Uptivity Earns Elite Partner Status from NACR
NACR and Uptivity Join Forces to Deliver Best-in-Breed Contact Center and Workforce Optimization Solutions

EAGAN, Minn., April 16, 2014 /PRNewswire/ -- Technology solutions integration expert NACR is pleased to announce that Uptivity (formerly CallCopy), a leading provider of contact center and workforce optimization (WFO) solutions, has been named an NACR Elite Partner.

NACR is a leading global integrator of best-in-class communications solutions and services, and a trusted advisor to more than 5,500 customers ranging from small businesses to *Fortune* ® 100 and global enterprises. As an industry leader in the design, integration, operation, and optimization of state-of-the-art contact centers, the company works closely with Uptivity and other technology innovators to integrate the latest hardware, software, and applications into end-to-end multivendor solutions.

NACR established its Partner Program to identify top partners, nurture long-term relationships, and promote partner solutions with customers. The program's three tiers of partnership are Elite (the highest tier), Preferred, and Select.

"NACR counts on the great working relationships we have with our partners to provide the right solutions to our customers," said Bret Lathrop, NACR's Senior Director, Contact Center Practice Lead. "We are proud to have Uptivity as an Elite Partner and excited to continue building on our long-term alliance — to not only recognize Uptivity for its vital role in our contact center leadership, but also deliver added value and optimal technology performance to our mutual customers."

As a provider of innovative workforce optimization solutions for contact centers, including call recording, workforce management, speech analytics, coaching/training, and performance management components, Uptivity is an expert in helping businesses enhance employee performance, increase customer satisfaction, and drive strategic goals. Its solutions include the award-winning Uptivity Discover Suite for WFO and the Insight performance management module. In addition, like NACR, Uptivity offers solution customization and personalized support.

"Unlike companies that sell cookie cutter products that may or may not work for a particular customer, Uptivity and NACR are committed to providing only the best solution for a customer's specific needs and environment," said Jeff Canter, CEO of Uptivity. "Together, we offer one source for a wide range of options and the ability to tailor a solution, as needed, to meet the goals of the customer and their business."

For example, recently the companies partnered to provide a leading national collections agency with Discover — tightly integrating the solution's call recording and quality monitoring capabilities with the agency's predictive dialer and Avaya Communications Manager. Utilizing an application programming interface (API) developed for the customer by Uptivity, the solution provides seamless interoperability and sharing of information across the agency, to improve reliability and call handling.

Uptivity is the first company to qualify as an NACR Elite Partner, based on criteria including national presence and regional support, ease of doing business, revenue, lead generation, parts support, technical training, and customer service. In return, Uptivity receives NACR marketing and business development support designed to highlight the relationship, Uptivity's capabilities, and the benefits of its solutions to customers.

"Uptivity is honored to be an NACR Elite Partner," said Canter. "The program recognizes our competitiveness among the upper echelon of enterprise solution providers while offering us opportunities to reach more customers and grow our business."

To learn more about NACR and Uptivity solutions, contact your NACR representative or call the company at **1-888-321-NACR** (6227).

About NACR
As a leading global integrator of business communications solutions and services since 1993, NACR has been a trusted advisor to more than 40% of the *Fortune* 100 companies, helping them use technology to enhance the collaboration, contact center, and data communication experience. We serve as a single source for consulting, implementation, project management, training, maintenance, and managed services that improve productivity, efficiency, and customer service. With a team of over 900 customer-focused and certified employees, we have consistently been recognized by our partners, suppliers, and customers for excellence. For more information, visit: www.nacr.com

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For further information: Scott Sund, Vice President of Marketing, +1-800-431-1333 ext. 7482502, ssund@nacr.com

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