



P.O. Box 750
Chapel Hill, NC 27514-0750

919-942-8849
866-942-8849
fax/919-942-0036

www.telesage.com

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**TELESAGE SOFTWARE INCREASES PROFITS IN TRAVEL
INDUSTRY**

**TeleSage's SmartQuest™ IVR Software Successfully Automates Travel
Adventures' Account Balance System**

Seattle, WA, August 20, 2003- Travel Adventures, a company specializing in providing travel arrangements for educational groups, uses TeleSage's SmartQuest® automated telephone survey software to provide its clients with real-time access to account balances and to allow clients to make payments on those accounts. TeleSage is the leading developer of off-the-shelf, ready-to-use automated telephone survey software. With SmartQuest's interactive voice response (IVR) telephone technology, users can easily and affordably gather information from customers, link that input to a company database, and supply current data back to clients-24 hours a day, 7 days a week.

Travel Adventures' Challenge: To provide clients with current information on account balances and to gather credit card and payment information in a secure, automated process.

Results Using SmartQuest: A fully automated telephone information system that reduced labor costs, streamlined the billing process, and increased profitability.

As a company that handles 30,000 participants per year, Travel Adventures was overwhelmed by clients calling the company's toll-free number to inquire about their account balances. Larry Grupido, Travel Adventures' Director of Information Systems, was asked to find a way to automate the process and free employees for other important tasks. He chose SmartQuest because of its price, flexibility, and robustness.

SmartQuest is the market leader in affordability. Larry Grupido explained that "We chose SmartQuest because of the price. It was much less expensive than other IVR systems." Compared to most IVR systems costing tens of thousands of dollars, the SmartQuest software package is very cost-competitive, starting at only \$1950.



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Another beneficial feature for Travel Adventures was SmartQuest's flexibility. Because users can compose their own surveys and alter them as needed, SmartQuest clients have much more control over the cost and function of their surveys. As Grupido remarked, "I liked the do-it-yourself design that allowed me to create and modify surveys as I wished."

SmartQuest's robust nature and user-friendly features led to efficient implementation and high consumer satisfaction. Grupido recounted: "I had the IVR system up and running in a very short time. I had a prototype fully functional in 6 hours. Honestly, SmartQuest works so well I haven't had to touch it in months." Travel Adventures believes its customers are highly satisfied with the IVR system. Grupido explains: "If a customer successfully uses the IVR system, we never hear from them. That is the best feedback we can get."

SmartQuest's practical and technical features resulted in a substantial improvement in the company's bottom line. Snyder and Grupido reported: "SmartQuest has increased employee productivity and streamlined the billing process. Through those actions alone it has increased profitability because we can now handle more volume with less staff." SmartQuest enables companies to profit from the many benefits of automation for an affordable one-time price.

As a leader in automated telephone technology, SmartQuest presents real-world solutions for everyday business problems. Its affordability, ease-of-use, and reliability provide companies with a clear choice for maximizing the collection and distribution of information to reduce labor costs and increase profitability. Travel Adventures' successful experience with SmartQuest can be repeated with any company seeking to automate customer interaction with account information over the telephone.

About Travel Adventures - Based in Lapeer, MI, Travel Adventures (www.traveladventures.com) specializes in packaging educational travel for school groups ranging from elementary school through college. The business was founded by former English teacher, Dave Snyder, who reported that he "enjoyed traveling with his students and thought it was an experience more students and teachers should share." With the motto "Expanding Young Minds. Exploring New Worlds," the company has been providing full itineraries, handling hotel and restaurant reservations, and supplying event admission tickets for the past 14 years.



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About TeleSage - TeleSage, Inc., a leader in affordable survey technology, developed SmartQuest™ IVR survey software and iQuest™ Web survey software with the help of National Institutes of Health innovative technology grants and capital investment from other parties. TeleSage is headquartered in Seattle, WA and was founded in 1996 by Benjamin Brodey, M.D., M.P.H., a graduate of MIT and Harvard Medical School. A few of TeleSage's clients include ESPN, DaimlerChrysler, PricewaterhouseCoopers, ValueOptions, Rand Corporation, Fireman's Fund, Westat, Adecco, United Behavioral Health, the Washington State Mental Health Division, Citigroup, and Prudential. For more information about TeleSage, Inc., call 1-800-636-8524, e-mail info@telesage.com, or visit www.telesage.com. In addition to free downloads, the Web site also offers a hands-on demonstration of the survey software.