ethosIQ™ brings something different, new and much need to the call center industry

Houston, TX— ethosIQ™, a data analytics software provider, is proud to announce a new, first-of-its-kind, patented application, the Business Process Outsourcer Optimizer™ (BPO Optimizer).

BPO Optimizer is an application that provides a comprehensive, multi-vendor overview of business outsourcing efforts. The BPO Optimizer application sparks a conversation around productivity and reasonable expectations for companies' outsourced vendors.

This solution is revolutionary in the call center industry because, for the first time, it allows companies to measure and manage their BPO's data; companies can see their investment and determine if a BPO is adhering to key performance indicators (KPIs). Without detailed, measured activity, it is difficult for companies to understand if their BPO is preforming according to agreed upon standards. Outsourced vendors' poor management practices should not equate to an organization's lost dollars.

"I am ecstatic about the opportunity to offer BPO Optimizer as a solution in the industry, "said Scott Walker, ethosIQ CEO. "In my 20 plus years of experience, I haven't seen anything like this on the market. This solution is built to allow organizations to physically see where their outsourced investments are going and how they are preforming."

The BPO Optimizer features are unique in that ethosIQ consolidates multiple vendors into one easy-to-read, real time report. This application is meant to increase efficiencies and revenue, improve support and service and drive down operating expenses.

For more information, call (281) 616-5711 or (888) ethosIQ™, e-mail media@ethosiq.com *or visit* http://www.ethosIQ.com

About ethosIQ™

Headquartered in Houston, Texas, ethosIQ's cloud and premised-based software has delivered business intelligence to multinational corporations and government agencies since 2009. ethosIQ's award-winning software collects, correlates and presents data from multiple, disparate systems, empowering organizations to make informed, real-time decisions. ethosIQ software solutions provide analysis and actionable insights that enable enterprise and government organizations to deliver better customer experience while ensuring operational efficiencies and maximizing technology investments. We provide the data that enables decisions in minutes, not days or weeks.

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