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AUSTIN LOGISTICS RECEIVES PATENT FOR FIRST-EVER CENTRALIZED MANAGEMENT APPROACH TO OUTBOUND CALLING

December 12, 2006 - Austin Logistics, the leader in providing predictive analytic software for real time decision-making, today announced that the US Patent Office has issued the company a third patent for OnQ, the company's groundbreaking multidialer management solution for the distribution of outbound telephone calls. US Patent No. 7,142,662 describes a "Method and System for Distributing Outbound Telephone Calls." Today's announcement brings to six the total number of patents awarded to Austin Logistics.

OnQ literally changes the operating assumptions around cost and effectiveness for all dialer-enabled call centers. Using the software solution, call centers now have the ability to simultaneously centrally manage, from a single point, multiple outbound calling campaigns across multivendor dialers and diverse geographies—while ensuring compliance with federal, national, state, local and corporate policy. The result is more efficient, effective call centers that have lowered operating costs, reduced risk and higher conversion rates from marketing, retention and collection campaigns.

Many of the leading global card issuers and credit lenders use OnQ to manage their outbound calling efforts. Companies implementing OnQ typically receive an efficiency lift of at least five percent over traditional dialer-based campaigns because of lower agent idle times.

The Importance of OnQ

Today's call centers are at the heart of many companies' marketing, customer service and collection efforts. Several developments have put such call centers front and center, including the introduction of predictive dialers. But success has bred a number of issues. One of these involves the escalating deployment of multiple dialers and the growing establishment of geographically dispersed call centers. This has led to less, not more, control over company-wide call strategies and calling compliance issues. Why?

Until OnQ was invented, call center managers had no way to manage resources as a single entity, which would markedly reduce the total cost of ownership (TCO) of a company's overall call center operations. Each dialer or site has its own staff, objectives, calling strategies, and functions. In effect, they are like individual silos. For example, if one site or dialer goes down, there has been no way, until OnQ, to have that second site or dialer assume the downed device's/site's calling list goals and priorities. Consequently, precious time is lost as the dialer is stopped to enable agents to manually reenter calling lists before the dialer can be restarted. This is no small issue: daily call center operations are fraught with endless interruptions.

OnQ ensures that outbound call campaigns go on as scheduled. Not only does it enable the "uninterruptible" call center, it coordinates efforts among disparate dialers and separate locations. Through its ability to centrally manage call campaigns, the intelligence in OnQ can evenly distribute work flow and load among agents, matching call purpose to agent skill sets; among dialers; and among sites. This central management of a company's outbound efforts extends to work load, list management, compliance oversight, and recall strategies. As a consequence, call centers are optimized for efficiency, effectiveness, compliance and productivity.

For more information about OnQ, go to <http://www.austinlogistics.com/products/onq.php>.

Austin Logistics

Austin Logistics is a leading provider of next-generation predictive analytic and business intelligence software solutions that anticipate customer value and behavior to drive more profit from every customer interaction. Since 1992, the company's innovative solutions have helped many of the world's largest financial services, telecommunication, and retail companies to make proactive, profit-focused decisions that optimize actions in collections, risk and fraud, marketing and customer service. The company's ActionSelect solution was selected as one of the Top 100 Collection Technology Products for 2006 by Collection Advisor magazine. For more information, www.austinlogistics.com.

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