

# Upstream Works Receives Customer Inter@ction Solutions Magazine's 2008 Product of the Year Award

## eMedia UpStart Honored for Outstanding Innovation

Vaughan, ON (Feb 13, 2009) — Upstream Works Software announced today that eMedia UpStart Release 2.0 has received a 2008 Product of the Year Award from Technology Marketing Corporation (TMC®)'s Customer Inter@ction Solutions® magazine ([www.cismag.com](http://www.cismag.com)). Customer Inter@ction Solutions has been the leading publication covering CRM, call centers and teleservices since 1982.

eMedia UpStart is designed to increase first contact resolution rates allowing corporations to go beyond customer service expectations, while improving profits and keeping costs low. UpStart ties together all of the core components of the call center into a centralized repository, providing both management and agents with one click access to tools needed to improve and monitor productivity.

Rob McDougall, President of Upstream Works, comments, "We're extremely pleased to receive the Product of the Year award. We knew that this new version of UpStart would make a big splash, with over 50 new product features. UpStart is what call centers are looking for as CEOs realize the significant impact the call center has, not only in building customer loyalty, but as a source of revenue and as source for customer feedback about their products and services. With the increase in performance effectiveness that UpStart brings to the table, our customers are seeing results right away."

"Customer Inter@ction Solutions is proud to bestow Upstream Works with a 2008 Product of the Year Award. Each year, Customer Inter@ction Solutions magazine recognizes companies that have demonstrated excellence in technological advancement and application refinements," said **Nadji Tehrani**, Executive Group Publisher and Editor-in-Chief of Customer Inter@ction Solutions. "Upstream Works has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future."

The 2008 Product of the Year Award winners will be highlighted in the January and February 2009 issues of Customer Inter@ction Solutions magazine.

For more information about the 2008 Product of the Year Awards or any of the TMC media properties, please visit [www.tmcnet.com](http://www.tmcnet.com).

### About Upstream Works

Upstream Works delivers advanced contact center solutions for mid-sized businesses that view their customer service as a strategic competitive advantage and want to improve

both their agent capabilities and their customer satisfaction ratings. The eMedia suite of products improves the connectivity among all facets of a business, providing immediate access to key customer data and empowering agents to resolve customer issues efficiently while in staying compliant with business rules. The result is a rise in first-contact resolution rates that reduces customer churn, lightens the overall call volume and raises employee morale, which makes the business more productive and increases customer retention. For more info visit [www.upstreamworks.com](http://www.upstreamworks.com)

### **About TMC**

Technology Marketing Corporation (TMC) publishes four print publications: Customer Inter@ction Solutions, INTERNET TELEPHONY, SIP Magazine and IMS Magazine. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 2,600 sites in the world by alexa.com\*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, The VoIP Developer Conference, VoIP Demo, IMS Expo and Call Center 2.0 Conference. TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

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