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## Working Solutions and The University of Texas at Dallas collaborate on joint research project

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**WS iNet, an affiliate sister company of Working Solutions, takes a proactive approach to identifying at-risk customers. A new speech analytics research project aims to automatically detect customer anger and emotion during calls to ensure dissatisfied customers are immediately escalated to a supervisor.**

**Plano, Texas – February 25, 2009** – WS iNet, a leading provider of hosted contact center solutions, announces a joint research project with The University of Texas at Dallas, specifically targeted to automatically identify, in real-time, callers who display anger or emotion during a call to a customer service agent. The goal of the project is to develop software that will notify supervisors and managers when a customer may be angry or upset with their level of service. Enabling supervisors to act immediately while the customer is still on the phone will ultimately increase customer retention and customer satisfaction.

“We are pleased to be working with The University of Texas at Dallas on this exciting project,” commented George Platt, EVP and General Manager of WS iNet. “Dr. John Hansen, with the university’s Center for Robust Speech Systems, and The University of Texas at Dallas are recognized leaders in speech and speaker analytics research.”

Dr. Hansen, Department Chair and Professor of Electrical Engineering, said, “The University of Texas at Dallas and the Center for Robust Speech Systems is excited to continue its research on detecting anger and emotion in speech. WS iNet, as a sponsor of this research, is dedicated to helping enterprises improve the customer service experience and increase customer satisfaction.”

Anticipated outcomes of the research project are:

**Saving at-risk customers** – Customer retention is the key component for any enterprise; reducing customer churn by as little as 1% can result in huge revenue increases and profit gains.

**Improving customer satisfaction** – Ultimately the success of any business relies on customer satisfaction. Providing insight and immediate access to unhappy customers in real-time will give enterprises the ability to solve customer issues before it is too late.

“If we can service our clients with the best technology available for providing superior customer service, we’ve accomplished what we set out to do,” stated Platt.

**About Working Solutions:** Working Solutions is the global leader in agent and technology solutions for enterprise contact centers. Since 1996, Working Solutions has provided contact center solutions to corporations seeking to improve return on investment – controlling costs while improving the customer experience. A pioneer in the virtual call center industry, Working Solutions continues to be the industry leader with experienced agents, innovative technology, and comprehensive processes. For more information, visit [www.workingsolutions.com](http://www.workingsolutions.com).

**About WS iNet:** WS iNet, an affiliate sister company of Working Solutions, hosts intelligent, on-demand contact center technology to clients needing a flexible, robust, cost-effective solution. A leader in delivering innovative contact center technology, WS iNet partners with its clients to achieve optimum customer engagement, satisfaction, and loyalty.

**About UT Dallas:** The University of Texas at Dallas, located at the convergence of Richardson, Plano and Dallas, in the heart of the complex of major multinational technology corporations known as the Telecom Corridor, enrolls nearly 15,000 students. The school's freshman class traditionally stands at the forefront of Texas state universities in terms of average SAT scores. The University offers a broad assortment of bachelor's, master's and doctoral degree programs. For additional information about UT Dallas, please visit the University's Web site at [www.utdallas.edu](http://www.utdallas.edu).

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