

For Immediate Release

**FurstPerson Receives *Customer Interaction Solutions*® Magazine's
2010 Product of the Year Award**

CC Audition® *Talk & Note* and *Sales* Honored
for Exceptional Innovation

CHICAGO – January 18, 2011 — **FurstPerson**, a Chicago-based company that provides pre-employment hiring solutions to the contact center industry, announced today that both its [CC Audition Talk & Note](#) and [CC Audition Sales](#) products have received a 2010 Product of the Year Award from [Technology Marketing Corporation's](#) (TMC®) [Customer Interaction Solutions](#) magazine, the leading publication covering CRM, call centers and teleservices since 1982.

FurstPerson's *CC Audition Talk & Note* builds on the existing *CC Audition* interactive simulation product line, leveraging speech applications to create a simulation that is even more like the contact center job and demonstrates the ability to predict key call control and customer satisfaction metrics.

CC Audition Sales web-based simulation assessment allows contact center organizations to evaluate job candidates in a realistic call center environment. The assessment measures multi-tasking, computer ability, accuracy, and sales orientation.

"Our culture and approach to business revolves around client focus, hiring science and technology and product innovation," said FurstPerson President and CEO Jeff Furst. "The *CC Audition* product family is a great example of product innovation driven by client focus, expertise with simulation technology and delivery, and extensive research and empirical analysis all with the goal of driving value for our clients. We're thrilled to again be honored by TMC's Customer Interactive Solutions magazine for the benefits we've been able to deliver to our customers."

"FurstPerson was granted two 2010 Product of the Year Awards for its achievement in advancing contact center technologies. *CC Audition Sales* and *CC Audition Talk & Note* have demonstrated excellence as well as provided ROI for the companies that use it," said [Rich Tehrani](#), CEO, TMC. "*Customer Interaction Solutions* magazine has been honoring innovative companies for 13 years and FurstPerson has once again earned its place with this distinguished honor."

The 13th Annual Product of the Year Award winners are featured in the January 2011 issue of *Customer Interaction Solutions* magazine, www.cismag.com.

For more information about the *Customer Interaction Solutions'* 2010 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

About FurstPerson

FurstPerson provides on –demand pre-employment assessments and talent management solutions for customer contact organizations to enable them to match the right person to the right job at the right company. Leveraging extensive empirical research, hiring science, assessment tools and technology, FurstPerson creates hiring solutions that predict job performance, improve employee retention, and reducing hiring costs creating significant return on investment. Learn more about our solutions and hiring tools at <http://www.furstperson.com>.

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