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**FOR IMMEDIATE RELEASE**

*The JPS Group and Voxify Provide Customer Services Automation  
to the Hotel and Travel Industry*

**ASP Voice Recognition Automates Routine Customer Calls for  
Reservations, Travel Alerts & Membership Services**

9 October 2002 — Sausalito, CA —The JPS Group, a premier Hotel & Travel consultancy, has entered into a strategic partnership with Voxify, a provider of automated customer-service software. Voxify's solution suite for the Hotel & Travel industry reduces live operator costs by automating routine customer phone calls for reservations, travel alerts, and membership services. Voxify solutions converse with customers, via natural language technology, to quickly access information, make bookings, or change plans. JPS and Voxify help Hotel & Travel companies drastically reduce call center costs and eliminate hold times. In addition, JPS and Voxify offer turnkey, fully outsourced solutions that allow companies to recognize ROI from the very first call.

For call centers, this automation introduces significant and immediate cost savings, said Peter Schweitzer of JPS. And for the customer, a natural language system removes the frustration of waiting for an agent or trying to clumsily navigate through a touchtone menu.

Today, industry leaders such as United Airlines and Lastminute.com have already taken steps to augment costly call centers and convert outdated touchtone phone systems with next-generation automated voice systems. By automating routine calls, companies reduce call center costs, improve service scalability, and save live agent resources for more complex customer issues.

We are pleased to be working with Voxify, they are clearly the technology leaders in this field, said Schweitzer.

Voxify's Hotel & Travel industry solutions are distinguished by their superior user interface — paramount to the successful customer experience. Voxify provides proprietary "flexible interaction" technology to understand a wide range of customer behavior and requests. Voxify solutions combine natural language understanding to accept diverse caller responses, and instructional dialogs to guide callers through the conversation.

Notably, JPS and Voxify offer a fully outsourced, hosted pricing model that minimizes capital outlay and MIS needs. Companies can choose to outsource the solution, avoiding software licenses, upfront development charges, and network and telephony infrastructure. Instead, companies pay for performance with a per-call charge for every customer call, yielding clear and immediate ROI.

Our ASP offering enables mid-size and smaller companies to compete with industry giants on a level playing field, concludes Adeeb Shanaa, CEO of Voxify.

**NOTE TO EDITORS:**

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