



HyperQuality 2010 Contact Center Quality Initiatives Survey Shows Disparity Between Corporate Strategy And Execution

Companies expect increased focus on service but struggle to deliver

SEATTLE, August 3, 2010 – In a new survey of contact center managers, directors and supervisors, HyperQuality found a material gap between the majority of current corporate strategies and their implementation. Approximately 70 percent of those surveyed indicated their company is increasing its emphasis on customer service, primarily to differentiate in a competitive environment, yet less than half of all companies were conducting a sufficient number of quality evaluations within their contact center to increase customer satisfaction.

The survey confirms that those responsible for customer service within a company's front-line call center believe regular quality evaluations to be one of the most effective ways to improve customer service.

“Best practice is at least one evaluation per customer service agent per day, with the agent receiving direct access to the evaluation quickly in order to modify his or her future performance – yet only five percent of companies surveyed are doing this,” said Bob Kelly, senior vice president for HyperQuality. “The purpose of our survey was to see if enterprises were increasing emphasis on customer service coming out of the recession. Clearly they are, but contact center managers also state that they need more resources, better tools and best practices to deliver on these initiatives.”

According to the survey results, contact center managers desire additional knowledge-sharing across the industry so they can leverage best practices to improve center efficiency. Additionally, there is a need for more sophisticated software tools to analyze customer data across multiple centers in a simple, cohesive way.

“Ultimately what this survey shows is that companies realize they need even better service to acquire and retain customers in this difficult economy, however few feel they have the right formula of quality assurance process and business intelligence data analysis to realize their goals,” continued Kelly.

HyperQuality recently joined the Quality Assurance & Training Connection (QATC), an organization devoted to facilitating the education, sharing of ideas and distribution of knowledge among quality assurance and training professionals in the call center. The company plans to share specifics of the survey with QATC members, among others, in order to engage the

industry in more discussions around proving the value and ROI of contact center quality improvements to corporations' revenue growth and retention.

About HyperQuality, Inc.

Founded in 2003, HyperQuality (www.hyperquality.com) is the leading provider of third-party quality assurance and business intelligence for contact centers. With a strong focus on call center operations, the company evaluates millions of interactions annually between contact center agents and customers and, using advanced analytics, generates actionable feedback to drive performance improvement.

Ultimately, HyperQuality helps some of the most well-known brands in the technology, telecommunications, travel, retail, financial services, education and utility industries improve the quality and effectiveness of their customer interactions. HyperQuality provides quality evaluations, ClearMetrix™ - the industry's first quality assurance software as a service workflow platform , customer surveys, and professional services.

HyperQuality is a global business with corporate headquarters at 316 Occidental Avenue S. in Seattle. For more information, call (206) 283-7119 or visit www.hyperquality.com

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