



PRESS RELEASE

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dvsAnalytics Awarded 2016 CRM Excellence Award

Encore Workforce Optimization Honored for Helping Clients Improve the Customer Experience

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Scottsdale, AZ — dvsAnalytics, Inc. announced today that [TMC](#), a global, integrated media company, named Encore® Workforce Optimization Software the recipient of their 2016 CRM Excellence Award, presented by [CUSTOMER](#) magazine.

When a large contact center in the tourism and hospitality industry wanted to ensure premier customer service, they looked to Encore Workforce Optimization for [quality management](#) automations that improve performance and resultant customer satisfaction levels. Less than a year after incorporating Encore eCoaching and quizzes to their processes, KPIs improved by an average of 70%. Productivity also increased since the time required for weekly coaching reviews was cut in half.

“We are continually thrilled to hear reports from Encore users about dramatic improvements in their KPIs after implementing Encore’s analytics and automated coaching,” stated Kathleen Kelly, CEO. “In the hospitality industry, exceptional service is a crucial part of the customer experience, and it’s extremely satisfying to know our software makes such an impact for our customers.” Examples of these results, and others, are demonstrated in dvsAnalytics’ [case studies](#).

“The 17th Annual CRM Excellence Award honors dvsAnalytics for being a true CRM partner to its customers and clients,” said [Rich Tehrani](#), TMC’s CEO and Group Editor-in-Chief.

“dvsAnalytics has demonstrated to the editors of *CUSTOMER* magazine that [Encore Workforce Optimization](#) improved the processes of their clients’ businesses by streamlining and facilitating the flow of information,” added Tehrani.

Based on hard data, the CRM Excellence Awards rely on facts and statistics demonstrating the improvements that the winner’s product has made in a client’s business. Winners were chosen on the basis of their product or service’s ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer.

The 2016 CRM Excellence Award winners are highlighted in the June 2016 issue of [CUSTOMER](#) magazine.

About *dvsAnalytics*

dvsAnalytics is a leading provider of workforce optimization software that enables organizations to improve their contact center performance while enhancing the customer experience. The company’s Encore Suite includes comprehensive applications for recording, 360° quality management, workforce management, analytics, and gamification. Encore is particularly known for its automated coaching, integrations with industry-leading communication platforms, and its rapid return on investment. dvsAnalytics has successfully delivered these solutions to enterprises, across all industries, for over 30 years. From its innovative solutions to exceptional support, customers and resellers find that doing business with dvsAnalytics is a pleasant and profitable experience. Learn more at www.dvsAnalytics.com.

About *CUSTOMER*

Since 1982, [CUSTOMER](#) magazine (formerly *Customer Interaction Solutions*) has been the voice of the call/contact center, CRM and teleservices industries. *CUSTOMER* 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* strives to continue to be the publication that holds the quality bar high for the industry. Please visit <http://www.customer.tmcnet.com>.

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