

Interstate Batteries Selects VPI EMPOWER to Optimize Customer Service Quality and Ensure PCI DSS Compliance

FOR IMMEDIATE RELEASE: Tuesday, January 17, 2012

Camarillo, Calif. - VPI (Voice Print International, <http://www2.vpi-corp.com/e/4812/2012-01-17/7wjrz/288712269>), the premier global provider of analytics-enhanced contact center quality monitoring, performance management and workforce optimization solutions, today announced that Interstate Batteries has selected the acclaimed [VPI EMPOWER](#) performance optimization suite to maximize the quality and performance of its customer service center.

Interstate Batteries has a solid reputation for top-quality products, business innovations and consistently reliable service. Now over a billion dollar, privately-held corporation, Interstate Batteries is the No. 1 replacement brand battery in North America. The enterprise continues to thrive on innovation as well as good old-fashioned business principles, recognizing the importance of ensuring that its customers receive the impeccable levels of service when they call in to Interstate Batteries' contact center to place an order or make an inquiry.

"Interstate Batteries chose to implement VPI's call recording, quality evaluation, E-learning and analytics to ensure our PCI DSS compliance and to enable in-depth tracking and improvement of our sales and ordering processes and outcomes," said Patsy Reid, Interstate Batteries' project manager. "Our partnership with VPI opens the doors to new levels of customer care and competitive differentiation for Interstate Batteries." VPI EMPOWER will automate the classification of all calls handled by the company's contact center according to type and outcome, mute and mask out sensitive portions of customer interactions according to PCI DSS standards, and will then prioritize high-value interactions related to sales for quality evaluation and targeted, personalized E-learning to rapidly close skill and knowledge gaps where needed.

VPI EMPOWER is designed to enable business organizations to proactively cultivate exceptional customer experience and improve agent attitudes and behaviors. The solution enables organizations to achieve performance goals and identify and share valuable business intelligence throughout the enterprise. VPI's proven system design approach, based on lean six sigma continuous improvement principles, provides powerful workforce optimization solutions that deliver value quickly and cost-effectively – designed for fast deployment, customization and training.

"Interstate Batteries is well known for its commitment to providing exceptional customer service at every level," said Chris Morrissey, executive vice president at VPI. "We are delighted that VPI EMPOWER has been selected to help optimize contact center performance and drive continuous, proactive improvements."

VPI EMPOWER streamlines many of the manual, tedious quality assurance, reporting and training processes still being used in some of today's contact centers and gives organizations a much greater degree of transparency into their contact operations. "We listen to the needs of our customers and fully understand the many challenges faced by contact centers today," said Morrissey.

About VPI

VPI (Voice Print International, Inc.) is the premier provider of integrated interaction recording, analytics and workforce optimization solutions for enterprises, contact centers, trading floors, government agencies, and first responders. For more than a decade, VPI has been providing proven technology and superior service to more than 1,500 customers in 50 countries. VPI's award-winning [VPI EMPOWER](#) helps organizations of all sizes uncover the root cause of important trends and issues via drill-down reports, rapidly retrieve and share recorded interactions, and easily evaluate employee performance with call quality evaluation tools from anywhere – all from a personalized Web-based portal interface. In addition, the secure solution leverages advanced file and data encryption, is built around the principles of open architecture, and is platform independent to integrate seamlessly into any existing and evolving infrastructure, resulting in compound reduction of costs and a significant and rapid Return on Investment. For more information, visit <http://www2.vpi-corp.com/e/4812/2012-01-17/7wjrz/288712269>.

About Interstate Batteries

Interstate Batteries delivers Outrageously Dependable® portable power solutions. The Dallas-based company distributes automotive batteries, franchises and operates retail battery stores, recycles batteries, and provides motive and critical power products. Interstate sells products throughout North America, Australia, the Caribbean and Latin America. Interstate employs more than 1,600 team members throughout North America. For more information, visit <http://www2.vpi-corp.com/e/4812/2012-01-17/7wjsb/288712269>

###