



FOR IMMEDIATE RELEASE

## **Transera Unveils Its Award-winning Scorecard Routing Software**

Groundbreaking Solution for Increasing Call Center Conversion Rates and Sales

**Sunnyvale, CA — March 15, 2011** — Transera™ Communications today announced the general availability of its award-winning [Scorecard Routing](#) software. Scorecard Routing is an innovative approach to call routing that matches valued customers with a call center's best-performing agents. As the only software on the market that considers both customer value and real-time agent performance in call routing decisions, Scorecard Routing offers significant revenue-enhancing potential for sales call centers.

"Prior to general availability, we made Scorecard Routing available to a number of key customers," said Prem Uppaluru, CEO of Transera Communications. "As a group, early customers using Scorecard Routing experienced a 7% to 10% increase in sales conversion rates and 50% to 70% decrease in call abandon rates leading to significant improvement in top-line revenue performance. We're very excited about taking Scorecard Routing to market so that our other customers can experience these kinds of results in their call centers."

Scorecard Routing can easily be integrated into any call center environment and integrates seamlessly with existing on-premises ACD systems owned in-house or provided by third-party outsourced vendors. Scorecard Routing can also be deployed in a manner where it will route calls to individual agents, obviating the need for on-premises ACDs. Scorecard Routing is priced on a pay-per-use subscription basis and does not require the purchase or installation of any equipment.

"We have been using the Transera solution for nearly three years," said Bob Reilley, senior vice president, chief marketing/operations officer of Aon Integramark. "With the introduction of their Scorecard Routing capability, we expect improved sales and customer service results. It's great to see the continued leadership and innovation from the Transera team."

### **Business Problems Solved**

Scorecard Routing solves a number of challenges associated with traditional approaches to contact center routing. From an agent perspective, Scorecard Routing eliminates the difficulties inherent in continually assessing and updating agent skills to reflect their true capabilities. From a caller perspective, the solution breaks with legacy systems and their narrow focus on identifying callers only based on the service they desire. In contrast, Scorecard Routing routes calls to agents based on their real-time performance rather than their purported skills and identifies the true value of customers based on publicly-available digital marketing databases and privately-available customer databases.

“In today’s highly competitive environment, market leading companies are looking to succeed due to their ability to drive call center performance that provides a highly relevant consumer experience,” according to Drew Kraus, research vice president, Gartner. “Solutions that offer consistent routing capabilities across multi-vendor environments are able to provide companies with a competitive differentiation. By leveraging the power of real-time data to ensure that each customer receives the most relevant service possible from the best qualified employee or agent of the company enables contact centers to respond to customer demands effectively and appropriately.”

### **Product of the Year Award**

Scorecard Routing recently received a [2010 Product of the Year Award](#) from *Customer Interaction Solutions* magazine, the leading publication covering CRM, call centers, and teleservices. The award cited the demonstrated excellence of the software and Transera’s track record of breaking new ground in the industry.

### **About Transera**

Transera’s on-demand virtual call center software intelligently connects global callers and agents, rapidly delivering both top and bottom line results. Our cloud-based solution helps high-volume sales and service call centers manage constantly shifting demands for agent resources, control multiple outsourcers and locations more effectively, and eliminate exorbitant capital expenditure outlays. Addressing these, and other call center management issues, translates into tangible business results. Some of our customers who are taking advantage of significant revenue gains and cost reductions are: Wirefly; AON; Office Depot; TIVO; Guthy-Renker – and many more.

Learn more: [www.transerainc.com](http://www.transerainc.com) | Blog: [The Business of Call Centers](#) | Twitter: [@transerainc](#) | Facebook: [Transera](#)

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