

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
●	Aspect Software	WORKFORCE OPTIMIZATION SUITE															
●	Avaya	CONTACT CENTER INFRASTRUCTURE															
●	Avaya	INTERACTIVE VOICE RESPONSE															
●	Cisco Systems	CONTACT CENTER INFRASTRUCTURE															
●	Consona (Knova)	CONTACT CENTER SEARCH															
●	Convergys	OUTSOURCING															
●	EDS	OUTSOURCING															
●	Genesys Telecommunications Laboratories	CONTACT CENTER INFRASTRUCTURE															
●	Genesys Telecommunications Laboratories	INTERACTIVE VOICE RESPONSE															
●	InQuira	CONTACT CENTER SEARCH															
●	Intervoice	INTERACTIVE VOICE RESPONSE															
●	Kaidara	CONTACT CENTER SEARCH															
●	Kana	WEB INTERACTION MANAGEMENT															
●	Kana	WEB SELF-SERVICE															
●	Nice Systems	WORKFORCE OPTIMIZATION SUITE															
●	RightNow Technologies	WEB INTERACTION MANAGEMENT															
●	RightNow Technologies	WEB SELF-SERVICE															
●	Talisma	WEB INTERACTION MANAGEMENT															
●	Talisma	WEB SELF-SERVICE															
●	Verint Systems	WORKFORCE OPTIMIZATION SUITE															
●	West	OUTSOURCING															

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 fifth 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.