HyperQuality Advances Contact Center Performance and Workflow Management With Clear*Metrix* 3.0

Businesses can better manage customer contact effectiveness including revenue opportunities, expenses and customer satisfaction

SEATTLE, September 26, 2011 – HyperQuality, the leading provider of contact center workflow and business intelligence management services and solutions, today released Clear*Metrix* 3.0, an advanced version of its award-winning SaaS solution. Clear*Metrix* 3.0's new features provide unprecedented executive-level insight into contact center effectiveness, providing C-level management with the insight needed to make business decisions impacting revenue generation, expenses management and customer satisfaction optimization.

"The performance visibility that Clear*Metrix* 3.0 provides isn't simply about tracking contact center metrics, it's about driving business objectives," said Bailey Shewchuk, senior vice president of sales, marketing and business development for HyperQuality. "Every business owner and executive is looking for ways to optimize customer contacts that impact revenues and costs. Clear*Metrix* 3.0 provides them the visibility into their customer interaction data so they can make quickly the right decisions that influence their business."

Leveraging HyperQuality's expertise in quality assurance evaluations and analytics, and legacy Clear*Metrix* workflow management functionality, Clear*Metrix* 3.0 offers several new features that provide a 360-degree view of customer contact effectiveness allowing business leaders to strategically manage sales effectiveness, call center expenses, and overall customer experiences. Enhancements include:

- Interactive dashboards providing customer contact effectiveness metrics, analytics and trend data at the call center and enterprise levels

- Dashboard views of performance drivers impacting business revenues, expenses and customer experience

- Customizable and configurable, user-defined reports

- Online collaboration and alerts

- Actionable performance measurement, allowing management to analyze the results of previous business decisions

At a time when executive management of corporations of all sizes must scrutinize business costs and maximize value, Clear*Metrix* 3.0 offers new ways to monitor and measure effectiveness, quality and efficiency within the contact center, making this software an integral part of any business intelligence initiative.

About HyperQuality, Inc.
Founded in 2003, HyperQuality (www.hyperquality.com) is the leading provider of business process analytics, workflow and enterprise performance management technology and call center evaluation and QA services. 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 insight to drive revenue, cost and customer experience improvements.

In 2010 and 2011 Clear*Metrix* was winner of the IP Contact Center Technology Pioneer Award from *Customer Interaction Solutions*, the industry's leading publication. To learn more about Clear*Metrix* 3.0, visit www.hyperquality.com or email salesteam@hyperquality.com to schedule a demonstration.

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