



For Immediate Release

Polaris Vanguard LLC to Discuss Speech Analytics at Regional Conference in Asia

Makati, Philippines – March 2, 2009: Polaris Vanguard LLC announced today that it will be featured at the Frost & Sullivan, 4th Annual Customer Contact Asia Pacific Summit 2009, May 6-7 in Kuala Lumpur. Company President James Griffin will discuss the topic: “Beyond ‘Word-Spotting’ – Centers of Excellence in Asia for Speech & Data Analytics.”

Speech and data analytics is a data mining and analytics tool for call center recordings that can help organizations improve financial performance and increase customer satisfaction, but of the more than 1,200 implementations of speech analytics worldwide in 2008, many merely involved turning on a plug-in module in a contact center suite. There is nothing wrong with that, but companies that are trying to seek strategic competitive advantage are now looking to move beyond this. They want to design projects that generate clearly-measurable value.

How exactly are speech analytics tools being used to create economic value, and what are the most promising applications for speech and data analytics in the contact center arena? The presentation will answer these questions and will review specific case studies from around the Asia Pacific region to illustrate successful projects, with a focus on how those projects were designed in order to achieve desired business objectives.

About the Customer Contact Asia Pacific Summit

Frost & Sullivan's 4th Annual Customer Contact Asia Pacific Summit 2009 will bring together Senior Executives from around the Asia-Pacific Region to discuss strategic, tactical and implementation issues facing the Contact Center Industry. The two-day session features an interactive conference program, which will cover new and emerging industry developments and which will showcase best practices by leading companies in the region. More information is available at:

<http://www.frostandsullivan.com/prod/servlet/summits-details.pag?eventid=154703022>

About Frost & Sullivan

Frost & Sullivan employs more than 1,800 analysts and consultants in 34 global offices. The company's Growth Partnership Services (GPS) is a subscription-based program which provides clients with research and best practices. Its growth consulting program provides clients with customized consulting on growth strategy.

About Polaris Vanguard

Polaris Vanguard LLC (www.polarisvanguard.com) is a specialist in design and implementation of analytics projects, and is based in the Philippines. Polaris Vanguard provides analytics solutions for contact centers, Marketing Departments, online communities and wireless telecommunications providers. The company does this through a combination of best-of-breed and proprietary solutions in each of the segments it serves.

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