



Impact 360 Quality Monitoring

CAPTURE, EVALUATE, AND LEARN FROM CUSTOMER INTERACTIONS

Your business is increasingly challenged to capture, manage, and learn from your customer interactions. And while quality management remains a priority, you expect your contact center and supporting back-office operations to function more strategically by providing customer intelligence about your products, services, and processes.

Verint® Witness® Actionable Solutions can help. We offer **Impact 360™ Quality Monitoring**, proven, easy-to-use software and services that combine call recording functionality with performance management and actionable learning capabilities. With Impact 360 Quality Monitoring, you can reliably capture, evaluate, and learn from customer interactions in traditional TDM, IP, and mixed telephony environments and across multiple sites. And you can apply that valuable customer data strategically to maximize revenue, control costs, and increase customer satisfaction.

Impact 360 Quality Monitoring is part of the Impact 360 Workforce Optimization solution from Verint Witness Actionable Solutions. Impact 360 unifies performance management, workforce management, full-time recording, quality monitoring, and eLearning under one platform that provides a single user interface and centralized system administration and reporting — along with new software for customer feedback. With Impact 360, your contact center and back-office operations — including branch banks in the financial services market — can capture, share, and act on information from across the enterprise. As a result, you can make better decisions faster — and benefit from a single, coordinated source of support, service, and maintenance with a lower total cost of ownership.

Now You Can:

- Implement a browser-based solution that combines quality monitoring functionality with performance management, actionable learning, and enterprise reporting capabilities.
- Leverage high-volume and business-driven recording across TDM, IP, and mixed telephony environments, managing them easily from a single user interface.
- Protect enterprise investments with the ability to migrate your recording infrastructure from traditional TDM to IP.
- Share contacts containing valuable customer intelligence and competitive insight across the enterprise.
- Respond rapidly to opportunities through real-time notification.
- Track and analyze actual performance with pre-defined key performance indicators (KPIs) displayed in role-appropriate scorecards.
- Drive best practices by turning customer interaction recordings into eLearning content and training.
- Save time and increase productivity by automatically assigning and delivering learning to employees' desktops to address skill gaps, communicate policy updates and changes, and supplement classroom training.
- Consolidate data from multiple sites, channels, and systems — including Impact 360 Customer Feedback — into reports and scorecards for simplified decision-making across the enterprise.
- Integrate with Impact 360 Workforce Management, as well as other workforce management solutions on the market.

IMPACT 360 QUALITY MONITORING PROVIDES A WIDE RANGE OF FUNCTIONALITY:

- IP and TDM Voice Recording/Search and Replay
- Data Capture
- Evaluations
- KPI Scorecards
- Contact Editing
- eLearning/Lesson Management
- Competency-based Learning
- Application Analysis
- Data-driven Recording
- Centralized Archiving
- Contact Visualization
- Speech Analytics
- Strategic Planning

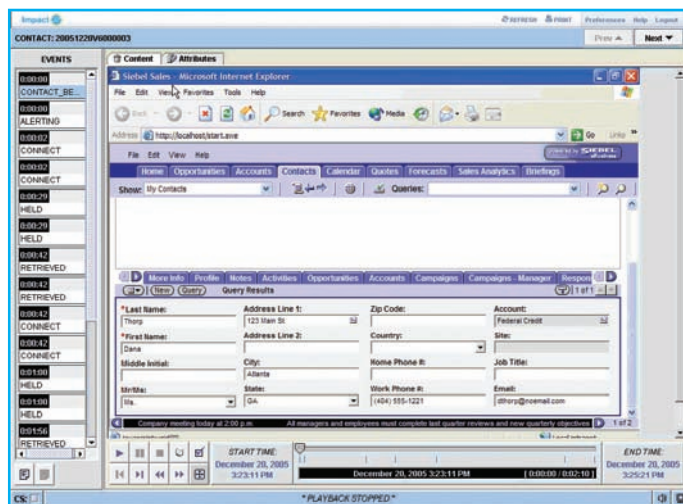
USE RECORDINGS TO HELP IMPROVE YOUR BUSINESS

