



**PRESS RELEASE**

## **Response Management Solution Designed For The Next-Generation Contact Center**

### **Attensity released Attensity Respond 5.1**

**Kaiserslautern, Germany, July 14, 2011** – Attensity, the leading provider of text analytics solutions for Customer Experience Management (CEM), today announced the release of Attensity Respond 5.1, a new release of Attensity's Respond application designed for the next-generation multi-channel contact center.

"Attensity Respond 5.1 provides contact center agents with the tools they need to seamlessly blend social media into their contact center customer engagement processes," said Catherine van Zuylen, vice president of global product management for Attensity. "With Respond 5.1, contact center agents can automatically route and respond to customer requests for help in social media in the same application they use for emails, phone calls and other channels."

The enhanced Attensity release gives contact centers the ability to:

- Seamlessly blend social media engagement with other customer engagement channels such as email, SMS messages, chat, and phone calls
- Enable social media responders to transfer conversations "offline" into emails or SMS messages
- Track cross channel messages across a single interaction ticket and over time on the customer's record
- Filter social, email or other messages by channel, or route a blended queue with specific topics or products
- Engage customers according to an organization's approved business processes
- Use pre-approved templates to help agents engage with customers in social media
- Automatically determine routing and prioritization through integration with Facebook, Twitter and various influencer metrics such as the Klout score
- Benefit from Big Data scalability to handle the high volumes of customer conversations generated in social media, as well as support for large numbers of distributed users

"Attensity Respond can play a significant role in optimizing business processes in the contact center environment," said technology analyst

Esteban Kolsky of ThinkJar. “The newly released Version 5.1 reflects the current trend toward integrating social media, helping contact centers to meet the needs of the social customer.”

## **About Attensity Europe**

Attensity Europe GmbH offers its customers an integrated application suite for customer experience management. Its software solutions are based on more than 20 years of project experience, in-depth knowledge of the industry and semantic technologies that allow companies to carry out relevant interactions with their customers effectively, quickly and positively through all channels. The product range includes multi-channel management and knowledge management software solutions for all service-oriented activities. It includes Attensity360 for monitoring and analyzing social media in 16 languages and from over 75 million sources. Attensity has more than 500 installations and 220,000 users around the world. Attensity Europe GmbH is part of Attensity Group, which is headquartered in Palo Alto, California.

[www.attensity.com](http://www.attensity.com)

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