



HYPERQUALITY HONORED WITH A 2010 IP CONTACT CENTER TECHNOLOGY PIONEER AWARD FROM *CUSTOMER INTERACTION SOLUTIONS* MAGAZINE

SEATTLE, August 25, 2010 — HyperQuality, the leading provider of third-party quality assurance and business intelligence for contact centers, announced today that [Technology Marketing Corporation](#) (TMC) has named HyperQuality's ClearMetrix software as a service as a recipient of a 2010 IP Contact Center Technology Pioneer Award from its magazine, [Customer Interaction Solutions](#). *Customer Interaction Solutions* has been the leading publication in CRM, call center and teleservices industries since 1982.

With numerous challenges in the contact center environment – from less than desirable customer satisfaction to controlling operational efficiencies – ClearMetrix provides users with insight into their customer contact data in order to make impactful business decisions. The launch of the ClearMetrix platform also included the featured module, ClearQA (Quality Assurance). The software as a service workflow platform is the first solution completely dedicated to the quality organization. It provides contact center agents and management with immediate feedback and coaching direction for improving agent behavior. Agents, supervisors and managers can log in to ClearQA at any time and review evaluations, listen to recorded calls from any quality recording system and view up-to-the-minute reports.

“It is with great pride that we accept this distinction for our industry-leading ClearMetrix software, which has become a valuable business tool to our Fortune 500 clientele across many industries,” said Chris Coles, president and CEO, HyperQuality. “At HyperQuality we are committed to helping our clients evolve their contact centers into business improvement drivers while controlling costs and increasing customer satisfaction. ClearMetrix is an integral part of that process, allowing companies to improve customer service, telesales and collections performance by driving improvements in their underlying processes and agent behavior.”

The 2010 IP Contact Center Technology Pioneer Award awards companies that have produced an innovative, successful IP contact center product or service.

“TMC is proud to distinguish HyperQuality with an IP Contact Center Technology Pioneer Award. ClearMetrix has been designed with the needs of the contact center market in mind and the potential of IP behind it making it worthy of this prestigious honor,” said [Rich Tehrani](#), CEO, TMC.

“Technology is the key to the success of any contact center so it is my pleasure to recognize HyperQuality for bringing superior, groundbreaking technologies to market while providing high quality and advanced applications,” continued Tehrani.

Winners of the IP Contact Center Technology Pioneer Award will be highlighted in the July, 2010 issue of [Customer Interaction Solutions](#) magazine.

For more information please visit www.tmcnet.com.

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 companies – including 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 Ave S. in Seattle. For more information, call (206) 283-7119 or visit www.hyperquality.com.

About Customer Interaction Solutions

Since 1982, [Customer Interaction Solutions](#) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces [ITEXPO](#); [4GWE Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium|Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). TMC serves other communications market segments with the [Cloud Communications Summit](#) (in conjunction with Light and Electric); [CVx ChannelVision Expo](#) (in conjunction with Beka Publishing); and [MSPWorld™](#) (in conjunction with the MSP Alliance).

TMC also serves technology professionals with industry-specific Web sites: [InfoTech Spotlight](#), [4GWE](#), [M2M Evolution.com](#), [Smart-Grid.TMCnet.com](#), [Smart Products Ecosystem](#), [Robotics.TMCnet.com](#), [Cable.TMCnet.com](#), [Satellite Spotlight](#), [Green.TMCnet.com](#), [Healthcare.TMCnet.com](#), [Business Video](#), [Finance.TMC.com](#), [Legal.TMC.com](#) and [Education.TMCnet.com](#).

For more information about TMC, visit www.tmcnet.com.

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Media Contact:

Claire Mylott

Four Corners Communications for HyperQuality

303-455-0933

Claire.mylott@fourcornerscomm.com

TMC Contact:

Jan Pierret

Marketing Manager

203-852-6800, ext. 228

jpierret@tmcnet.com