



Home | Business | Entertainment | Environment | General | Health | Sports | Technology | World | Press release

Media Alert: Independent Research Firm Includes ClickFox Customer Experience Analytics in Recent Report

BMT - Salesforce.com CRM
פתרונות CRM שירות לקוחות. הירשם עכשיו ל-30 יום נסיון ללא התחייבות.
bmt-business.co.il/Salesforce.com

Know Your Competitors
Primary Competitive Intelligence Get information from the source
www.fletchercsi.com

?Need help to choose CRM
Search, Compare, Review & Evaluate 100+ CRM Software & SaaS apps
www.getapp.com/crm-software

מדעות Google

Posted : Thu, 20 May 2010 16:38:56 GMT

Author : ClickFox, Inc.

Category : [Press Release](#)

News Alerts by Email ([click here](#))

News | [Home](#)



?Need help to choose CRM
Search, Compare, Review & Evaluate 100+ CRM Software & SaaS apps
www.getapp.com/crm-software

Know Your Competitors
Primary Competitive Intelligence Get information from the source
www.fletchercsi.com

BMT - Salesforce.com CRM
פתרונות CRM שירות לקוחות. הירשם עכשיו ל-30 יום נסיון ללא התחייבות.
bmt-business.co.il/Salesforce.com

Top 50 ERP & MRP Systems
Get Free ERP Evaluation Reports for Software Selections & Comparisons
ERP.SoftwareResearchTools.com

מדעות Google

ATLANTA, GA -- 05/20/10 -- [ClickFox](#), the pioneering leader of [customer experience analytics](#) (CEA) software and solutions, was recently interviewed and mentioned in a report titled "[Real Time Analytics for Contact Centers](#)," Forrester Research, Inc., 2010. In the report the analyst discusses how organizations today can leverage customer experience analytics to gain valuable insight into customer behaviors and attitudes.

ClickFox is one of several vendors featured in the Forrester report which points at a lack of meaningful customer data as a major challenge for contact centers. "Most metrics that report on an agent's call handling do not report on the customer's experience while navigating multiple contact center channels, such as IVRs, email, and the Web," according to the report. "Although typical reporting practices segment data from separate channels, they don't reveal the entire story of the customer's experience."

Speaking specifically about ClickFox, the report says: "ClickFox Customer Experience Analytics offers a unique capability with its Task Analysis

engine that examines key customer activities and adds its Artificial Intelligence engine to identify discrepancies between system design and actual interactions across multiple channels to provide meaningful insight." The report also details how ClickFox saved a wireless provider \$7 million by providing insight into web site issues driving increased call volumes to the contact center.

The report is available for download for a limited time from ClickFox at the following link: <http://www.clickfox.com/blog/forrester-real-time>

ClickFox's customer base includes leading organizations in the telecommunications, healthcare, financial services, insurance, technology and retail industries. With nearly 1 billion interactions processed monthly, ClickFox is the market leader in analyzing and improving customer interactions across industries and all interaction touch points.

ABOUT CLICKFOX

[ClickFox](#) is the defining leader of customer experience analytics (CEA) software and solutions. Transcending a limited single channel view, ClickFox CEA patented behavioral analysis engine provides a visually intuitive mapping of all customer interactions -- from IVR, retail, web, and email to agent CRM desktops, handheld devices, and interactive kiosks -- delivering unparalleled visibility to uncover hidden connections and reveal bottom-line customer insights. Deployed by some of the nation's largest telcos, financial institutions, among other Fortune 500 enterprises, ClickFox has a proven track record of helping world-class service providers dramatically boost operational efficiency and profitability.

מדעות Google

Need help to choose CRM
Search, Compare, Review & Evaluate 100+ CRM Software & SaaS apps
www.getapp.com/crm-software

Know Your Competitors
Primary Competitive Intelligence Get information from the source
www.fletchercsi.com

BMT - Salesforce.com CRM
פתרונות CRM שירות לקוחות. הירשם עכשיו ל-30 יום נסיון ללא התחייבות.
bmt-business.co.il/Salesforce.com

Top 50 ERP & MRP Systems
Get Free ERP Evaluation Reports for Software Selections & Comparisons
ERP.SoftwareResearchTools.com

Outbound Call Centers
We Are Your One Source to Outsource No Charge. Contact Us Now For Info
www.WorldWideCallCenters.com