



IMPACT360[®]
Quality Monitoring

■ ■ ■ Capture and Learn from Customer Interactions

VERINT

Witness Actionable Solutions™

Now You Can:

- Implement a browser-based solution that combines quality monitoring functionality with speech and data analytics, performance management, eLearning, and enterprise reporting capabilities.
- Capture, evaluate, share, and learn from customer interactions seamlessly in traditional TDM, IP, and mixed telephony environments.
- Determine the root cause of contacts into your center — and take corrective action as necessary.
- Track and analyze employee performance using pre-defined key performance indicators (KPIs) displayed in role-appropriate scorecards.
- Drive best practices by turning customer interaction recordings into eLearning content that can be delivered directly to your employees' desktops.

In today's competitive environment, businesses are increasingly challenged to capture and learn from customer interactions. And while quality management remains a priority, contact center and back-office operations are often expected to function more strategically by providing customer intelligence about products, services, and processes.

Impact 360® Quality Monitoring can help you capture, evaluate, and learn from customer interactions in traditional time-division multiplex (TDM), Internet protocol (IP), and mixed telephony environments. By combining monitoring and recording functionality with performance management, analytics, and eLearning capabilities, Impact 360 Quality Monitoring can help you use captured data from the telephone, email, and Web to increase revenue, manage performance, processes, and costs, and enhance customer satisfaction.

Impact 360 Quality Monitoring is part of Impact 360, an analytics-driven workforce optimization suite from Verint® Witness Actionable Solutions™. Impact 360 brings together quality monitoring, TDM and IP recording, workforce management, speech and data analytics, customer feedback surveys, performance management, eLearning, and coaching into a unified solution for analyzing customer interactions, improving workforce performance, and optimizing service processes. With Impact 360, your contact center, branch offices, and back-office operations can capture, share, and act on enterprise information, helping you make better decisions faster — and benefit from a single, coordinated source of support, service, and maintenance.

Impact 360 Quality Monitoring provides a wide range of functionality:

- Voice Recording/Search and Replay • Screen Capture • Evaluations • Real-time Monitoring
- Smart Inbox™ • Content Producer • Lesson Management • Scorecards • Coaching
- Encryption Management • Speech Analytics • Data Analytics • Customer Feedback Surveys

USE RECORDINGS TO HELP IMPROVE YOUR BUSINESS

Impact 360 Quality Monitoring includes advanced data storage, retrieval, and presentation capabilities, along with tools to evaluate and enhance staff performance and training. Its dashboard-style portal displays contact center metrics in an easy-to-understand format that presents information based on the role and rights of each user. The Smart Inbox delivers recorded interactions directly to the desktop based on criteria you define.

What's more, Impact 360 Quality Monitoring is highly scalable. A single system can support tens of thousands of seats across multiple contact centers, sites, lines of business, and time zones while allowing unified, enterprise-wide access to calls, evaluations, and reports. Optional speech and data analytics can help you zero in on the interactions that matter most to your organization. And customer surveys can provide you with timely feedback on the effectiveness of your people, products, and processes. Impact 360 Quality Monitoring is a powerful solution for assessing how well your agents interact with your customers — and how effectively your processes and technologies support them.

IMPACT 360 QUALITY MONITORING PROVIDES A BROAD RANGE OF AVAILABLE FUNCTIONALITY:

Recording and Quality Monitoring – Impact 360 Quality Monitoring provides synchronized voice and data recording to capture conversations between your customers and agents, as well as the corresponding activities taking place at agents' desktops, such as keystrokes, data entry, screen navigation, and after-call wrap-up. Calls can be monitored in real time, or presented automatically for evaluation within and beyond the contact center using the Smart Inbox. You can select calls for evaluation at random, or define selection criteria to flag emotional calls, escalations to supervisors, compliance issues, and more.

Recorded interactions are tagged and stored automatically for easy, intuitive search and replay. This can enable authorized users throughout your company to view the entire flow of the contact, including transfers, conferences, and hold times. With the proper security, you can export these interactions to non-system users for review on any multimedia PC.



Impact 360 Quality Monitoring displays contact center metrics in a role-appropriate dashboard according to user needs and rights.

Evaluations – With Impact 360 Quality Monitoring, you can design intelligent forms quickly and tailor them to your business objectives, incorporate different types of questions, and display or hide questions based on previous responses. Forms may include default answers, free-form comments, and pre-set reason codes that expedite completion. Scores can be calculated automatically to help boost supervisor productivity, facilitate quality metric calibration, and streamline contact center productivity measurements. Reports and graphs help provide agents and management with insightful performance feedback.

Performance Management – Impact 360 Quality Monitoring contains role-appropriate scorecards that display employee performance metrics. These scorecards include an extensive set of predefined key performance indicators (KPIs), along with the ability to create your own, so all levels of the organization can see how they're performing against their goals. You can even drill directly from the KPIs on the scorecard to specific recordings or adherence screens, compare the performance of groups of employees or departments, and automatically trigger eLearning assignments based on scorecard results for highly targeted training.

