



CISCO WINS TWO CRM SERVICE LEADERS AWARDS

March 2015

Overview: The editors of CRM Magazine recently announced their annual customer relationship management (CRM) [Service Leaders awards](#). This year Cisco **won** in the following categories:

- [Contact Center Infrastructure](#)
- [Interactive Voice Response](#)



Details: Cisco has been a consistent winner and leader in these categories for the last several years, but this marks the first time Cisco was declared the winner in *both* categories in the same year.

Notable excerpts from the awards:

"...analysts again credited Cisco Systems with having the most robust CCI offering by far..." -- CRM Magazine

"[Cisco] is demonstrating innovation and a market responsiveness that is not common among big companies."-- Paul Stockford

"I expect to see Cisco's emphasis on business outcomes marketing and selling result in increased emphasis on its self-service solutions and partners."-- Sheila McGee-Smith

"[Cisco is] an energized company with a laser focus on the contact center market."-- Paul Stockford

Context: The CRM Service Awards are judged by industry analysts who are not compensated for their inputs. As noted in CRM Magazine: "To determine the leaders, we ask our panel of industry experts to evaluate and rate each vendor's performance in the following criteria: reputation for customer satisfaction, depth of functionality or services, and company direction. We also ask them to rate each vendor based on anticipated technology and maintenance costs over a five-year period. With their input and our proprietary scoring formula, we create our final list of CRM Service Leaders..."

You can learn more about Cisco's contact center and IVR solutions [here](#).