

Confirmit to Launch Contact Center Quality Application

Businesses will enjoy increased loyalty and customer satisfaction with Contact Center experience quality measures powered by Confirmit

NEW YORK, NY (SEND2PRESS NEWSWIRE) – FIRM (NYSE:FIRM), the world's leading provider of Enterprise Insight Management (EIM) software, today announced that the Contact Center Quality Application powered by Confirmit will be launched on February 9, 2006. The new application will enable businesses with Contact Center operations to implement customer experience quality measures to discover, manage and act on customer dissatisfaction.

"Current trends in the industry show an increased focus on customer satisfaction. Call Center operators today use a set of internal metrics to evaluate performance, but these don't provide the whole picture," says Bern Elliot, Research Vice President at Gartner.

Because of the overall speed and ease of implementation for the Contact Center Quality Application, businesses are able to enjoy the benefits and results of the application within a very short period of time. Accenture, an early adopter of the Confirmit Contact Center Quality Application, realized a 20% increase in customer satisfaction with an ROI of 900% less than six months after implementing the application.

"Integrating Confirmit with our service desk system ensures that we can resolve issues before they fester. The result for us has been a huge increase in the way that satisfaction is measured and reported," says Lis Djukanovic, Head of Service Management, Accenture.

Kjell Oksendal, FIRM's VP of Marketing comments, "By enabling companies to integrate the voice of their customers with the launch of the Contact Center Quality Application, FIRM provides the tools to measure, discover and act on customer experience insight faster than ever before, leading to increased satisfaction and loyalty."

Confirmit Contact Center Quality Application is built on Confirmit, the world's leading survey & reporting software platform, and integrates with Contact Center software for automatic measurement of customer experience and rapid escalation and handling of customer dissatisfaction. Confirmit can be licensed as an ASP service or as a server install.

The Confirmit Contact Center Quality Application will be launched in an online launch event on February 9, 2006. For more information and to register for this free event, please visit www.confirmit.com/x/contactcenter/.

About FIRM

Future Information Research Management (FIRM) is the world's leading provider of survey & reporting software for Market Research (MR) and Enterprise

Insight Management (EIM).

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