced staff as required, thus maintaining high levels of customer service standards throughout the contact center. SmartCC customers' exceptional achievements, both in the UK and US, were considered another winning factor in attaining this outstanding recognition. Large contact centers such as British Gas, Dudley Borough Council, and Vertex are successfully using SmartCC and customer studies have proven that Return On Investment is achievable in less than a year.

Typical contact centres that would most benefit from SmartCC are:

- Sales or Customer Service contact centres where a varied or complex product offering is sold or supported.
- Outsourced contact centres where agents are constantly confronted with new challenges, new campaigns, new roles and responsibilities, and where the quality of their performance is actually the product that is supplied by their organizations.
- Emergency services control rooms where operators have to be assisted real-time in case of emergency calls that they cannot handle.

SmartCC adds the Irish Contact Center "Best New Product" award to the other two main industry prizes won earlier in the year, the "Best Product of Call Center Expo 2003" award, (at the European Call Center show in the UK) and the "Best of Call Center Demo and Conference Award 2003" (at the Dallas Call Center show in the US).

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Robotel is a global supplier of interactive, multimedia control systems for educational, corporate and government applications. Robotel is a leader in the educational and training systems market, having nearly 20 years of experience as a manufacturer of computer-based teaching systems. The firm's SmartClass and SmartContact Center systems are being deployed on a global basis. The firm has a top-rated customer service group and a large installed base of active customers. The company is based in Montréal, Canada and has a strong presence in US, European, Asian and Canadian markets.

More SmartContact Center Information

For more information on SmartContact Center product, visit the company web site www.smartcontactcenter.com, or contact Robotel at (450) 680-1448 or (866) ROBOTEL.

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