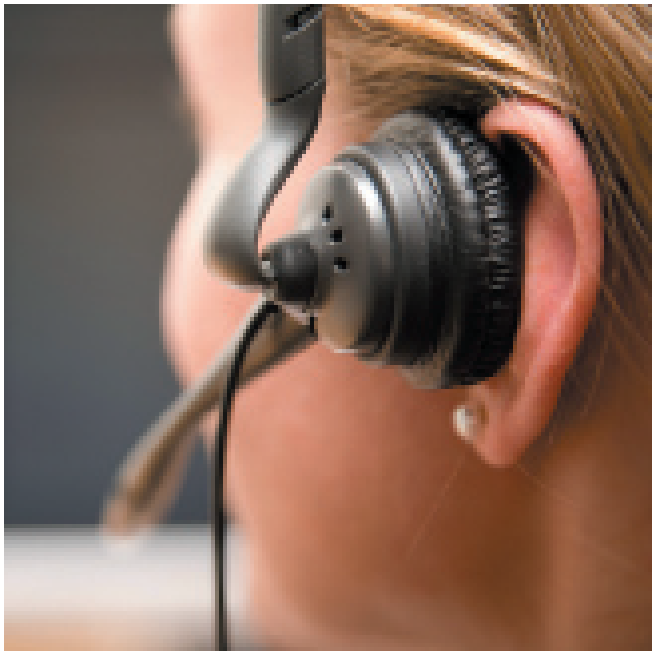


Press Release

Cogentium Strategic Planning Solutions at Contact Centre Planning 2008



“Contact Centre Planning 2008 presents us with an excellent opportunity to meet with key contact centre decision-makers and share our experiences in the area of strategic planning.”

**Colin Williamson
Director
Cogentium**

GLASGOW, Scotland, April 8, 2008 -

Cogentium Corporation Ltd, leading provider of contact centre strategic planning solutions, is delighted to be part of this year's Contact Centre Planning, taking place on 28-29 April at the Midland Hotel in Manchester.

At the event, Colin Williamson, Director at Cogentium, will deliver a working lunch presentation around the topic of strategic planning within contact centres.

Colin has over 10 years experience in supporting some of the UK's most complex contact centres through strategic change.

Through a case study presentation, he will share first-hand some of Cogentium's experience in how best to plan and implement strategic change and will provide some insight into helping contact centre management ensure they can deliver on the competing strategic objectives of improving customer experience, whilst simultaneously minimising costs.

Colin Williamson, Director at Cogentium said;

“Contact Centre Planning 2008 presents us with an excellent opportunity to meet with key contact centre decision-makers, share our experiences in the area of strategic planning and of course, support the Professional Planning Forum in their efforts to share best practice and discuss emerging technologies within the industry.”