



For Immediate Release

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For dvsAnalytics, Inc.:

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dvsAnalytics' Call Recording and Quality Management Solution Releases the Latest Version of Desktop Analytics

Scottsdale, Arizona — March 31, 2011: dvsAnalytics, a leading provider of call recording and contact center analytics, today announced the latest release of its Encore™ Desktop Analytics module, *eCapture*. Now available, its unique capabilities automate the integration between dvsAnalytics' workforce optimization suite and third-party applications, enabling users to capture additional data, protect sensitive information and improve quality assurance processes.

Encore incorporates [call recording](#), [screen recording](#), [quality management](#), and [analytics](#) in one platform—all designed to provide organizations with a 360 degree view of each customer's experience. *eCapture* is an optional software module that helps end-users:

- **Capture Customer Data.** Valuable information, like customer ID, sales value, call disposition, etc., can be extracted from third-party applications, such as a CRM system, and linked to call recording files. This *eCapture* capability allows you to quickly search and retrieve a list of customer interactions containing the criteria you need. Use this data to improve customer service, or in a healthcare setting, enhance patient care.
- **Protect Sensitive Information.** Ensure PCI and HIPAA compliance by not recording the portion of the call in which sensitive data, such as protected health information or credit card validation codes, is shared. This is achieved with *eCapture*'s start, stop and pause commands. For example, when *eCapture* identifies that the mouse is moving to a field in which sensitive data is entered, it can stop recording the audio and screen activity and then resume after verification.
- **Optimize QA Processes.** Using *eCapture* event triggers, flag calls that meet or don't meet specific criteria and place the associated recording into a dynamic playlist to be reviewed by QA. For example, all calls that were not coded as resolved on the first call (FCR) would be copied into a playlist for evaluators to review.

"We are excited to offer our end-users and resellers with this new, innovative application," said Kathleen Kelly, president and CEO of dvsAnalytics. "*eCapture* is easy-to-use and very intuitive, enabling users to extract data from practically any application running on their desktop. It's a logical solution for organizations looking for actionable results, improved quality and a better overall customer experience."

The next release of Encore Desktop Analytics will include desktop activity heat maps, which will allow users to see which desktop applications are used most often and the amount of time employees are spending in these applications. The heat map will help to quickly identify trends and ultimately, improve productivity and workflow processes.

eCapture is available now through our network of qualified reseller partners. For more information about *eCapture*, contact your reseller partner or dvsAnalytics at sales@dvsAnalytics.com or 480.538.7750.

About dvsAnalytics

dvsAnalytics is a leading provider of agent productivity and analytics solutions for enterprises and contact centers. Its award-winning technology, Encore, brings together call and screen recording, quality monitoring, performance management, coaching, and reporting into a unified solution for analyzing customer interactions, capturing business intelligence, and enhancing the customer experience. For more information, visit www.dvsAnalytics.com.