

FOR IMMEDIATE RELEASE

## **Donnelly Communications, Inc. Announces Partnership with Nowanalytics**

### *Donnelly Clients will Benefit from Powerful Customer Intelligence*

Atlanta, August 27, 2015 - Donnelly Communication, Inc., an innovative provider of contact center solutions, is pleased to announce a strategic partnership with Nowanalytics, a market-leading pioneer in contact center advanced reporting and analytics. The Nowanalytics platform aggregates and standardizes data from multiple internal and external data sources providing comprehensive customer intelligence.

Donnelly's clients will receive numerous benefits from Nowanalytics's business intelligence. Interaction analysis includes caller location mapping with visual interactive drill-down to individual caller level; call reason analysis to understand call drivers; repeat caller report with details on call reasons; transfer and call type analysis; and dialer and IVR usage and performance analysis. The visually rich dashboards, charts and graphs, with drill down capabilities to the call level, provide advanced customer insights while helping optimize the delivery of customer experience from the contact center.

"Strategic outsourcing partners have traditionally informed clients what happened and why. With Nowanalytics, we will change that paradigm by letting our customers know what is likely to happen next and what course of action should be taken to achieve the best results." said Tom Moroney, Donnelly CEO.

Nowanalytics will also enable Donnelly to monitor, analyze, and identify underlying drivers around key performance indicators (KPIs) to increase operational efficiency and improve contact center performance. The proven dashboards, reports, analytics, and Six Sigma statistical tools provide granular statistics including individual agent and team performance data for self and supervisor assessment.

"With this partnership, Donnelly Communication and its clients will benefit from the power of data based planning, decision making and performance optimization to continue driving innovation in contact center outsourcing services. The combination of our cloud platform and managed services, along with the years of operational experience at Donnelly, will provide visibility and intelligence to all customer interactions managed by Donnelly Communications", said Umesh Jain, CEO of Nowanalytics.

The partnership with Nowanalytics reinforces Donnelly's commitment to be a valued partner delivering an exceptional customer experience and the industry's most innovative solutions to each of its clients.

### **About Donnelly Communications, Inc.**

Donnelly Communications Inc. is a leading provider of contact center services for prominent companies across multiple industries including omni-channel retail, restaurant, automotive, energy and utilities. Our innovative solutions focus on increasing revenue for our clients by exceeding customer expectations and driving brand loyalty. Donnelly's services, which are offered 24/7, 365, help clients realize a maximum return on investment through proprietary technology, advanced analytics and reporting, motivated and well-trained customer-service professionals, quality-driven processes, and a client-centered approach. Founded in 1981, Donnelly employs more than 400 people and is headquartered in Atlanta, Georgia. For more information, visit [www.donnellycommunications.com](http://www.donnellycommunications.com) or call 800.870.0017

### **About Nowanalytics**

Nowanalytics specializes in bringing the power of data based planning, decision making and performance optimization for internal and outsourced contact center operations. The combination of our expert managed services, cloud platform and best-practices, provide everything that an organization needs to deliver the ideal customer experience with existing resources via all contact center channels. Our unique "system of performance management" combines planning workshops, training and certification, easy-to-use analytics tools, and, ongoing mentoring and coaching brings the operational, financial and customer experience results that our clients need. For more information visit [www.nowanalytics.com](http://www.nowanalytics.com)

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