

WINNER LEADER	COMPANY	CATEGORY	REPUTATION FOR CUSTOMER SATISFACTION					REPUTATION FOR DEPTH OF FUNCTIONALITY*					REPUTATION FOR COMPANY DIRECTION				
			1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
●	Amdocs	AGENT-FACING UNIVERSAL DESKTOP	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Avaya	CTI	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Avaya	IVR	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Cisco Systems	CTI	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Convergys	OUTSOURCING SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	EDS	OUTSOURCING SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Genesys Telecommunications Laboratories	CTI	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Genesys Telecommunications Laboratories	IVR	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Intervoice	IVR	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	KANA	WEB-SUPPORT SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	NICE Systems	QUALITY MONITORING	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	NICE Systems	WORKFORCE OPTIMIZATION	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Oracle	AGENT-FACING UNIVERSAL DESKTOP	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	RightNow Technologies	WEB-SUPPORT SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	SAP	AGENT-FACING UNIVERSAL DESKTOP	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Talisma	WEB-SUPPORT SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Teleperformance	OUTSOURCING SERVICES	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Verint Systems	QUALITY MONITORING	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Verint Systems	WORKFORCE OPTIMIZATION	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Witness Systems	QUALITY MONITORING	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
●	Witness Systems	WORKFORCE OPTIMIZATION	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

CUSTOMER SATISFACTION, DEPTH OF FUNCTIONALITY, AND COMPANY DIRECTION ARE BASED ON A 5-POINT SCALE, WITH 5 BEING THE HIGHEST RATING.

CATEGORIES AND CRITERIA CRM magazine's fourth annual Service Awards names one winner and two leaders (listed alphabetically) in each category, using a proprietary selection formula. The award rating is based on a composite score of CRM revenues, year-over-year revenue growth, and analyst ratings for satisfaction, depth of functionality, and company direction. We also cite companies worth watching in each category for their potential to appear on their respective market's leaderboard next year.

*In the outsourcing category the depth of functionality score is replaced by depth of services.

