



## **UTOPY Wins 2009 Contact Center World Top Performers Award**

*OutPerform™ and SpeechMiner® Recognized as Best Technology Innovation Vendor Solution*

**San Francisco, CA** — UTOPY, Inc., the leading provider of Customer Intelligence and Performance Optimization solutions powered by Speech Analytics, today announced that it has won the 2009 Contact Center World Top Ranking Performers Award for Best Technology Innovation - Vendor Solution. This prestigious award is given to the organization that can demonstrate—with the support of client testimonials—that its solution has had a significant positive impact on the performance of the contact center operations. UTOPY OutPerform™, the company's contact center performance optimization solution based on its flagship Speech Analytics product UTOPY SpeechMiner®, was the solution that was credited with achieving this esteemed recognition.

“We’re very pleased to be recognized by the Contact Center Industry with such an important industry award,” said Roy Twersky, President and CEO at UTOPY. “This latest endorsement further solidifies the clear value and competitive advantage that UTOPY delivers to contact centers’ people and processes. At UTOPY, we strive to develop interaction-driven, KPI-centered solutions that provide our customers with actionable insights into both ends of the customer-agent equation. These critical insights into agent performance and customer engagement drivers further drive process refinement and employee development within the contact center. “

In capturing this prestigious award, UTOPY was required to meet stringent criteria that demonstrated how deploying OutPerform™ and SpeechMiner® benefited several contact centers within the financial services, communications, retail and outsourcing industries that leveraged the technology to reduce their call volume and average handle time and increase first contact resolution, sale conversion, and customer satisfaction metrics—all while delivering a rapid return on investment. In all, more than 1,000 applicants from North and South America applied for the award. The best were shortlisted and invited to present at Contact Center World 2009, which took place in Toronto, Canada on June 4.

### **SpeechMiner® Extracts Unparalleled Insight for Quantifiable Action**

Before Speech Analytics, companies were unable to effectively “listen” to what their customers were saying to them. As a result, the enormous amount of valuable information contained in customer calls was basically going to waste. Today, UTOPY solutions deliver contact center performance optimization, customer intelligence and decision making power through SpeechMiner®. UTOPY SpeechMiner® allows companies to not only understand their agents and their customers, but proactively act upon that information, enabling organizations to cut costs, increase revenue, and improve the customer experience.

SpeechMiner® provides companies with a comprehensive, clear view and understanding of their customer’s behavior and needs, as well as their contact center operations and agent performance. It provides them with actionable intelligence based on incoming calls to take corrective measures before issues become problems. Customers also benefit directly from receiving the improved customer service that UTOPY enables organizations to deliver. With UTOPY, organizations are able to measure returns on their investment not only in terms of quantitative improvements in efficiency and effectiveness but also in the qualitative aspects associated with increased customer satisfaction—the key factor behind any businesses long-term viability.

### **About UTOPY**

UTOPY provides award-winning Customer Intelligence and Performance Optimization solutions powered by Speech Analytics, delivering the Voice of the Customer to enterprise decision-makers. With UTOPY solutions, free-flowing human conversations are transformed into actionable insight to strategically enrich the customer experience, optimize contact center performance, improve sales effectiveness and uncover competitive threats. UTOPY customers include innovative market leaders in financial services, insurance, healthcare, telecommunications, outsourcing, and retail.

Headquartered in San Francisco, CA, with offices worldwide, the UTOPY team has extensive experience in speech analytics, business intelligence, contact center operations and business process improvement. For more information, visit [www.utopy.com](http://www.utopy.com) or [www.speechanalytics.com](http://www.speechanalytics.com) or call 866.44.UTOPY (866.448.8679).

#### **About ContactCenterWorld.com**

ContactCenterWorld.com ([www.ContactCenterWorld.com](http://www.ContactCenterWorld.com)), the conference, research and on-line magazine for the contact center industry is a resource for contact center professionals around the world. Through a unique blend of high value editorials and carefully placed advertising, clients around the world benefit from substantial exposure and quality leads. We currently have over 116,000 corporate members of which 40% are at a senior executive level within Contact Centers globally. The quality content on the site is what draws 7,500 unique users every day.

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