

including a reduction in employee turnover and an increase in customer loyalty. Based on the findings, the study found that the key indicators of contact center representative satisfaction include relationships with co-workers and management, job challenges and frequency of development or training opportunities. Additionally, when representatives feel a sense of pride with their job and with the overall company, they are more likely to feel satisfied with their job, having a positive effect on the customer. Other factors that contribute to employee satisfaction include effective communication strategies, performance development planning and team building initiatives. [www.radclyffe.com/973-276-0522](http://www.radclyffe.com/973-276-0522)

## Rockliffe Announces MailSite SP-c Version 5

Rockliffe, Inc., a developer of e-mail and messaging infrastructure software for ser-

vice providers and corporations, has announced the release of MailSite SP-c version 5 for service providers. Rockliffe MailSite SP-c offers new features such as integrated virus scanning, security enhancements, full clustering and personal calendaring. Additionally, Rockliffe has developed additional features to meet the needs of service providers, including mailbox-level alias addresses, the ability to insert banners in all incoming and outgoing mail and utilities to remove unused mailboxes and old messages.

[www.rockcliff.com/408-879-5600](http://www.rockcliff.com/408-879-5600)

## Roundarch Expands Capabilities

Roundarch, a CRM services provider, has announced it has expanded its Enabling Technology Platform (ETP) to embrace emerging integration technologies including J2EE, XML and Web Services. This open framework was engineered to

allow Roundarch's clients to leverage the latest standards-based technologies to drive increased flexibility and extensibility for CRM channel integration projects. Roundarch's Enabling Technology Platform is a pre-integrated solution that accelerates time-to-market, helps lower total cost of ownership and reduces risk for cross-channel CRM integration. Extending the Enabling Technology Platform to support J2EE, XML and Web Services allows Roundarch to deliver a more robust foundation for CRM technology integration and provides increased business value for clients. The added simplicity and portability realized with the new standards-based technologies provides Roundarch clients with improved flexibility to more easily work within and integrate existing environments for customer-facing and back-office CRM applications, and supports the additions of new integration technologies into the architecture. [www.roundarch.com/312-529-2400](http://www.roundarch.com/312-529-2400)

## NICE Demonstrates Customer Idea Management

NICE Systems Ltd. has announced its new application for capturing and managing customers ideas throughout the enterprise. The new solution was designed to enable users to route recorded calls with comments to relevant people within the organization and then to track any resulting communications or activity that take place. This application will be integrated into the NICE CEM suite. Previously, customers' suggestions were randomly acknowledged and were rarely distributed throughout organizations. With this new product component, customers will be able to share their feedback on product features and services and companies will be able to measure the positive impact customers' ideas have on the organization. [www.nice.com/888-577-6423](http://www.nice.com/888-577-6423)

## Centergistic Releases AgentView Enterprise DashView

Centergistic Solutions, a provider of integrated, real-time information delivery and reporting systems, has announced AgentView Enterprise DashView and DashView Plus, providing multigraphical outputs of performance metrics for con-

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