



## **PRESS RELEASE**

### **Contact Center Manager Survey Shows Keen Interest in Contact Center Future Directions Social Media, Employee Engagement, Enabling Technology Among Hot Topics at Multi-City Forum continuing to Denver and Los Angeles in February**

Phoenix, AZ – February 11, 2010—Altivon ([www.altivon.com](http://www.altivon.com)) and SpotOn Enterprises ([www.spotonenterprises.com](http://www.spotonenterprises.com)) announced today that surveys conducted following three *Contact Center Evolution Forums* held this year revealed consistent high interest in key drivers of contact center futures. The forums, held in Baltimore, Vancouver and Seattle, were attended by contact center managers, directors and others involved in contact center operations. Additional forums are scheduled for [Denver \(February 18\)](#) and [Los Angeles \(February 24\)](#) and include an in-depth interactive session discussing seven key drivers, plus a short technology briefing and a case study of technology in action.

“The Contact Center has gained significant status, as customers have demanded more ways to interact and companies have placed greater emphasis on relationship building,” said Connie Smith, President of SpotOn Enterprises and a contact center expert. “Contact Center managers are answering the call to leverage new technologies—like Facebook and Twitter—and management techniques—like remote working and employee engagement—to provide better customer service and improve the bottomline.”

“*Contact Center Evolution*” is an educational Forum on contact center trends and best practices including:

- Social media
- At-home and distributed workforces
- Managing Gen ‘Xers’ and the ‘Millennials’
- Delivering the Customer Experience
- Why contact center technology must be agile, simple and breed center collaboration

Attendees surveyed found the Forum interesting, relevant and worthwhile. Key points of value cited include the concept of interactions over transactions, social media as a new channel, getting more from employees by truly engaging them, and technology as an enabler rather than an end in itself. The interactive nature of the event was particularly well received, as it allowed attendees to share best practices and discuss emerging issues.

For more information about or to register for the “*Contact Center Evolution Forum*”, go to <http://www.altivon.com/regpages/ccseries/ccseries.asp>.

#### **About Altivon**

Altivon delivers high value, high impact unified communications solutions to Contact Centers and the Enterprise. Focused on elevating the experience of an organization’s employees, partners and customers, Altivon handles all aspects of solution design, deployment, support and on-going improvement. The solution set includes multi-media [Customer Interaction Management \(CIM\)](#), [Interaction Process Automation \(IPA\)](#), and [Enterprise IP Telephony](#). Altivon is headquartered in Phoenix.

#### **Contact**

Nick Van Peurse, Marketing, Altivon, 602-797-1210, [nick.vanpeurse@altivon.com](mailto:nick.vanpeurse@altivon.com).