

## New Technology at Unitrin Direct Gives Customers an Alternative to Waiting

**VISTA, Calif., Sept. 18** -- Unitrin Direct, an auto insurance company that has become popular nationwide for providing a unique combination of affordable coverage with outstanding personal service, has implemented a new call processing system from Virtual Hold Technology (VHT) that is dramatically reducing the time customers spend on the phone.

With the VHT system, customers don't have to hold if a Unitrin Direct representative isn't immediately available. Instead, they're told how long it will be until a service representative is ready and given the option to receive a Virtual Hold return call. This allows callers to hang up, keep their place in line and receive a return call when it's their turn to speak to a representative.

"As a leading auto insurance provider, it's important for us to accommodate the busy schedules of our customers," said Scott Carter, Unitrin Direct president. "By using Virtual Hold's groundbreaking technology, we're giving people the opportunity to be first in line all the time."

Data taken by Unitrin Direct shows that VHT's virtual queuing technology is already a big hit with customers. With the new system, hold time was reduced by 81% in July of this year, saving customers more than 542 hours of time on the phone.

"This innovative technology allows customers to get their auto insurance information on their schedule, not ours," said Tom Mercer, vice president, marketing. "Not only can they save money, they save time too."

With the Virtual Hold system, Unitrin Direct has also reduced operating costs, allowing for greater savings to be passed on to consumers looking for low cost auto insurance.

Unitrin Direct makes it a top priority to use technology to enhance the customer experience. Earlier this year, Unitrin Direct received the IASA Technology Achievement award, which recognizes companies in the insurance industry that use technological applications to solve business challenges.

Consumers who prefer to use the Internet can log on to <http://www.UnitrinDirect.com> to manage their policy, receive claims information or go to the Learning Center for answers to their questions.

### About Unitrin Direct

Unitrin Direct is dedicated to providing its customers with outstanding service and quality coverage at competitive prices, making auto insurance simple by offering people the choices they want with the convenience they deserve. Unitrin Direct insurance companies are subsidiaries of Unitrin, Inc., which has over six million policyholders and \$9 billion in assets. The Unitrin Property & Casualty Insurance Group is rated "A" (excellent) by A.M. Best and has \$3.5 billion in admitted assets, \$2.3 billion in liabilities and required reserves, \$1.2 billion in surplus and \$394 million in paid up capital. The Unitrin Direct companies offer affordable automobile insurance in Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Missouri, Nevada, New Jersey, New York, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Virginia, Washington and Wisconsin. To get a free auto insurance quote, log on to <http://www.UnitrinDirect.com> or call (800) 642-5254.

### About Virtual Hold Technology

Virtual Hold Technology (VHT) is the leading developer of virtual queuing solutions for Fortune 1000 clients. Since its inception in 1995, VHT's patented award-winning virtual queuing technology has provided return call solutions focused on enhancing the customer experience for financial services, energy utility, insurance, telecommunications, cable, wireless and retail corporations such as IBM, Bank of America, T-Mobile, Amerigroup, AT&T, Banco Popular, Verizon, Pacific Gas and Electric Company, Time Warner Cable, Ticketmaster, and AVON. To learn how Virtual Hold virtual queuing solutions can help increase customer satisfaction and reduce contact center costs, visit <http://www.virtualhold.com> or call 877-886-8187.

*To experience a demonstration of a Virtual Hold call, dial 1-888-412-2214 (or 330-670-2214).*

Insurance is underwritten by Unitrin Direct Property & Casualty Company and Unitrin Direct Insurance Company.