Speech Analytics – This optional functionality automatically categorizes and analyzes call content to help reveal the root cause of customer perceptions and high call volumes, identify competitive threats and opportunities, and surface trends that might otherwise go undetected without listening to thousands of calls. Patented audio indexing and characterization technologies, advanced emotion detection capabilities, and a smart Category Wizard™ help organize and annotate audio interactions automatically according to categories you define. You can search and replay calls, evaluate interactions, mine data, and produce reports that incorporate speech analytics results with other call-related data, even from a database of millions of conversations.

Data Analytics – To surface call scenarios that may impact contact center performance, Impact 360 Quality Monitoring offers optional data analytics that leverage Verint's patent-pending data mining technology. Using the attributes associated with the call — as well as context categories identified by Impact 360 Speech Analytics — Impact 360 Data Analytics can uncover contact scenarios that can positively or negatively impact your ability to meet your KPIs.

The Evaluations workspace includes:

- Form Header:** Form Name (Customer Service), Site (Akron), LOB (Wireless), Group Name (Service 1), Reviewer (Laura Santos), Agent (S. Simons), Campaign (None), Relevant for Evaluation (Yes), and a score field.
- Notes:** A text area for recording observations.
- Agent Performance:** A section for evaluating the agent's performance.
- Opening:** A question "Uses Opening from Script*" with radio buttons for Yes, No, or N/A, and a Reason dropdown.
- Addresses prospect by name:** A question with radio buttons for Yes, No, or N/A.
- Obtains and verifies customer information:** A question with radio buttons for Yes, No, or N/A.
- Performs Security Check:** A question with radio buttons for Yes, No, or N/A.
- First Contact Resolution:** A question with radio buttons for Yes, No, or N/A.

Impact 360 Quality Monitoring provides a unified playback and evaluation workspace to help expedite evaluations.

Customer Feedback Surveys – This optional functionality collects customer data through IVR, Web, and email surveys to help you understand drivers of satisfaction, identify improvement areas, and measure customer loyalty. You can link survey results directly to call recordings or save them in evaluations, helping to balance internal performance measurements with external feedback.

eLearning – Impact 360 Quality Monitoring enables you to produce a library of best practices from recorded customer interactions using Impact 360 Content Producer. Creating learning clips is so easy that you can readily develop content for products and services, campaigns and programs, or policies — even if they have a limited shelf life. With Impact 360 Lesson Management and Impact 360 Competency-based Learning, eLearning can be assigned automatically, and courses can be delivered to employees' desktops based on scorecard results and quality monitoring evaluations. Employees can even assign lessons to themselves to brush up on specific skills, and supervisors can browse through course completion reports and flag subsequent interactions to gauge the effectiveness of training.

Coaching – This optional functionality provides out-of-the-box workflow for scheduling, delivering, and tracking coaching that's integrated with individual quality monitoring evaluation scores and KPIs. By tying coaching together with scorecards and training — and making this information available right on the desktop — Impact 360 Coaching can help your organization provide employees with better guidance on how to develop and enhance their skills.

Encryption Management – To help you comply with Payment Card Industry (PCI) standards, Impact 360 Recording uses AES-256 encryption to protect data when recorded, in transit, and

archived. This optional functionality includes a separate key management system from RSA, enabling you to move, archive, and store customer data while protecting it from unauthorized access.

Contact Visualizer – To help you quickly identify patterns and trends within recorded contacts, Impact 360 Quality Monitoring offers optional functionality that depicts volumes of captured interactions graphically. A color-coding classification based on nature and outcome helps you search, retrieve, and view interesting or unusual contacts easily and focus on areas of interest.

Application Event Trigger and Application Analysis – With this optional functionality, you can capture desktop activities using screen-based triggers that you can define to identify patterns in workflow. Graphical reports illustrate which applications your staff uses — including how they use them, when, and for how long. By triggering screen recordings or other actions, you can gain an analytical view of desktop workflow, helping ensure business applications and productivity tools are configured for optimum use.

Administration and Reporting – Impact 360 provides centralized workforce optimization administration across multiple sites, helping you make better decisions faster and implement them right away. You can administer staff information from a single point in the system, helping to lower administrative overhead and total cost of ownership. What's more, you can choose from an extensive set of standard, pre-configured reports, or conduct ad-hoc queries for more sophisticated and custom analysis of your operations.

Additional Functions – In addition to the standard and optional functionality outlined above, Verint Witness Actionable Solutions provides add-on functionality for Impact 360 that can help you address specific requirements of your business. Contact a Verint Witness Actionable Solutions representative for more details.

Receive Guidance from World-class Consultants



Verint Impact Services are services that can help you get the most from your investment. From implementation, customer support, application consulting and training to performance management and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ is the leader in analytics-driven workforce optimization. Its solutions are designed to help organizations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behavior, and optimize the customer experience across contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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October 2008
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