



Analytics from HardMetrics Improves Business Performance for Telerx

HardMetrics Enables Leading Customer Care Outsourcer to Simplify the Process of Combining and Analyzing Data for Many Internal Data Sources and Data Elements

Philadelphia, PA – October 13, 2009 – HardMetrics, innovators of on-demand and enterprise versions of analysis solutions for sales, service and operations optimization, today announced that Telerx, a leading customer care outsourcer to *Fortune 500* and *1000* corporations, has achieved significant operational improvements since implementing HardMetrics Performance Manager (HPM). Further details of this case study will be revealed on October 22nd at 2 p.m. EDT via a Webcast hosted by Rob Winner, president of HardMetrics, featuring Diana Helfinstine, senior vice president of operations at Telerx, with special guest analyst Donna Fluss, founder and president of DMG Consulting. Attendees may register at: <http://www.hardmetrics.com/events.html>.

HardMetrics' [on-demand analytics](#) enables companies to optimize business operations as well as drive more profit and improve customer satisfaction through their call centers. HPM makes transformational analytics and metrics readily available to all levels of corporate end users and consolidates data from the enterprise into a self-service, intuitive Web-based application.

According to Diana Helfinstine, combining back office data with customer contact and call handling information presented a significant challenge because of the multiple, disparate data management and systems involved. However, since implementing the HardMetrics solution in April 2009 and deploying it by mid-May, many previous issues and hurdles have been addressed and overcome.

“HardMetrics simplified the process of bringing many of our data sources and data elements together and allows us to easily add new ones with a drag and drop configuration process,” said Helfinstine. “We can now compare and contrast business critical data elements in seconds—in a single view—using dashboards, scorecards, actionable reports and visualization objects. We have moved from reporting and its associated challenges and risks to sophisticated and trusted analytics in a very short period of time.”

We have also been able to reduce the number of people that have to be involved in report creation,” continues Helfinstine. “In many cases this translates to an actual cost reduction. In other cases, it’s an opportunity to leverage skills in more appropriate areas. We have built an ROI analysis around this implementation and are successfully meeting that return.”

Helfinstine also likes how the software has eliminated human errors. “The beauty of the HardMetrics product is that once HPM is mapped to the operational data sources, the

opportunity for human error is almost non-existent because the data is coming directly from that data source.”

The HardMetrics solution has also made the process of creating reports and analytic views significantly easier and quicker. “Using a manual process, we used to spend hours developing reports and graphs for all the things clients want to look at. With HardMetrics, we can simply click on the various elements we are looking for and create any number of views in a matter of seconds,” said Helfinstine. “Once that’s done, I can go in and refine the view associated with that data, I can export that information to my clients, and it’s done within a very short period of time compared to the hours it used to take to manually pull everything together.”

As the company spends more time with the HardMetrics software, new ways of using it are being uncovered. Recently both the company’s payroll and financial reporting system information has been brought into the HardMetrics system.

“More and more companies are finding the cost effectiveness, fast implementation and intuitive simplicity of our software compelling,” said Rob Winner, president of HardMetrics. “Providing a multi-dimensional business perspective and the ability to drill down into operational analytics are key factors in our ability to deliver a fast return on investment to our customers.”

Join HardMetrics and Telerx on October 22, 2009 at 2:00 p.m. EDT for a Webcast featuring Telerx and Donna Fluss, founder and president of DMG Consulting. Attendees will gain insight to deploying and utilizing operational analytics and business intelligence solutions in a large-scale environment.

To register: <http://www.hardmetrics.com/events.html>

About HardMetrics

HardMetrics, Inc. was founded in 2003 and provides on-demand and enterprise versions of analytics solutions for contact center driven businesses. Headquartered in the Philadelphia region, HardMetrics has succeeded in eliminating cost and technology barriers that prevent analytics technology from being widely deployed at every level of the enterprise. HardMetrics’ solutions take the wealth of transactional data from any source and convert it into an informational asset for the business user. The technology foundation is based on an end-user self-service approach that relieves the burden on IT and gives users the flexibility to define any analytic view of the business they desire to drive behavior, profitability and customer satisfaction. To learn more about HardMetrics and its solutions, call 215-297-9738 or click www.hardmetrics.com.

About Telerx

Headquartered in Horsham, PA, Telerx is a leading provider of customer care solutions. From its contact centers in Pennsylvania, Texas, North Carolina, Canada, the Philippines, Europe and Latin America, Telerx focuses on innovation and insight to drive business results and help companies maximize their customer relationships and build brand loyalty. For more information about Telerx and how the company can help you deliver world-class service to your customers, please visit the company’s website at www.telerx.com or call 1.800.2TELERX.

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