

XpertNetwork's trade secrets deal with various solutions to particular problems in finding the best available expert:

- ?** *How do you overcome language differences across an organization to correctly match a seeker's needs to experts with the right skills?*
- ?** *How do you create a knowledge structure that is flexible, has lower operating costs and requires minimal training?*
- ?** *How do you motivate experts outside the contact center, with other jobs and responsibilities, to want to answer an inquiry?*
- ?** *How do you identify the presence of experts outside the contact center?*
- ?** *How do you incorporate contextual seeker information and non-intuitive rating factors into the selection process?*
- ?** *How do you mine and utilize existing company databases and resources to reduce labor and costs related to creating knowledge structures?*



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The Value of XpertNetwork's Technology

Competitor Co.'s (CoCo's) K-World Product

COCO SPENT:

- ▶ **\$22 MILLION**
to develop
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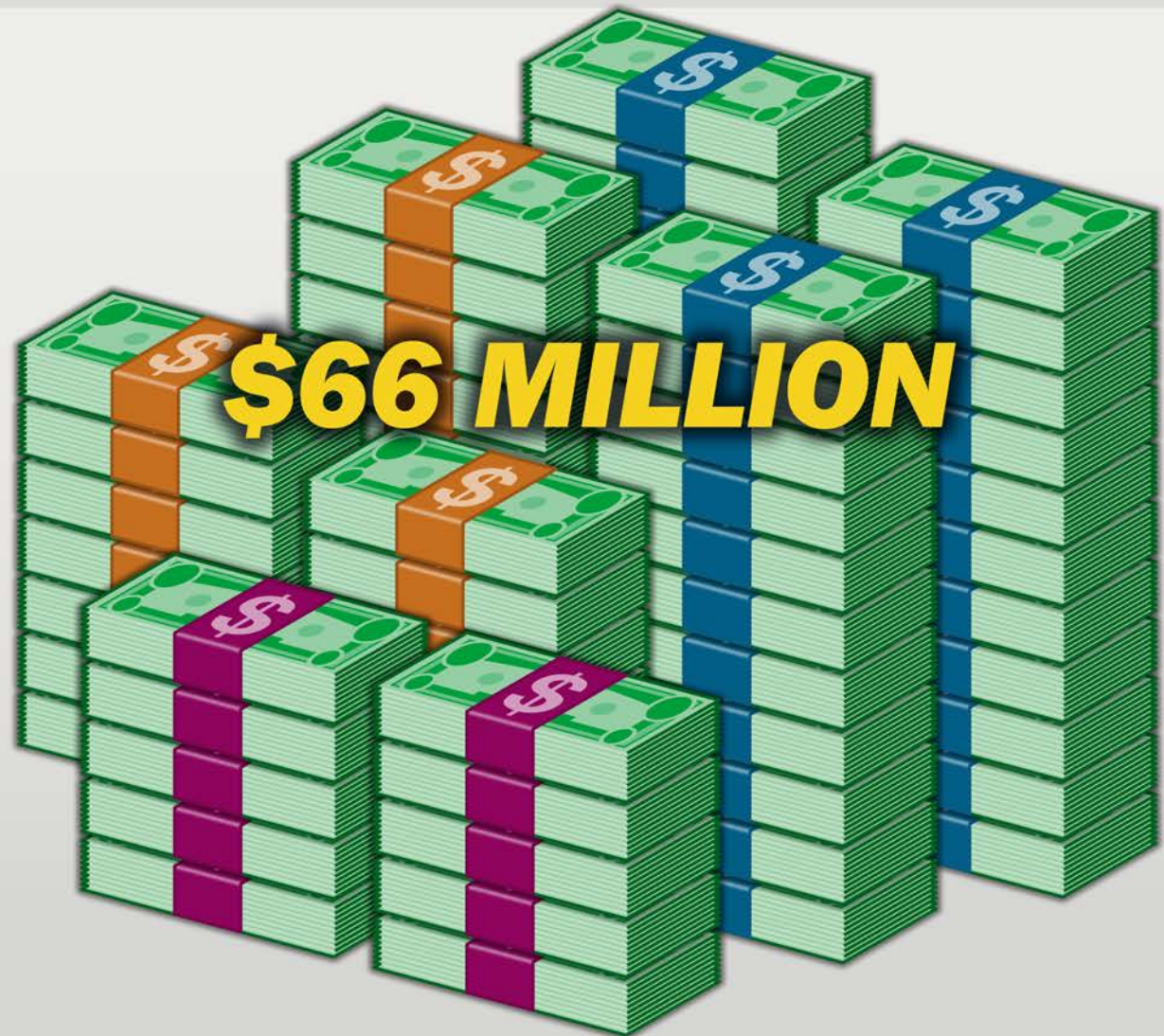


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- ▶ **\$34 MILLION**
for change
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and advocacy



