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## **ClickFox to Present Session at *Speech-World* Conference in Dallas, Texas**

***Michael Chavez*** Will Discuss ‘*Optimizing IVR/Speech Using Customer Behavior Intelligence*’ at *Newest Speech Technology Event*

Atlanta, May 23, 2005 — ClickFox today announced that Michael Chavez has accepted an invitation to present a session titled, “Optimizing IVR/Speech Using Customer Behavior Intelligence” at TMC’s *Speech-World* Conference at the Westin Park Central Hotel in Dallas, Texas on Thursday, May 26 at 1:45pm.

*Speech-World*--a targeted and innovative three-day event launched this year—will take place May 24<sup>th</sup> through May 26<sup>th</sup>, 2005. It will feature the most respected, objective education available for learning to select and deploy speech technology solutions.

In addition to Michael’s session, the *Speech-World* conference program will showcase a combination of traditional presentation-based sessions and actual demo sessions. There are also sessions planned for speech application development, including discussion of standards and protocols. The event will host many networking opportunities and an Exhibit Hall featuring all of the latest in speech technology solutions.

“We are very pleased that Michael will be participating in this year’s show. ClickFox is widely recognized and respected as a Speech Technology industry leader, and I am confident that our attendees will appreciate and value the opportunity to hear his perspective on understanding customer behavior in speech systems,” said TMC president and conference chairman, Rich Tehrani.

Register by phone, 1-203-852-6800, ext. 146 or by visiting <http://www.speech-world.com>.

## **About ClickFox**

ClickFox is a pioneer in Customer Behavior Intelligence. Its solution enables organizations to see how their customers actually interact in and across a variety self-service systems-- interactive voice response and speech recognition, Web applications, CRM/agent desktops and interactive kiosks. By creating a visual map of the structure of the system or set of systems and overlaying it with the customer interactions, ClickFox quickly pin-points bottlenecks in transactional flow, identifies causes of costly drop-offs to live agents, and uncovers opportunities for extending automation to cost-saving or revenue-producing tasks. For more information, visit [www.clickfox.com](http://www.clickfox.com).

## **About TMC®**

Technology Marketing Corporation (TMC) publishes two magazines: *Customer Inter@ction Solutions*, and *Internet Telephony*, and the online publications, TMCnet.com, Planet PDA Magazine, WiFi Revolution, Alternative Power and BiometriTech. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMC also produces The VoIP Developer Conference, INTERNET TELEPHONY Conference & EXPO, IP Contact Center Summit and The Global Call Center Outsourcing Summit. TMCnet.com publishes more than 25 topical online newsletters. For more information about TMC, visit its Web site at [www.tmcnet.com](http://www.tmcnet.com).

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