



Working Solutions Selects Transera to Enhance its Call Centers

With Seratel® On-Demand Call Management Software,
Working Solutions Extends Leadership in Home-Sourced Customer Care

SUNNYVALE, CA. — April 11, 2007 — Transera™ Communications announced today that Seratel™, the call center industry's first adaptive on-demand virtual call center solution, is being deployed by Working Solutions, the leading provider of remote home agents. A number of Fortune 1000 enterprises – including Cingular, Office Depot, Kodak and Wyndham Hotel – have taken advantage of Working Solutions' network of more than 76,000 home-based call center agents. Seratel, which won Frost & Sullivan's 2007 Product of the Year Award, enables Working Solutions to better monitor and manage its home-based agents with greater cost efficiencies than was possible with traditional on-premise technologies.

“Running a virtual call center of home-based agents is a superior alternative to expensive brick and mortar facilities,” said Tim Houline, CEO of Working Solutions. “Our customers are eager to utilize home-sourcing for higher quality customer interactions at a lower cost. With Transera's on-demand model, we can route callers to the best available agent and can scale operations to accommodate new customers while eliminating the need to purchase expensive premises-based call center technology. With Transera, we are achieving new cost efficiencies and passing those savings on to our corporate customers.”

With Seratel, Working Solutions can diversify and grow its distributed call center operations with no infrastructure investment, software installation or ongoing maintenance costs. Seratel creates a virtual call center that performs the necessary call center functions, including call queuing, routing, monitoring, recording, reporting and screen pops. At-home agents only need a PC and a phone to respond to customer calls. Supervisors can manage and monitor operations in real-time from any web-browser.

“Working Solutions is a prime example of how we provide outsourcers with greater flexibility and a predictable cost structure,” said Prem Uppaluru, Transera's President, CEO and Founder. “They can quickly scale to serve new customers while ensuring they deliver the best customer experience at the lowest cost. By separating the management, recruitment and training of teleservices agents from the call center infrastructure, Transera enables Working Solutions to focus on its core business – building and training their agent pool and serving their customers' customers well and profitably, rather than managing technology.”

About Seratel

Seratel helps organizations globalize, diversify and grow their call center operations to deliver exceptional customer care with no infrastructure investment required. The solution delivers:

Adaptive Infrastructure: With Seratel, businesses can extend call center operations by creating a virtual call center with agents working from any desk and in any office: captive sites, onshore or offshore outsourced locations, or at home. Transera's adaptive solution enables enterprises to leverage and protect existing contact center investments and telephony



infrastructures, providing businesses with an unprecedented level of flexibility and choice. Because Seratel is software delivered as a service, you pay only for what you need, when you need it.

Highest Visibility and Control: Seratel is powered by Open Midpoint Call Management™ – a centralized point of visibility and control for managing and monitoring calls across virtual call center operations. With Seratel, executive management and call center supervisors can react immediately to changing business conditions and adapt call distribution strategies in real-time. Businesses can match the fluctuating demand of calls with available capacity – for any call and any agent, regardless of location or technology infrastructure.

Best Customer Experience at the Lowest Cost: Seratel maintains a centralized queue that globally manages and distributes calls across organizational, technological and geographical boundaries. Transera ensures first call resolution by delivering the call to the best available agent at the right time with the right information. Call centers reap the productivity benefits of a screen pop without installing expensive CTI hardware and software at each location. Because screen pops are presented to the agent when the customer call arrives, customers don't need to repeat information, which reduces call handling time while increasing customer satisfaction.

Transera empowers any business, on any budget, to deploy a world-class call center solution – for a fraction of the traditional cost and set-up time. Seratel is available immediately by calling 408-524-5310.

About Working Solutions

Founded in 1996, Working Solutions has emerged as the leading provider of remote home agents to Fortune 1000 enterprises by bringing a new operational approach to the competitive call center industry, and helping its customers overcome the challenges of offshoring and customer service inefficiencies. Through its network of 76,000 high quality agents and industry-experienced leadership, Working Solutions delivers flexible solutions for improved financial results and superior customer experiences. For more information, visit www.workingsol.com.

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an adaptive on-demand virtual call center solution, enabling real-time visibility and control over distributed call center operations while ensuring the best customer experience at the lowest cost. Transera's award-winning software, delivered as a service, enables organizations to rapidly deploy a feature-rich call center with agents located anywhere in the world, including in-house, outsourced, remote or at home, with no upfront capital expenditures. For more information, go to www.transerainc.com or call 408-524-5310.

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