



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

**SEATTLE, July 27, 2011** — [HyperQuality](#), a leading provider of business process analysis, workflow technology and quality assurance evaluation services for contact centers, announced today that [TMC](#) has selected its quality assurance software, ClearMetrix 2.0, as a winner of a 2011 IP Contact Center Technology Pioneer Award from *Customer Interaction Solutions*, the industry's leading publication. The 2011 IP Contact Center Technology Pioneer Award awards companies that have produced an innovative, successful IP contact center product or service.

In 2010, HyperQuality released ClearMetrix 2.0, its newly enhanced version of its award-winning contact center quality assurance workflow software. ClearMetrix 2.0's hosted, web-based SaaS software has more than 40 new features targeted to solve critical customer service issues and simplify the analysis and reporting associated with contact center metrics.

"Many of HyperQuality's Fortune 500 clientele have already put this new release of ClearMetrix to use, with compelling results that have improved sales effectiveness, improved the customer experience and lowered operating costs," said Bailey Shewchuk, SVP Sales, Marketing and Business Development, HyperQuality. "Managing the workflow within the contact center and aligning call metrics with enterprise objectives are essential to contact effectiveness management – ClearMetrix provides users with insight they need in order to make impactful business decisions."

"Technology is the key to the success of any call center. This award program acknowledges the achievers in the advancement of call center technology and distinguishes the best in the IP contact center technology," said Rich Tehrani, CEO, TMC. "TMC is pleased to honor HyperQuality with an IP Contact Center Technology Pioneer Award 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 are highlighted in the July, 2011 issue of [Customer Interaction Solutions](#) magazine.

### **About HyperQuality, Inc.**

Founded in 2003, HyperQuality ([www.hyperquality.com](http://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](http://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](http://www.cismag.com).

#### **About TMC**

Technology Marketing Corporation (TMC) is a global, integrated media company helping clients build communities in print, in person, and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), [NGN](#) and [InfoTECH Spotlight](#) magazines. [TMCnet.com](#), which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries.

TMC is the producer of [ITEXPO](#), the world's largest and best-attended IP Communications event. ITEXPO West 2010 was ranked #3 on Trade Show Executive's Fastest 50 Award List. TMC expects to accelerate ITEXPO West's growth by bringing the show to Austin, one of the fast-growing technology hubs in the country. In addition, TMC runs multiple industry events: *4G Wireless Evolution*; *Smart Grid Summit*; *M2M Evolution*; *Cloud Communications Expo*; *SIP Tutorial*; *VI Peering*; *Business Video Expo*; *Regulatory 2.0 Workshop*, *DevCon5: The HTML5 Development Conference*; *CVx*; *Digium/Asterisk World*; *StartupCamp*; *MSP Alliance*, *MSPWorld* and more! Visit [TMC Events](#) for a complete listing and further information.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

#### *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*