



MEDIA ADVISORY | MEDIA ADVISORY | MEDIA ADVISORY

---

**WEBCAST: LEADING CUSTOMER CARE OUTSOURCER TELERX, DISCLOSES  
UNPARALLELED RESULTS FROM NEW OPERATIONAL ANALYTICS**

***Performance Management Solution from HardMetrics Deployed in Less Than 30 Days —  
Increases Corporate Efficiencies Over 65 Percent and Improves Quality of Service***

Philadelphia, PA – November 2, 2009 – [HardMetrics](#), innovators of on-demand and enterprise versions of analysis solutions for sales, service and operations optimization, and Telerx, the industry's 15<sup>th</sup> largest US-based inbound customer care outsourcer, today announced its upcoming Webcast: [Improve Corporate Performance and Efficiencies with Operational Analytics](#). The event takes place on November 12, 2009, at 2:00 p.m. EST and will feature Telerx's insights into the benefits of and returns achieved, by implementing performance management technology from HardMetrics.

Diana Helfinstine, SVP of operations at Telerx, will outline the challenges her organization faced while pursuing the goal of optimizing corporate performance and efficiencies in a highly competitive market. Attendees of the complimentary, webcast will discover how Telerx avoided common pitfalls in moving from manual and traditional Business Intelligence (BI) reporting to sophisticated operational analytics and performance management. Helfinstine's insights will cover:

- Project goals and options Telerx considered.
- How to get out of data processing and into data analytics.
- How to minimize IT support requirements and improve accuracy of information.
- Methods to provide greater engagement opportunity with agents and customer-facing resources.
- Creating increased visibility of KPI metrics throughout the organization from the executive team down to the agents.

Additional disclosure will detail achievements realized, including:

- Deployment to over 150 users – spanning all corporate departments.
- Multiple systems consolidated into one analytical view of the business:
  - 5 CRM Systems
  - 3 ACD Systems
  - 2 Quality Systems
  - Finance and HR Data
- Achieving one integrated, consolidated and trusted source of data for reporting and analysis.
- Monitoring 47 unique client programs with different KPIs and report requirements for each client.

The webcast will also feature top industry analyst Donna Fluss, president and founder of DMG Consulting. Ms. Fluss, widely regarded for her background in and knowledge of analytics and performance management, will share her insights regarding ongoing industry changes that are making the proactive implementation of performance management applications a must.

**WHAT:** HardMetrics' on-demand webcast featuring Telerx with guest industry analyst, Donna Fluss.

**WHEN:** November 12, 2009 at 2:00 p.m. EDT

**WHO:**

- Rob Winner, President, HardMetrics
- Diana Helfinstine, Sr. Vice President of Operations, Telerx
- Donna Fluss, founder and President, DMG Consulting

**CONTACT:** Joline Biancavilla (Media Relations for HardMetrics)  
BridgeView Marketing  
603-978-4491  
[joline@bridgeviewmarketing.com](mailto:joline@bridgeviewmarketing.com)

**REGISTRATION:** Register online:  
<http://www.hardmetrics.com/events.html>