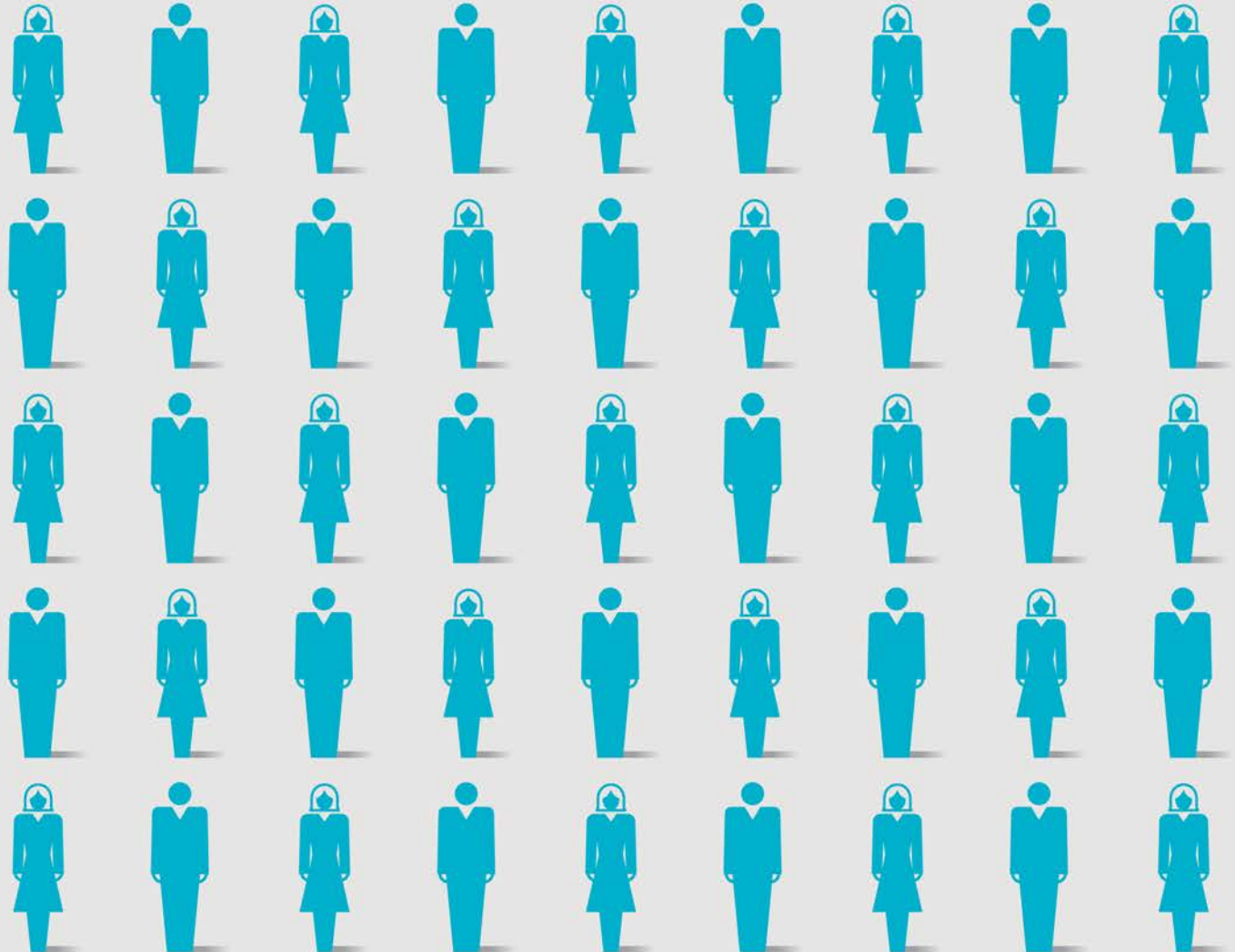
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COCO
DEVELOPMENT of
system architecture
and **EARLY**
IMPLEMENTATION
of major functionality
required:

▶ **45 ENGINEERS**

▶ **Working for**
18 MONTHS



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MOST CHALLENGING ASPECTS OF THE K-WORLD PROJECT

- ▶ Management of meta-data relating to experts and experts' knowledge
- ▶ Taxonomy creation and maintenance
- ▶ Connection of the entire, working system to existing corporate data structures such as Human Resource databases

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ADDRESSED BY XPERTNETWORK'S PATENTS AND TRADE SECRETS?

YES

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FEATURES THAT WERE NEVER EFFECTIVELY IMPLEMENTED:

- ▶ Presence detection
- ▶ Ability to directly connect seeker to expert through routing management and logic

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The Value of XpertNetwork's Technology

OtherCo's Product: Expert Contact

LIMITATIONS AND SHORTCOMINGS OF OTHERCO'S EXPERT CONTACT PRODUCT

▶ **NO call telephony integration:**

- Calls cannot be fully tracked, diagnosed and routed flexibly in sophisticated ways.

▶ **LIMITED view of expert contact:**

- Each expert limited to 25 calls per day

▶ **FAILS to intelligently route based on presence information:**

- Provides only rudimentary acknowledgement and presence checking AFTER routing

▶ **DOES NOT CONSIDER ranking of individual expertise and attributes:**

- Routing based on general rules
- Failure to create designed categories of assistance organized into a taxonomy

▶ **NO broadcasting with logic in place:**

- Fails to support real-time routing based on responses to broadcast requests

▶ **ONLY SUPPORTS telephone-based communications:**

- Does not support multi-media interactions and contacts

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