Impact 360 Quality Monitoring captures interactions across TDM, IP, and mixed telephony environments, and handles high-volume and business-driven recording for compliance, sales verification, and quality assurance across communication channels — such as telephone, email, and the Web. You can capture all interactions, initiate recording based on user-defined business rules, record randomly, or capture contacts on demand. Patented, synchronized voice and data recording allows you to see how customer interactions unfold, and makes it easy for you to store, search, and replay contacts regardless of where they were recorded within your enterprise.

Impact 360 operates on open, standard PC platforms and voice cards, freeing your business from the constraints and complexity posed by proprietary systems while delivering maximum scalability. This feature enables the software to support tens of thousands of channels and multiple sites around the world, efficiently and cost effectively — and includes advanced data storage, retrieval, and presentation capabilities, along with tools to evaluate and enhance staff performance and training. It can help your center assess how well your agents interact with your customers and how effectively your processes and technologies support them in doing so.

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

Contact Recording – Impact 360 Quality Monitoring enables you to capture, manage, and learn from the complete range of customer interactions — voice, Web chat, email, and more. You define the conditions for random, scheduled, selective, or full-time recording. The solution features patented, synchronized voice and data recording, allowing you to capture conversations between your customers and agents, as well as the corresponding activities taking place at agents' desktops — such as keystrokes, data entry, and screen navigation. And it captures interactions just as they occurred, from beginning through after-call wrap-up.



Impact 360 Quality Monitoring stores recorded interactions automatically in browser-accessible folders for easy, intuitive search and replay.

For example, you may need to record all interactions for sales verification purposes. Or you may want to capture a representative sample of contacts to assess how your employees are interacting with customers, whether your processes and technologies are effective, or how receptive customers are to your new marketing campaign.

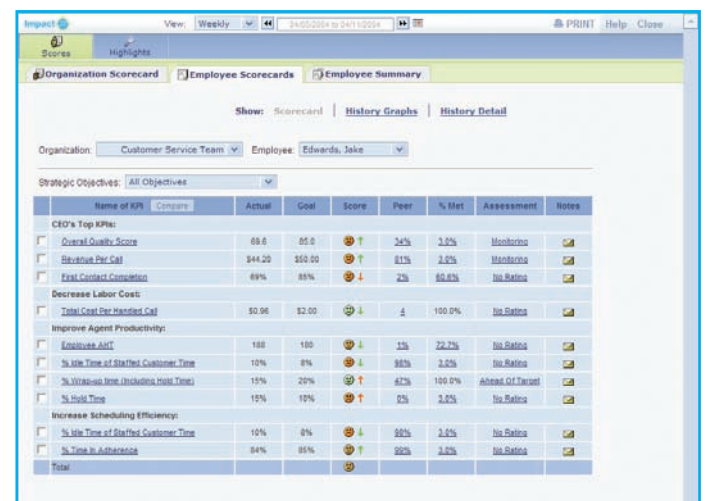
Recordings can be automatically triggered and stored based on business rules that you establish and can be easily changed to reflect

your shifting business priorities. This allows you to capture the types of interactions that drive your key focus areas, goals, and performance. Impact 360 Quality Monitoring then initiates enterprise collaboration by notifying individuals or groups of the captured contacts via email, pager, or mobile device and stores the recorded interactions automatically in designated folders, allowing others to hear customer feedback first-hand.

Contact Management and Retrieval – Recorded interactions are tagged and stored automatically in browser-accessible folders for easy, intuitive search and replay. This enables authorized users throughout your company to view the entire flow of the contact — including all transfers, conferences, and hold times. Reviewers can make notes by adding voice and text annotations to recorded contacts for others to review, or for training purposes. With the proper security, you can export these interactions to non-system users in an AVI format that can be played on any multimedia PC.

