



CUSTOMEREXPERIENCEMANAGEMENT

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**CXM WINS CUSTOMER INTERACTION SOLUTION'S
PRODUCT OF THE YEAR AWARD**

Revolutionary CXM REPORT-SURVEY Selected Top New Product in Country

Houston, Texas – January 7, 2005: CXM, one of the nation's leading providers of customer experience management solutions, was awarded with the product of the year for its proprietary and revolutionary CXM REPORT – SURVEY software application by *Customer Interactive Solution's Magazine*. The magazine honors all the leading vendors' best and brightest products that were brought to market in 2004.

“This award represents a significant achievement for CXM in our quest to provide only the highest quality products and service,” said Brian Daily, CXM Vice President Marketing. “Being recognized for having the Product of the Year by a leading industry publication just supports the overwhelmingly positive response that we have received from our own customers.”

CXM REPORT – SURVEY is designed to bridge the gap between a contact centers perception of satisfaction levels with the actual satisfaction experienced by its customers. Current quality monitoring systems do an excellent job of providing contact center supervisors with tools to determine if agents are following proper company procedures to ensure a satisfactory interaction with customers. These tools, commonly referred to as grading or performance evaluation software, are used to identify agent deficiencies. Once deficiencies are spotted training is commenced. The quality monitoring systems provide data from the company's perspective but fail to provide any insight from the customers' perspective.

CXM REPORT – SURVEY gathers data directly from customers immediately following their interaction with an agent in the contact center. Customers participating in a survey can respond to questions using their touch-tone phone or verbally. Survey results are scored and intelligently catalogued for later retrieval. Reports can be generated from any PC using a web browser interface. These reports provide direct evidence of customer satisfaction levels. When combined with CXM RECORD software the survey responses are linked to the preceding customer – agent interaction allowing quality monitoring supervisors the ability to hear the recorded phone conversation between the customer and the contact center agent.

CXM REPORT – SURVEY module is a cost effective solution that automatically collects critical data used to accurately evaluate customer satisfaction levels. CXM REPORT – SURVEY compliments the contact centers quality management process by adding data gathered directly from the customer.

CXM, based in Houston, is a leading provider of advanced telecommunication systems and software applications for businesses seeking to improve connections to their most important asset, their customers. CXM brings more than 60 years of combined experience providing communication solutions and developing software applications. For more information, visit the CXM website at www.4cxm.comT.

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