

Conversations™ is a voice contact management solution that helps contact centers maximize productivity while maintaining high levels of customer satisfaction and lowering operating costs. Conversations provides these benefits through a unique set of industry-leading capabilities that have been successfully implemented in hundreds of contact centers worldwide.

Conversations enables blended and outbound contact centers to run at maximum efficiency by increasing the number of agent contacts while minimizing the number of nuisance calls. Additionally, Conversations Distributed System Solutions offer significant cost-savings opportunities for large, complex, multi-site and multi-national contact centers.

Key capabilities of the Conversations platform include:

Dynamic Real-Time Pacing – Maximize Productivity While Minimizing Nuisance

Most dialers work on the principle of managing a hold queue. The Conversations outbound dialing philosophy is to do everything possible to avoid putting people on hold. Dynamic Real-Time Pacing delivers the lowest abandonment rates in the industry while still maintaining high agent talk times. It consists of the following patented features:

▶ **Individual Agent Pacing**

Conversations' unique dialing algorithm is able to dynamically adjust to individual agent characteristics and call progression to more accurately predict availability.

▶ **Extend/Short Function**

The Extend function notifies the system that a call is taking longer than expected. The Short function notifies the system that an agent will be available sooner than expected.

▶ **Cancel Dial**

Using Cancel Dial, the system is able to react to sudden drops in agent availability and cancel launched calls before customers answer and toll charges are incurred.

Call Blending – Optimize Agent Resources

By constantly "flexing" agents between inbound and outbound calls, Conversations automatically responds to increased inbound call loads while still managing multiple outbound campaigns. Response time is improved and abandoned calls are minimized. Best of all, Conversations offers two options for call blending – Dynamic Inbound/Outbound and Flex blending via a CTI link to an existing PBX/ACD.

Same-Agent Callback – Consistency Keeps Your Customers Happy

Customers get quicker attention and a more consistent message by working with a single agent each time they call. This also aids in productivity, as no time is wasted getting a new agent up to date on an individual's history and preferences.

Account Control – Easier "Do Not Call" List Management

Adding records to a "Do Not Call" list is easier, quicker and more flexible than ever before with Conversations. All calls are checked immediately prior to dialing, so potential nuisance calls are completely eliminated.

Desktop Options – Flexible, Customizable

Conversations™ offers two desktop options, each highly flexible and maintainable:

▶ **Magellan**

Magellan is a GUI agent desktop application that enables users to easily build and maintain customized call flow screens. Magellan's Single System Image View™ presents agents with instant, real-time access to enterprise-wide customer and product information from multiple sources.

▶ **Open Client Access (OCA)**

The OCA toolkit enables users to create desktop applications using standard development tools such as Java, Visual C++, PowerBuilder or Delphi™. OCA applications are often browser-based, resulting in quick and easy deployment and low maintenance.

Distributed System Solutions (DSS) - Minimize Operational Costs

Enterprise-level operations need the flexibility to source labor from different marketplaces and to place calls from the most cost-effective dialing locations. Conversations Distributed System Solutions save customers money by allowing them to dial from one location, pass calls to agents located throughout the globe and monitor all campaigns from geographically dispersed administrative sites.

Comprehensive CTI and 3rd Party Product Integrations – Leverage Technology Investments

Conversations offers proven CTI integrations with Avaya, Aspect, Nortel and Cisco. Conversations also works seamlessly with numerous 3rd party contact center products for tasks such as recording, collections, contact optimization and real-time display.

Integration With Other Concerto Software Solutions

Improve Performance with the Digital Communications Processor (DCP)

Concerto Software offers its Digital Communications Processor (DCP) telephony platform on Conversations. Using the DCP in conjunction with Conversations can improve answering machine detection levels to 90% or greater. A single DCP has the capacity to house significantly more agents and trunks than the traditional Conversations MMS, allowing for workload sharing among a larger agent pool. The DCP also offers sophisticated options for detecting and handling the TeleZapper. These capabilities translate into more productive agents and improved profitability.

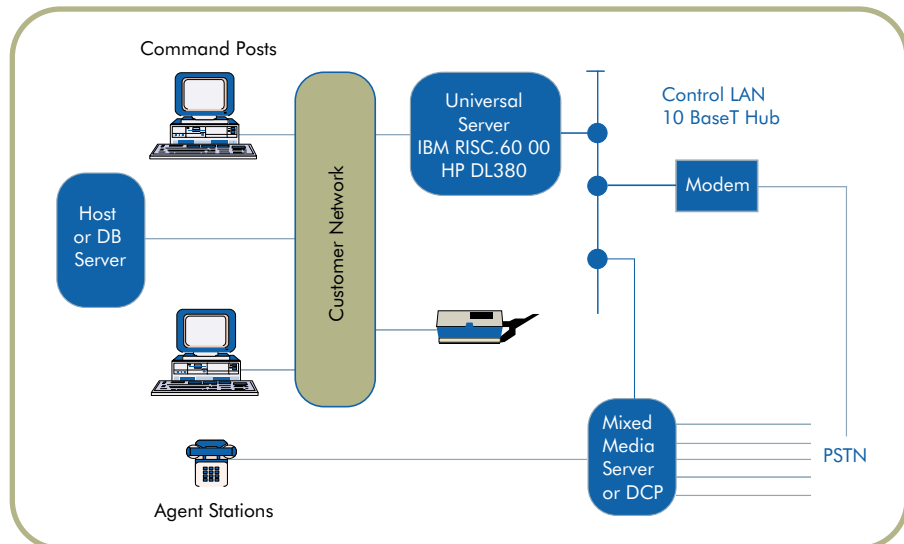
Concerto Software Performance Optimization and Workforce Management

Using Conversations in conjunction with Concerto Software's performance optimization and workforce management solutions can improve contact success rates and agent performance. Concerto Software offers RightForce® for Internet-based workforce management; Analyzer™ for performance analysis and agent scorecards; Optimizer™ for contact optimization; and Planner™ for workforce planning and forecasting for outbound campaigns.

System Overview – Hardware Platform

The four main hardware components included in the Conversations system are:

- ▶ Universal Server (AIX or Linux)
- ▶ Mixed Media Server (MMS) or Digital Communications Processor (DCP)
- ▶ Command Post – i.e., the Administrator workstation
- ▶ Agent Workstations



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