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AIM TECHNOLOGY LAUNCHES QUALITY SCORING APPLICATION FOR CONTACT CENTERS

San Francisco—October 16, 2008—AIM Technology, a provider of analytical performance management software solutions for contact centers and service organizations, has introduced a quality scoring application for recorded calls. AIM Quality Scoring is a web-based call monitoring and grading application that helps standardize call monitoring and scoring in a contact center environment. In large, multi-site contact centers with hundreds of agents, a uniform process using consistent evaluation criteria can help an agent not only understand his goals but also strive to deliver improved performance.

Auditing and compliance can be managed much more efficiently with the appropriate level of detail for recorded and scored calls. By restricting access according to a user's role within the organization, the application helps maintain appropriate levels of security.

The AIM Quality Scoring application treats subjective ratings and assessments as data that can be converted into Key Performance Indicators (KPIs). This approach allows contact centers to combine call scoring with other data, such as average customer hold time or sales results per shift to attain a broader view of employee performance and corresponding customer service levels.

The software, like all performance management workflow applications in the AIM Performance Suite family, is built around Microsoft SQL Server and Microsoft Analysis and Reporting Services. Questionnaires are simple to create, use and modify with the inbuilt user interface for administration and design. Call centers can save significant time and effort by re-using answers and answer sets in different questionnaires. Streamlining the measurement process in this way can also help drive reporting consistency across the organization. In addition, charts and graphs can be generated with just a few mouse clicks, offering views of performance not available with spreadsheet-based reports or tables.

Jim Davies, Research Director, Gartner, Inc.¹ stated, "The call/contact center plays an important role in many business's strategies, and quality assurance is a critical component of an optimized

¹ *Hype Cycle for Contact Center Infrastructure, 2008*, (July 2008) Document ID G00158877, Authors: Drew Kraus, Bern Elliot, Jim Davies, Johan Jacobs, Steve Cramoysan, Michael Maoz, Rich Costello and Steve Blood.

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environment. The ability to record (for compliance) and evaluate (on playback) agent-customer audio/screen interactions can significantly improve agent performance.”

“With the AIM Quality Scoring application, we have developed a scalable, low-risk means to score and moderate calls,” said Tony Hayward, CEO of AIM Technology. “Organizations no longer have to make do with forms and surveys that are cost-prohibitive due to the engineering time required to create them. The AIM Quality Scoring solution permits non-technical users to create questionnaires and assessments easily and quickly.”

AIM Quality Scoring software is available on premise or as part of a hosted service.

About AIM Technology

AIM Technology provides performance management software solutions for contact centers. Embracing a continuous cycle of motivating, measuring and managing employees, AIM solutions enable users to improve customer service, lower staff attrition, increase employee job satisfaction and contribute to their organization’s sustained growth. AIM Technology is headquartered in San Francisco and London with offices in Denver. For more information please visit www.aimtechnology.com.