

MICROLOG'S BRAND, WEB SITE, AND PRODUCT NAMING STRUCTURE

GERMANTOWN, MD – Microlog a provider of integrated all-in-one contact management centers that support multiple communication media.

A few years ago, the company changed its product line naming structure from uniQue to ServiceFirst™. The name is a reflection of the firm's attitude about communicating with customers and providing superior service in three ways:

- Keeping service simple for customers. New technologies make communication more robust than ever, but can also add complexity to contact management centers if they don't support a single, integrated view of the customer. Microlog's expertise helps clients harness and integrate new technologies while maintaining single customer views - and keeping solutions simple to use for customers.
- Leveraging investments already in place. Today's enterprise has invested heavily in technology and associated business processes to deliver good service. Microlog's solutions are built on open standards and platforms for true investment protection.
- Impacting the bottom line. Microlog's service professionals help clients craft solid business cases for customer service investments. Microlog success stories provide tangible evidence of how modern communications solutions can help the enterprise reduce costs and enhance revenue.

Implementing communications solutions that deliver on the updated brand is enabled by the company's ServiceFirst™ portfolio of solutions. ServiceFirst represents a portfolio of products used to build the multimedia, all-in-one contact management center. For customers familiar with Microlog's uniQue product offering - the new name maps to Microlog's existing offering with three major capabilities:

ServiceFirst Foundation (formerly known as uniQue) is the building block for the all-in-one contact management center. ServiceFirst Foundation ensures all communications, regardless of type, are uniformly treated and efficiently managed. From the telephone to the web, ServiceFirst Foundation helps manage the total customer relationship.

ServiceFirst Connections builds on ServiceFirst Foundation to implement self-service and live agent communications. Supported media types include:

- Voice solutions that broker both live interactions and self-service over the telephone, including support for speech recognition
- Web collaboration and web chat
- Email communications
- Fax and hardcopy documents (treated as any other media type)

ServiceFirst Integration. Acknowledging customers for their total relationship requires integration of information from all touchpoints. The effective contact management center provides visibility into all customer activity, requiring integration from relevant systems, applications and customer databases. ServiceFirst Integration provides the capabilities and tools for integration to legacy applications and customer information - as well as existing investments in technology infrastructure.

ServiceFirst products are complemented by a full range of services for solution implementation, training and support. For more information, contact Janet Turner, SR. VP of Sales & Marketing at **301.540.5514** or through email JTurner@mlog.com .

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