



OAISYS Earns 2010 CRM Excellence Award From Customer Interaction Solutions® Magazine

OAISYS Tracer Call Recording Solution Improves Customer Service and Retention Processes

TEMPE, Ariz., April 13, 2010 — OAISYS®, a leader in small- to medium-sized business (SMB) and enterprise-class call recording and contact center management solutions, today announced that Tracer, the industry's leading call recording and interaction management solution for contact centers, has received a 2010 CRM Excellence Award from Technology Marketing Corporation's (TMC®) Customer Interaction Solutions magazine, the leading publication covering CRM, call centers and teleservices.

"The Eleventh Annual CRM Excellence Awards has recognized OAISYS for being a true CRM partner to its customers and clients," said Rich Tehrani, CEO, TMC. "OAISYS has demonstrated to the *Customer Interaction Solutions* editors that Tracer improves their users' business processes by streamlining and facilitating the flow of information needed for customers to retain the most vital component of their businesses — their customers."

"It's an honor to have earned *Customer Interaction Solutions Magazine's* CRM Excellence Award for our Tracer call recording and interaction management software," said Brian Spencer, president of OAISYS. "Tracer's easy-to-use and simple-to-master interface empowers any customer-centric business in virtually any industry to begin seeing nearly immediate benefits to their customer service and retention processes."

Tracer utilizes patent-pending OAISYS Portable Voice Document (PVD™) technology to capture telephone-based interactions as digital call recordings, or voice documents, that are available to store, organize, play back, annotate and share with others as needed. This core PVD functionality is paired with Tracer's advanced contact center management features, including employee performance evaluations, the ability to live monitor calls and generate quality and resource utilization reporting.

Tracer seamlessly integrates with business communication systems from leading providers such as Avaya, Mitel, Toshiba and ShoreTel, as well as with most standards-based IP and legacy TDM systems.

The CRM Excellence Award relied on hard data and numbers to demonstrate the improvements Tracer has made in a client's business. Tracer was chosen on the basis of its ability to help extend and expand the customer relationship to become all-encompassing, covering the entire enterprise and the entire lifetime of the customer.

As part of the evaluation process, OAISYS submitted a case study detailing how its customer AllPoints Foodservice Parts and Supplies has improved its customer service and retention as a result of deploying Tracer in August 2008. AllPoints Director of Client Services, Phil Wisehart, was happy to serve as a reference and point of contact in the award consideration process.

The Tracer Live Call Monitor feature enables management to easily and efficiently monitor agent interactions with customers in real-time. The Tracer Live Auto Call Monitor feature allows supervisors to begin hearing live calls automatically based on dynamic business conditions, such as call length or call tagging by the agent. Management can also be notified of a call needing their attention via an instant visual and/or audible notification.

Tracer's live and auto call monitoring capabilities have helped the AllPoints management team to improve the company's customer service levels. Wisehart said most of the calls his agents receive have a relatively short duration. By using the appropriate auto monitor configuration within Tracer, he and his managers now are notified when calls exceed certain predefined time limits.

"Anytime I have a call that lasts over 10 minutes, it usually indicates a problem issue. Those pop to my screen, and I can instantly plug into what's going on," Wisehart said. "If there is an issue, I, or one of my other managers, can jump in to help out. That's tremendously helpful."

AllPoints also uses Tracer to improve agent performance, both through regular, ongoing call evaluations and scoring and by using agents' actual calls as training tools. To help existing and future employees, Wisehart is building a repository of outstanding calls that have occurred within a variety of different situations, making concrete examples of superior performance readily available for review. In addition, he has future plans to incorporate Tracer's self-evaluation functionality to provide his agents the ability to score their own calls and those of peers, then compare those scores with manager evaluations of the same calls to help ensure company standards and expectations properly align with employees' understanding of those policies.

Wisehart feels a leading differentiator between Tracer and other call recording solutions is the simplicity of its interface. Wisehart said, "To find, listen to and score a call, it is self-explanatory. It's well thought out, and, the buttons clearly represent their intended function. Everything is just so easy to use. Literally, I was up and running within an hour once it was installed, and I started listening to calls. The other software out there isn't that intuitive. It has to be customized or programmed and takes quite a bit of training to understand how to use it."

Download the full OAISYS/AllPoints case study at http://www.oaisys.com/downloads/allpoints_case_study_final.pdf. To locate an Authorized OAISYS Reseller in your area, visit the OAISYS website at: www.oaisys.com

About OAISYS:

OAISYS® (www.oaisys.com) is a leading developer of call recording and contact center management solutions for a wide range of organizations, from small- to medium-sized businesses to multi-site large enterprises. The OAISYS voice documentation and interaction management solutions help companies within a variety of industries—including healthcare, automotive dealerships, financial services and the public sector—attract and retain customers by digitally capturing phone-based interactions for simple retrieval, playback and management. Compatible with leading business communications system providers, including Avaya, Mitel, ShoreTel and Toshiba, OAISYS Tracer and Talkument applications help companies improve risk management, quality assurance, customer retention, dispute resolution, regulatory compliance and other critical business concerns. OAISYS is headquartered in Tempe, Ariz. OAISYS Limited is located in Cambridge, England.

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 for more information.

About TMC:

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *NGN* magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO (ITEXPO); 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners).

For more information about TMC, visit www.tmcnet.com.

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