

**2010 U.S. Contact Centers' Choice:
Best Solution Provider for Agent Life-Cycle HR Software**

**Frost & Sullivan's U.S. Contact Centers' Choice: Best Solution Provider for Agent Life-Cycle HR Software Is Presented to:
FurstPerson**

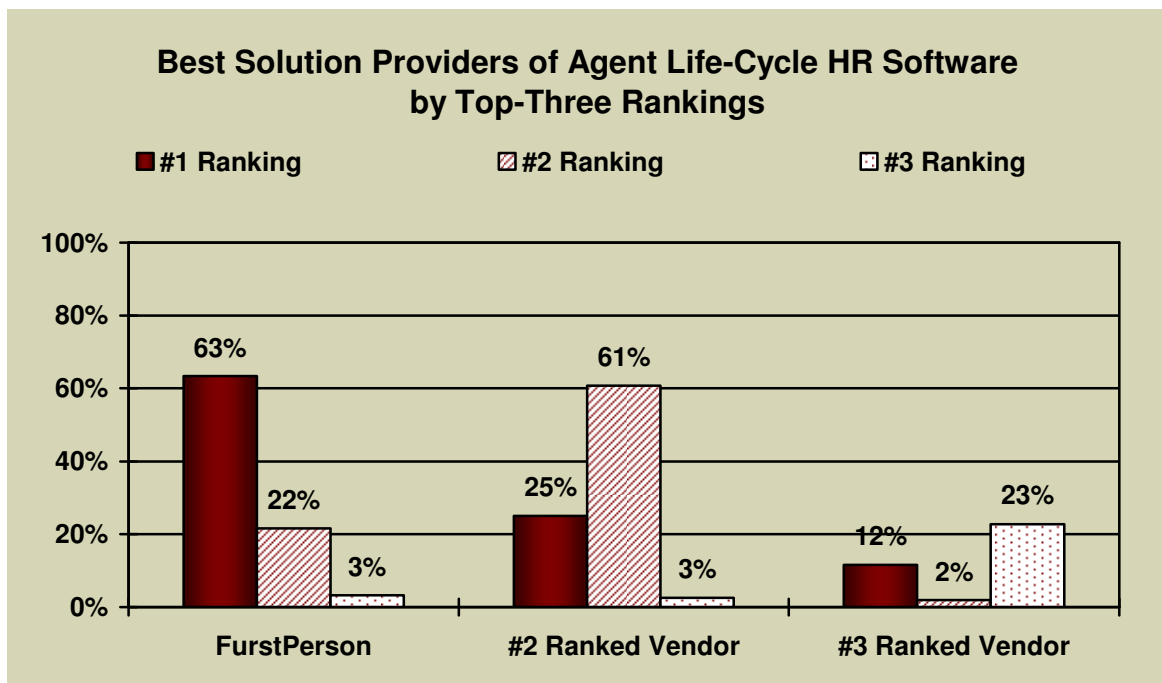
Based on Frost & Sullivan's independent research, *2010 U.S. Contact Center Market: Trends in Contact Center Strategies, Operations, and Technologies*, FurstPerson emerged as the leading brand of agent life-cycle HR software among contact center / customer care operations managers and others who are involved in evaluating, specifying, recommending, or approving the purchase of contact center products or services. This category is defined by Frost & Sullivan as the software used to manage the agent life-cycle from pre-hire assessment, to hiring, training, and retention. FurstPerson is recognized as the "Best Solution Provider for Agent Life-Cycle HR Software in the United States" among this market segment's top competitors.



Survey Results

FurstPerson Ranks as The #1 Provider by a Significant Margin.

As shown below, 63 percent of surveyed U.S. contact centers rate FurstPerson as the number-one brand among agent life-cycle HR software providers, compared to 25 percent for the runner-up.

