

A large, stylized orange star graphic on the left side of the page, with a long horizontal arm pointing to the right.

Currents

In an effort to stay relevant in our digital world, brands are becoming more reliant on the use of new technologies. Despite this transformation, contact centers have remained a vitally important resource for businesses by providing new offerings and capabilities that cater to the modern customer's needs.

This issue of *Currents* focuses on the future of the contact center.

We begin by reflecting on the beginnings of the contact center industry and exploring its rapid evolution. The second article discusses the benefits of outsourcing and why it may be a good fit for your business. Finally, we discuss why personalization is the key to effective marketing and quality customer service.

I hope you find this issue of *Currents* useful, and welcome your thoughts and feedback.

A handwritten signature in black ink that reads 'Art Conway'.

Arthur W. Conway
Chairman
Chief Executive Officer