Performance Evaluation – Impact 360 Quality Monitoring allows you to gain a detailed picture of performance and benefit from a full quality assessment. Its evaluation functionality facilitates scoring of employee performance through customized forms, reports, and graphs that summarize and provide immediate feedback. In addition to supporting coaching and development with regular performance input, it also enables your supervisors and quality analysts to calibrate quality metrics across your centers and enterprise while streamlining the way contact center productivity is measured.

KPI Scorecards – Impact 360 Quality Monitoring contains role-appropriate scorecards that display actual 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 — from agents to executives — 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 any set of employees or departments, and automatically trigger eLearning assignments based on scorecard results for highly targeted training.



Predefined KPIs included in role-appropriate scorecards can show all levels of the organization how they're performing against goals.

Actionable Learning – To help your staff build competencies, Impact 360 Quality Monitoring enables you to produce your own library of best practices from recorded customer interactions using Contact Editing. A high quality, interactive learning clip can be created in only a few hours. In fact, creating learning clips is so easy that you can readily develop content for products and services, campaigns and programs, or policies with a limited shelf life — something that's impractical with traditional course development software.

eLearning can be automatically assigned and delivered directly to your employees' desktops based on scorecard results and quality monitoring evaluations. Supervisors can also manually select and assign the appropriate training sessions from a library of courseware. Employees can even assign lessons to themselves to brush up on specific skills proactively. A flexible system of access rights enables supervisors to browse through course completion reports and flag subsequent interactions to gauge the effectiveness of training. It's an efficient, consistent way to handle training across your entire enterprise.

Contact Visualization – Impact 360 Quality Monitoring depicts volumes of captured interactions graphically, allowing you to quickly identify patterns and trends within your recorded contacts. A color-coding classification based on nature and outcome enables you to search, pinpoint, retrieve, and view interesting or unusual contacts easily — and focus on areas of interest.

Speech Analytics – Impact 360 Quality Monitoring leverages leading-edge speech analytics, data-mining, and trend-mining for analyzing customer interaction content. Searching and analyzing recordings for specific words and phrases helps identify trends and patterns — providing a foundation for root-cause analysis, process improvements, and customer intelligence.

Data-driven Recording and Application Analysis – With Impact 360 Quality Monitoring, you can capture desktop activities

using screen-based triggers that you define to identify trends and 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 gain an analytical view of desktop workflow, and the ability to ensure business applications and productivity tools are configured for optimum use.

Centralized Administration and Reporting – Impact 360 provides centralized workforce optimization administration across multiple sites — enabling you to make better decisions faster, and implement them right away. You can administer staff information from a single point in the system, significantly lowering administration overhead and total cost of ownership. A common reporting engine with a single report writer across the complete Impact 360 solution enables you to 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 – At Verint Witness Actionable Solutions, we understand that organizations and contact centers have different goals and needs. Impact 360's standard and optional functionality, outlined above, provides a convenient, cost-effective way to help you address specific customer service issues. Additional add-on functions include Centralized Archiving, Customer Analytics, Customer Experience Research, Customer Feedback, Strategic Planning, and more.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS

Verint Witness Actionable Solutions offers professional services that can help you get the most from your investment. From implementation to business consulting to technical support and training, you can be confident that our experienced consultants understand your business practices and operations — and are committed to your success.

About Verint Witness Actionable Solutions

Verint® Witness® Actionable Solutions was formed as a result of Verint's successful combination with workforce optimization provider, Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading global provider of analytic software-based solutions for enterprise optimization and security. Verint solutions help organizations make sense of the vast voice, video, and data available to them, transforming this information into *actionable intelligence*™ for better decisions and highly effective performance.

Since 1994, Verint has been committed to developing innovative solutions that help global organizations achieve their most important objectives. Today, organizations in over 100 countries use Verint solutions to enhance security, boost operational efficiency, and fuel profitability.



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