



For Immediate Release

Polaris Vanguard LLC Announces Partnership with Utopy for Speech Analytics

Polaris Vanguard's President and UTOPY's VP of Customer Strategy to Speak at Frost & Sullivan Customer Contact Philippines 2009 Conference in Manila, November 25-26

Makati, Philippines – November 23, 2009: Polaris Vanguard LLC, the leading provider of performance optimization services for contact centers in the Philippines, today announced a strategic partnership with UTOPY, Inc. for implementation of speech analytics projects in the Philippines, using UTOPY's phrase-based recognition technology. UTOPY, Inc. is the leading provider of Customer Intelligence and Performance Optimization solutions, powered by Speech Analytics. Under the agreement, Polaris Vanguard will resell, implement and support UTOPY's solutions throughout the Philippines.

The two companies will also present at the Frost & Sullivan Customer Contact Philippines, 2009 conference, which takes place in Manila, November 25-26.

"We are very excited about our partnership with UTOPY," said James Griffin, President of Polaris Vanguard and Director of the BPO Quality Council of the Philippines. "This is the technology that we all had been hoping for. With UTOPY, we now have the insights we need to really drive process improvement in contact centers."

Speech Analytics Takes Center Stage at Frost & Sullivan Customer Contact Philippines 2009

Griffin, along with UTOPIA's Vice President of Customer Strategy, Michael Miller, will be presenting at two separate sessions at the highly anticipated conference. Miller, who has over 20 years of operations experience, is also the former VP of Customer Care at E-LOAN whereby he improved sales conversions by 800% and increased revenue by \$56 million per year with the use of Speech Analytics. Miller's session titled "Achieving break-through results with Speech Analytics: A Real World Perspective." will demonstrate how Speech Analytics is used to identify contributing factors to a successful sales conversion by identifying skills that differentiate top performers from bottom performers and how this technology helps management refine strategy, coach in a more targeted way, and follow up more effectively to verify if the coaching was taking effect. Miller will also discuss how Speech Analytics have improved business performance management at a number of inbound and outbound contact centers.

Griffin's session, which is titled "Findings: BPAP Quality Benchmarking Study," will provide critical insight based on research that was conducted by the Business Processing Quality Council of the Philippines, in coordination with the Business Processing Association of the Philippines, in order to better understand adoption rates for various types of quality certifications, standards, and methodologies. Griffin's presentation will also examine the best practices that were observed at leading contact centers, BPO, KPO and ITO service providers throughout the Philippines.

Rapid Growth in Philippines Outsourcing Sector Fuels Demand for UTOPIA Speech Analytics

As the Off-shoring Destination of the Year for 2009 (as recognized by the 6th Annual National Outsourcing Association in October 2009), the Philippines BPO industry is projected to grow by about 20 percent in 2009 according to the World Bank and is set to pass 500,000 employees in early 2010. As a result, the demand for contact center performance optimization solutions tailored for outsourcers, such as UTOPIA's Speech Analytics solutions continues to rise in the Philippines.

"UTOPIA has capabilities that are very far beyond anything we had seen before from the usual group of vendors in that space. You can clearly see exactly how you would use it to drive increased sales, to lower operating costs and/or to improve CSAT indices. Definitely, our clients have been completely amazed at where the technology is at today with UTOPIA. The linkage to drivers of ROI is now very clear," said Griffin. "UTOPIA was able to demonstrate an order of magnitude higher detection rates at the same or better accuracy than other final-round options. Once you understand the differences in the underlying technology, it is easy to understand why this could be so. It is very impressive and very logical."

About UTOPIA

UTOPIA provides award-winning Customer Intelligence and Performance Optimization solutions powered by Speech Analytics, delivering the Voice of the Customer to enterprise decision-makers. With UTOPIA solutions, free-flowing human conversations are transformed into actionable insight to strategically enrich the customer experience, optimize contact center performance, improve

sales effectiveness and uncover competitive threats. UTOPY customers include innovative market leaders in financial services, insurance, healthcare, telecommunications, outsourcing, and retail.

Headquartered in San Francisco, CA, with offices worldwide, the UTOPY team has extensive experience in speech analytics, business intelligence, contact center operations and business process improvement. For more information, visit www.utopy.com or www.speechanalytics.com or call 866.44.UTOPY (866.448.8679). UTOPY, SpeechMiner, SpeechMiner Enterprise, SpeechMiner Root-Cause, SpeechMiner Customer Satisfaction and Deliberate Listening, are registered trademarks of UTOPY, Inc. All other trademarks mentioned here are the properties of their respective owners.

About Polaris Vanguard

Polaris Vanguard LLC (www.polarisvanguard.com) is a specialist in performance excellence for contact centers. The company uses a combination of well-established methodologies related to quality, together with Speech Analytics, as one key source of input for managing performance improvement.

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