

etalk Contact:

Roger Woolley
(972) 819-3130
roger.woolley@etalk.com

PR Contact:

Kelly Nolan, GroundFloor Media
(720) 938-5646
knolan@groundfloormedia.com

May 22, 2003

MEDIA ALERT

ETALK AND CONTACT CENTER EXPERT, BOB FURNISS, TO HOST CONTACT CENTER WORLD WEBINAR ON “A NEW GENERATION OF QM TECHNOLOGY”

Tuesday, May 27th, 2003, 2 p.m. – 3 p.m. EST

WHAT: Join Kathy Kuehne, etalk Qfiniti™ Product Line Director, and Bob Furniss, President and co-founder of callcenterideas.com, during their upcoming Webinar entitled “A New Generation of QM Technology.”

Today’s managers are looking to deploy end-to-end solutions that boost productivity, reduce cycle times and integrate seamlessly with existing enterprise applications. The now-emerging generation of QM technology incorporates transaction recording, performance evaluation, results-oriented training and coaching, analytical reporting and an integrated channel for real-time customer feedback.

This end-to-end approach gives contact center administrators a comprehensive perspective of recorded customer transactions with a single, easy-to-master user interface. In this presentation you will learn:

- What is next-generation QM?
- What elements are included in a true next-generation QM solution?
- Benefits of next generation QM

WHEN: Tuesday, May 27th, 2003, 2 p.m. – 3 p.m. EST

WHO: The “A New Generation of QM Technology” Webinar will be hosted on ContactCenter World’s Web site by etalk, the global leader of Performance Impact™ solutions for contact centers and Bob Furniss.

ETALK: Since 1983, etalk solutions have been used to build valuable long-term customer relationships at more than 1,500 worldwide contact centers, including insurance, telecom, financial, technology and manufacturing companies. etalk's suite of integrated solutions works across multiple contact channels including e-mail, Web, chat or telephone. etalk's product family includes Qfiniti™, Recorder®, Advisor™, Expert™, Survey™, and JASS™ designed to improve both customer service and the CRM decision-making process. Using etalk's advanced contact center technology, customers can achieve higher incremental sales, revenue per customer and overall profits while increasing customer satisfaction and loyalty.

CALL CENTER IDEAS:

Bob Furniss is the co-founder and President of Call Center Ideas (www.callcenterideas.com), a source for call center executives, managers, supervisors and agents - providing simple "to the point" ideas that offer a fresh approach to managing and working in today's high-energy call centers. Bob brings more than 22 years experience in the customer service field and is in the process of co-writing a book, "Ideas That Matter," which comprises a unique gathering of hot new ideas for call centers.

A member of the National Speakers Association, Bob has been a featured speaker at various customer care conferences and expositions including TopRep, Call Center/CRM 2001, etalk Customer Forum, CTIA World of Wireless, American Marketing Association and Call Center Canada. His unique speaking style brings to life the day-to-day struggles in the call center. Whether he is talking about motivation and life principles or operations and metrics, his presentations always entertain, provoke and inspire the audience.

WHERE: To register for the Webinar - hosted on ContactCenterWorld.com - participants should visit:

http://www.contactcenterworld.com/webinar/webinar_details.asp