



Witness Systems Completes Acquisition of Blue Pumpkin

Acquisition Promises Performance Management Improvement

by Richard Snow | 6/16/05 | Article ID: QT05-41 | Article Type: QuickTake | © 2005 Ventana Research

Take

Witness Systems finalized their takeover of Blue Pumpkin Software Inc. This event is part of a consolidation and expansion trend within the Contact Center marketplace which enables focused vendors to increase the footprint of their solutions. It is also an important step for the management of Contact Centers in that it integrates two disparate solutions: call recording and quality monitoring on the one hand and work force (agent) management on the other. Ventana Research believes this a significant step towards improving performance management within Contact Centers. This acquisition opens up a path to improve the deployment of agents so their availability and skill mix is more in-line with actual call patterns -- thereby giving customers better service. Ventana Research believes organizations looking for either call monitoring solutions or agent workforce management should examine Witness and their integrated product roadmap.

Related Research Notes:

[CRM – The Success and Failure](#)

CRM Projects with Wrong Expectations have Ended in Contact Center

[Contact Center Performance Management Research Agenda](#)

2005 Focus is Contact Center Maturity, Effectiveness and Innovation

About Ventana Research

Ventana Research is the preeminent research and advisory services firm helping our clients maximize stakeholder value with Performance Management throughout their organizations. Putting research in a business and IT context we provide insight and education on the best practices, methodologies and technologies that enable our clients to leverage assets to understand, optimize, and align strategies and processes to meet their goals and objectives.

Ventana Research Corporate Headquarters

1900 S. Norfolk Street, Suite. 280
San Mateo, CA 94003

info@ventanaresearch.com
(650) 931-0880

Ventana Research Europe

2nd floor, Berkeley Square House
Berkeley Square, W1J 6BD London

europe@ventanaresearch.com
Phone: +44 (0) 20 7887 6012