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**TimeTrade SilverCloud Is Now Engageware**

*New name reflects company’s expertise in customer engagement*

**TEWKSBURY, Mass., July 28, 2021** – Following TimeTrade Systems’ acquisition of SilverCloud LLC in January 2021, the customer engagement solution provider is now rebranded as Engageware. The new name exemplifies the company’s mission to provide complete customer engagement solutions that enable organizations to more effectively and efficiently engage customers, regardless of the channel. With decades of industry experience, Engageware’s proven solutions make it easy for organizations to deliver a seamless customer experience with purpose-built, out-of-the-box functionality.

[***Click here to watch a message from Engageware’s CEO, Bill Clark***](https://protect-us.mimecast.com/s/-AdoCkRwv6hOqWXou2zsJ3?domain=engageware.com/)

“For decades, we have been delivering value to hundreds of organizations – facilitating more than 1.2 billion customer interactions – making it easier for our customers to serve and engage with their customers,” said Bill Clark, CEO of Engageware. “Our new name, Engageware, perfectly reflects the vision and capabilities of our company, enabling our customers to establish and develop long-term, positive relationships with their customers, which drives loyalty and efficiency.”

Engageware’s solutions help organizations better engage customers by providing self-service options, connecting the right resources at the right time when scheduled expertise is needed and equipping employees with immediate access to the information required to quickly and consistently answer questions and respond to inquiries.

Engageware’s managed services and solutions include:

* ***Customer Self-Service:***Reduces the burden on frontline staff by empowering their customers with robust self-service tools and guided tutorials that drive technology adoption while reducing high-volume, low-value interactions (calls, visits, emails and chats);
* ***Employee Knowledge Management:***Delivers a consistent customer experience no matter the channel by supporting employees and delighting customers with product, technology and institutional information that is accurate, current and easy to find; and
* ***Appointment Scheduling:***Connects customers to the right resources by making it simple to schedule high-value appointments with the right specialists in a few clicks while delivering data and insights to improve customer service and drive growth.

Clark continued, “We may have a new name, but we are not a start-up company. The name change speaks to our specialization and focus. Mid-tier financial institutions are stretching their available resources to accommodate increased inquiries, yet most continue to struggle with rising customer frustration and declining satisfaction levels. The industry is flooded with point solutions that are only providing temporary relief for a much bigger issue. Engageware’s self-service, appointment scheduling and knowledge management solutions, combined with the best technologies of our key partners, provide real, long-term results and offer the most complete set of integrated customer engagement solutions available anywhere.”

Engageware, along with its extensive partner network of complementary solutions in AI digital assistants, workforce management, live chat, queue management, CRM and more, ensures customers receive the right answer, no matter the channel. Integrating with leading customer engagement partners allows technology to be implemented more efficiently without requiring additional resources. Additionally, the company’s depth of experience ensures that customers receive ongoing recommendations and updates to keep up with the latest industry changes and trends.

To learn more about Engageware and its solutions, visit [engageware.com](http://engageware.com/)

**About Engageware**

Engageware (formerly TimeTrade SilverCloud), provides industry-leading technology and expert know-how to help organizations better engage their customers. Trusted by more than 500 organizations, our self-service, appointment scheduling, and knowledge management solutions – combined and integrated with those of our market-leading partners - make it easy for customers to answer their questions quickly, connect to the right resources when scheduled expertise is needed, and get a consistent, efficient experience when help from a representative is required. Organizations that use our customer engagement solutions deliver quality customer experiences no matter the channel — enabling faster growth with greater efficiency.For more information, visit [engageware.com](http://engageware.com/)