



FOR IMMEDIATE RELEASE:

Customer Direct adds Artificial Intelligence to its suite of Customer Interaction Services

St. Louis (January, 2012) – Customer Direct, LLC has added Artificial Intelligence capabilities to its suite of customer interaction services. This suite of services includes Live Agent interactions via telephone, email, chat, social-media and mail correspondence. The Artificial Intelligence system allows for automated, natural language conversations with customers. The system can navigate a myriad of customer interaction scenarios; from taking reservations to troubleshooting computer issues and taking product orders. With the addition of Artificial Intelligence, Customer Direct is uniquely positioned to provide the widest variety, the most technology advanced, and the most cost-effective combinations of customer interaction services.

“Nothing compares to the value of a Live Agent based in the United States for satisfying the needs of North American consumers,” says Robert Nolan, President and CEO of Customer Direct. He continues, “With the advent of Artificial Intelligence as a consumer technology through products like Siri® on the iPhone®, consumer acceptance of this type of interaction is gaining speed, while at the same time the technology is improving and becoming a suitable self-service alternative to customer needs.”

Customer Direct will incorporate the Artificial Intelligence systems as a stand-alone, self-service solution, or in combination with Live Agent services depending upon the workflow needs of each customer interaction. The company will use its extensive experience in customer interaction workflow management to design an appropriate and cost-effective solution that uses the best of both capabilities. The addition of Artificial Intelligence interactions substantially reduces the overall cost of interaction, and positions Customer Direct to compete more effectively with offshore outsourcing solutions.

Mr. Nolan adds, “The right combination of US-based, Live Agent services with Artificial Intelligence self-service is a win-win-win for Customer Direct, its Clients and their customers. It allows us to compete on a level playing field with off-shore

services, gives our Clients a comprehensive and cost-effective solution for their customers, while offering customers a state-of-the art, AI-based self service system with Live Agents backing it up that is even more powerful than the consumer-based AI products they are already using.”

	Speech IVR	Artificial Intelligence Interactions	US-based Brick & Mortar Agents	US-based At-Home Agents	Offshore Brick & Mortar Agents	AI + US based Brick & Mortar Agents
Price per Hour	\$9.00	\$15.00	\$25.00	\$21.00	\$13.50	\$25/\$15
Time on Phone	100%	100%	69%	69%	69%	69%/100
Calls per Hour	18	25.7	11.8	10.8	10.8	19.4
AHT (in secs.)	200	140	210	230	230	171
Cost per Call	\$0.50	\$0.58	\$2.29	\$1.94	\$1.25	\$1.26
% of Call Types Handled Effectively	10%	30 - 60%	100%	100%	90%	100%
CSAT	Low	92%	94%	94%	82%	93%
Self Service Success Rates	2 - 70%	20 - 85%	N/A	N/A	N/A	N/A

Significantly, the Artificial Intelligence system has the ability to learn and improve its interaction capabilities with each new customer interaction that it experiences. These “cognitive” abilities allow for easy system setup, and a quick ramp-time to maximum effectiveness. When combined with easy access to Live Agent support, this combination provides a “best-in-class” customer service solution.

About Customer Direct

Founded in 1997, St. Louis-based Customer Direct provides outsourced call center services for a wide variety of clientele. These outsourced services include customer care, multi-tier technical support and back-office fulfillment. Customer Direct serves a wide variety of domestic and international clients from industries such as hospitality, internet retail, publishing, catalog sales, and health care providers. For more information, visit <http://www.customerdirect.com> or call 1-800-332-3756.

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