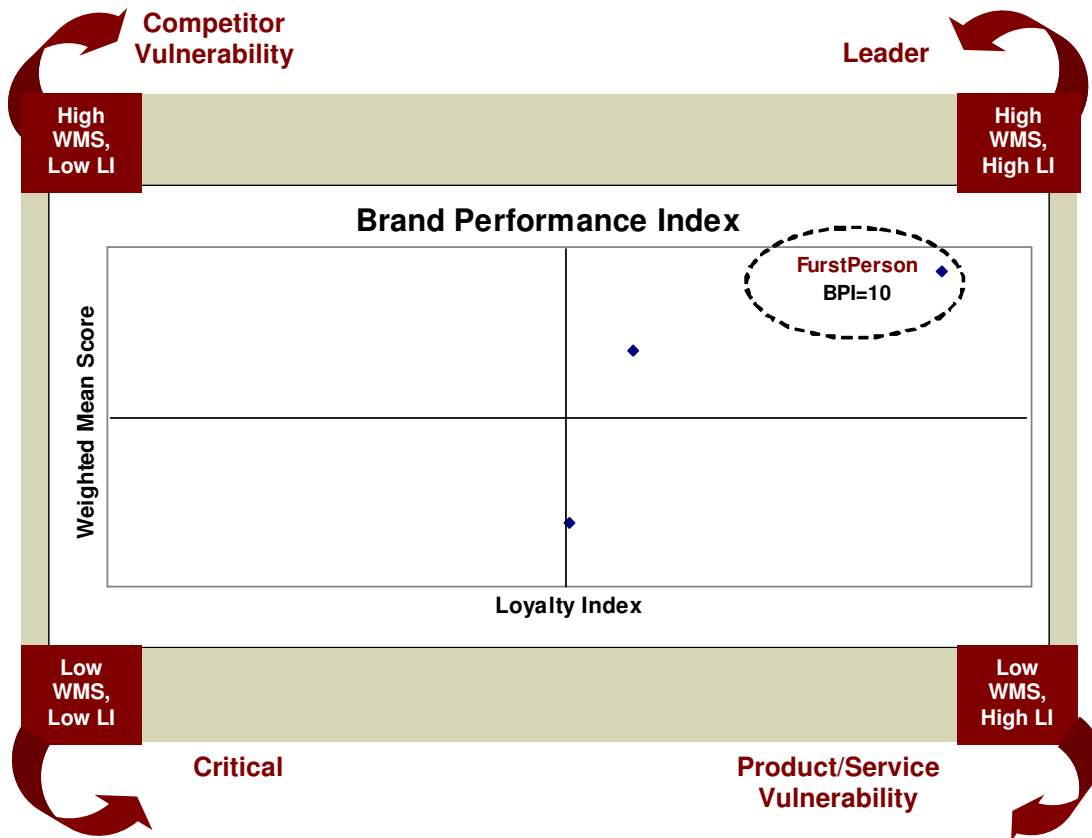


Survey Results (Continued)

According to Contact Centers, FurstPerson is a Leader in Agent Life-Cycle HR Software.

Among those who primarily use FurstPerson agent life-cycle software, 90 percent rate FurstPerson as the best brand in this category (as shown in the Loyalty Index table below). With both the strongest Weighted Mean Score and Loyalty Index Score, it is no surprise that FurstPerson is recognized as the “Best Solution Provider for Agent Life-Cycle Software.”

Loyalty Index			
	Number of Contact Centers Using Primary Agent Life-Cycle Software Provider (A)	Number of Contact Centers Ranking Their Primary Provider #1 (B)	Loyalty Index Score ¹ (B/A)
FurstPerson	41	37	0.90
#2 Ranked Vendor	65	37	0.57
#3 Ranked Vendor	14	7	0.50



¹ Loyalty Index (LI) is calculated by dividing total top ranking votes by the number of respondents who have experience with the same chosen brand. LI scores range from 0 to 1; 1 represents the highest loyalty, 0 represents no loyalty.

² Weighted Mean Score (WMS) is calculated by assigning a weight of 10 to a #1 ranking, a weight of 5 to a #2 ranking, a weight of 1 to a #3 ranking, summing those weighted rankings, then dividing by the total sample. Brand Performance Index (BPI) values are computed by multiplying WMS and LI, then normalizing so that BPIs range from 0.0 to 10.0.

Survey Results (Continued)***Firmographics***

Firmographics		
	FurstPerson Users (N=41)	Total Sample (N=311)
Number of call center seats		
10-99	29%	41%
100-499	29%	28%
500-999	34%	15%
1,000 or more	7%	16%

Method Details

Frost & Sullivan surveyed 311 U.S. contact center managers and others who are involved in evaluating, specifying, recommending, or approving the purchase of contact center products or services. A web-based survey methodology was used during March – April 2010.

Award Criteria

Frost & Sullivan's Choice Awards measure the best brands based upon the highest Brand Performance Index (BPI) score. The BPI is calculated by multiplying the Weighted Mean Score (WMS) and Loyalty Index (LI) score. Award recipients must have BPI scores of 10. **FurstPerson received a BPI score of 10 for Best Solution Provider for Agent Life-Cycle HR Software.**

About Best Practices

Frost & Sullivan Best Practice Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Customer Research analysts conduct the survey research to identify best practices in the industry.

About Frost & Sullivan

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