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Press Release

Canadian Automobile Association South Central Ontario (CAASCO) replaces traditional dialer technology with "TRUE" CTI based PredictAbility Plus (PAPLUS) System

Lunenburg, MA, June, 2007: Until recently, CAASCO had been utilizing traditional predictive dialer system technology. When faced with a major upgrade of the CAASCO PBX to Nortel's Contact Center Manager 6.0 (CCM), the traditional technology could not meet the level of integration required in such a complex call center environment without a major overhaul costing hundreds of thousands of dollars. Even with such an overhaul, the traditional dialer system had many shortcomings that included slow call transfer speed, very slow reaction time in blending inbound calls, poor voice quality between the agent and client, and the manual intervention that was required to "screen pop" the business application when a dialer call arrived.

Upon completion of the first production day of operation, the call center literally erupted with applause for the outstanding performance of the PredictAbility Plus System. Agents praised the immediate and fully automatic call and CAASCO business application screen synchronization, instantaneous blending of inbound calls and perfect voice quality.

Dave Weaver, CAASCO's Supervisor Club Sales TeleCentre stated, "CAASCO is pleased with the smooth transition PAPLUS has provided in transitioning our previous dialer to the new PAPLUS state of the art technology. They have taken the time to thoroughly understand our needs, provide solutions and follow through."

In searching for a new vendor, CAASCO had a specific set of criteria that needed to be met. The vendor needed to:

1. Integrate with Nortel's Contact Center Manager 6.0 (CCM).
2. Be a true "predictive" dialer.
3. Meet specific business process and business application integration requirements in a flexible manner.
4. Be cost effective.
5. Be a service provider that is approachable and responsive for handling incident and change management.

Victoria Helary, CAASCO's Telecom Analyst, Information Services Department stated, "PredictAbility Plus has met our mandatory criteria, and more. We are enjoying the efficiencies of their technology which make the PAPLUS dialer solution flexible without the time and costs of placing change orders to the vendor. Partnering with PredictAbility Plus certainly has been a PLUS for CAASCO !!"

PAPLUS picked up right where the completed install left off by providing outstanding customer service above and beyond the call of duty.

Victoria Helary, CAASCO's Telecom Analyst added, "PredictAbility Plus continues to stay engaged with us on a regular basis, and is always willing to contribute when we require assistance – which has ranged from server security to even assisting us with Line Side T1 card testing with other non-PAPLUS related applications.

Kathy Korcsok, Manager, Club Sales, "The level of support and assistance from PredictAbility Plus far exceeds our expectations."

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Together, the PAPLUS technology and business model create the ultimate environment to provide highly flexible, scalable, supportable and cost effective inbound/outbound call center solutions to on-site and hosted clients.

Gary Steeves, PAPLUS's CEO/CTO "It is a great feeling to receive the kind of feedback we have gratefully accepted from CAASCO and other clients. It is all the incentive we need to maintain and improve our products, services and level of customer support."

CAASCO, located in Thornhill, Ontario Canada, CAA membership provides access to a complete package of automotive, travel, and insurance products and services, from roadside assistance to savings on various publications and online newsletters. CAA is the Canadian partner to AAA in the United States.

PredictAbility Plus, located in Lunenburg, Massachusetts was founded in 1995 and has provided technology-based call center solutions for numerous small and large enterprises. PAPLUS combines proven, leading-edge technology with real world applications to solve unique business requirements and equipment interface issues.

The management and staff at PAPLUS has a thorough understanding of technology (telephony, telephone systems and computers), hardware and software, business applications and the ability to blend them together to solve a customer's unique problems. PAPLUS solutions fully *integrate* into virtually any geographically dispersed and technologically diverse environment.

For Immediate Release
