Fountain Tire Licenses CodeBaby Virtual Agent Technology to Create Interactive Virtual Instructor

Fountain Tire wanted to make online learning for staff simple, effective and engaging. By using CodeBaby's web-based virtual agent software, Fountain Tire is able to offer their employees an online training system that is interactive, entertaining and memorable.

Edmonton, AB (PRWEB) January 29, 2005 -- CodeBaby Corp, the leading developer of virtual agent software, announced today that it has licensed its solution to Fountain Tire, one of North America's largest tire and automotive service companies. Fountain Tire has created Â□PaigeÂ□, a CodeBaby virtual instructor that will deliver personalized online training to its 1,500 employees across Canada.

Â□CodeBaby allows us to add a layer of interactivity to our new learning management system and online training materials that we canÂ□t get elsewhere,Â□ said Shad Smereka, Director of Store Learning at Fountain Tire. Â□We are rolling out our new E-Learning Center to a diverse group of employees with a broad range of technical and non-technical skills. Paige adds a level of comfort to associates who will be using the new E-Learning Center for the first time. Also, adding a CodeBaby virtual agent to the online classroom helps keep the subject matter interesting while ensuring that it will be properly delivered and retained. This helps us get the most out of our investment in our new E-Learning Center.Â□

Â□Fountain TireÂ□s success stems directly from its commitment to quality and service excellence, and this commitment starts at the training level,Â□ said Shaheel Hooda, CEO of CodeBaby. Â□By investing in the right online training tools, Fountain Tire is reinforcing a strong foundation of quality and excellence that will help them maintain their leadership position in their industry.Â□ CodeBabyÂ□s agreement with Fountain Tire also marks the first collaborative effort between CodeBaby and Operitel, makers of the popular LearnflexÂ□ learning management system. CodeBaby and Operitel announced a partnership in November of 2004.

About CodeBaby
CodeBaby is a leader in Web-based virtual agent technology, and enables corporations to integrate state-of-the-art, interactive 3D characters with their Web sites and on-line services. The CodeBaby Production Studio is a development platform that allows a company to design and deploy a 3D interactive character Â□ to serve as a virtual assistant, sales agent, help agent, host or tutor. CodeBaby virtual agents can benefit a wide range of industries and services, including on-line banking, health care, customer relationship management, forms management, telecommunications services and e-Learning. By hosting a virtual agent on a Web site, a company can interact with their customers more effectively and offer a higher level of on-line customer service, making the Internet and technology more enjoyable and easier to use. CodeBaby was named to the Branham GroupÂ□s Â□Top 25 IT Up & ComersÂ□ list for 2004 and was short listed to the Red Herring Top 100 Innovators Award for 2005. Additional information about CodeBaby is available at http://www.codebaby.com

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