

NACR Contact Center Technology Director Featured in Video on CIO Collaboration Network Website

Courneya Interview Addresses Challenges in Contact Center Operations and Customer Experience Management

EAGAN, Minn., Oct. 2, 2012 [/PRNewswire/](#) -- Solution integration expert NACR is pleased to announce that Barbara Courneya, National Contact Center Technology Director, is featured in a new video on the CIO Collaboration Network (CCN), an online community of CIOs and IT leaders. In the video, "[Solutions to the Top Contact Center Operations Challenges](#)," Courneya is interviewed about the challenges, industry milestones in Customer Experience Management (CEM), and her advice on how contact centers can begin a CEM solution.

(Logo: <http://photos.prnewswire.com/prnh/20070809/AQTH118LOGO>)

The CCN community strives to provide editorial, peer-based, and research content to facilitate CIO understanding and decision-making regarding collaboration and communications technologies. Its website (www.ciocollaborationnetwork.com) is sponsored by Avaya and includes resources on business collaboration, mobile collaboration, video collaboration, and the collaborative cloud, as well as CEM.

NACR (www.nacr.com) is one of the largest Avaya channel partners worldwide and a leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions — delivering comprehensive sales, consultation, training, and technical support, as well as managed services, maintenance, and repairs. The company works closely with Avaya and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions for diverse markets.

"It was an honor to take part in the interview and have the opportunity to help the organization's members better understand the importance of CEM in the contact center and the benefits of having a 360 degree view of the customer experience across the entire business," said Courneya, who was invited to participate in the CCN video by Avaya, which was looking for a partner who would be an expert on the topic.

Customer Experience Management is a strategic process employed by businesses to manage their customers' entire experience through feedback, analysis, and customer participation in the corporate culture to improve overall performance. "In a study by the Aberdeen Group, best-in-class adopters of a CEM program experienced some significant performance improvements year over year, including improvements of 90% in customer retention, 84% in customer satisfaction, and 68% in profitability," Courneya added.

Her interview on contact centers and CEM can be viewed on the CCN page at <http://www.ciocollaborationnetwork.com/video/solutions-top-contact-center-operations>, where users can also log in or register to comment on the discussion.

Courneya has been NACR's National Contact Center Technology Director since 1999, coming from Lucent Technologies with 29 years of service primarily focused on the contact center space. She is an Avaya certified Professional Sales and Design Specialist and has served as a subject matter expert to Avaya in developing online courses and certification tests for Avaya IQ, Business Advocate, Proactive Contact, and other contact center design and implementation topics. In addition, Courneya is a regular contributor to the annual International Avaya Users Group (IAUG) Global Conference and a frequent guest at other user group and professional events, speaking on customer service and related technology issues at the local, regional, and national levels.

For more information about NACR and its solutions for contact centers and CEM, customers can call their NACR representative or contact the company at **1-888-321-6227**.

About NACR

With offices nationwide, industry award-winning NACR (Eagan, MN) is a certified Avaya Platinum Channel Partner, eight-time Avaya Business Partner of the Year, and the leading independent integrator of best-in-class communications, collaboration, and customer interaction solutions for businesses. Its highly trained and experienced team, with more than 600 industry-recognized certifications, delivers proven, scalable, cost-effective solutions tailored to a customer's end-to-end needs, from sales through ongoing support. Using sophisticated processes, advanced tools, and two high-tech Network Operations Centers (NOCs), NACR provides comprehensive monitoring and managed services for multivendor infrastructures. And to help customers keep pace with changing technology and business needs, the NACR Center of Excellence for Learning and Development provides training and educational opportunities. For more information, call **1-888-321-NACR** (6227) or visit nacrc.com

About Avaya

Avaya is a global leader in business communications and collaboration, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit www.avaya.com.

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