



Impact 360: Your single-source
workforce optimization solution

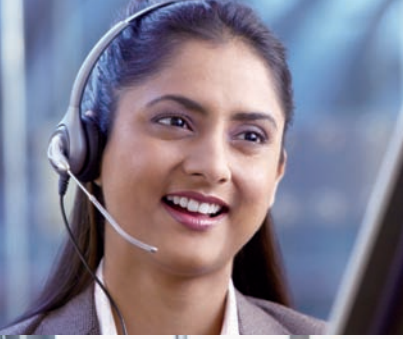
WORKFORCE OPTIMIZATION ENTERPRISE-WIDE



Now You Can:

- Unify performance management, workforce management, full-time recording, quality monitoring, and eLearning under one platform with a single user interface and centralized system administration and enterprise reporting.
- Collect, report, and incorporate customer feedback based on the specific people, products, and processes that impact the customer experience.
- Maximize the information flow within your enterprise, while minimizing the complexity of system administration.
- Make better decisions faster, while gaining unprecedented visibility into customer service processes, workforce performance, and customer intelligence.
- Drive customer loyalty, top-line revenue, customer service operating margins, and compliance through continuous performance improvement in your contact center, back-office operations, and throughout your enterprise.
- Increase employee satisfaction and retention by providing staff with input into their schedules and insight into their performance.
- Track and analyze actual performance with predefined key performance indicators (KPIs) displayed in role-appropriate scorecards.
- Deliver eLearning to staff to address skill gaps and communicate best practices, policy updates, and changes.
- Reduce costs with a high-performance TDM, IP, or mixed telephony recording platform.
- Achieve a lower total cost of ownership with a single source of support, service, and maintenance.
- Obtain consulting and advice on business processes and practices from seasoned industry experts.

IMPROVE YOUR PROFITS AND PERFORMANCE WITH WORKFORCE OPTIMIZATION



In today's business environment, customer service is everything. To stay ahead of the competition, you have to deliver first-rate service, consistently and cost-effectively, across different communications channels and locations.

But that's easier said than done. Many organizations struggle with balancing customer satisfaction, revenue targets, and the cost of delivering customer service. Managing this balance at the highest level isn't easy, and it's made even more difficult by the different — and often siloed — areas of the enterprise that provide service throughout the customer lifecycle.

This approach to customer service can hurt your business in many ways: Customers receive inconsistent service. Departments duplicate efforts because they don't share information. Reports fail to provide meaningful data. Broken processes never get fixed. Employees don't get the training or feedback they need to be effective. Valuable customer information gets stored in a database, never to be seen again.

You need a way to break down the walls between siloed functions so your people, processes, and technology all work together to serve customers efficiently and effectively. You need a way to capture, analyze, and act on information concerning workforce performance, customer interactions, and customer service processes. And you need complete visibility into your operations to deliver quality service while managing costs, driving profits, and staying ahead of the competition.

How? Ask Verint® Witness® Actionable Solutions. We offer **Impact 360™**, a workforce optimization solution that combines software and services to help your business improve everything — from customer interactions in your contact center to underlying back-office processes that impact the customer experience. Impact 360 provides a new level of visibility into processes, performance, and customer intelligence across your enterprise.



IMPACT 360 PROVIDES A WIDE RANGE OF FUNCTIONALITY:

- Adherence • Application Analysis • Centralized Archiving
 - Competency-based Learning • Contact Editing
- Contact Visualization • Customer Analytics • Customer Experience Research
 - Customer Feedback • Data Capture • Data-driven Recording
- eLearning/Lesson Management • Evaluations • Forecasting and Scheduling
 - IP and TDM Voice Recording/Search and Replay • KPI Scorecards
- Shift Bidding • Speech Analytics • Strategic Planning • Time Off Management

GET THE MOST FROM YOUR PEOPLE, PROCESSES, AND TECHNOLOGY

TRANSFORM YOUR APPROACH TO ENTERPRISE CUSTOMER SERVICE

Impact 360 Workforce Optimization 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.

Impact 360 is the solution you need to transform customer service from a detached business function into a strategic enterprise asset.

CAPTURE, ANALYZE, AND ACT ON INFORMATION

Impact 360 enables you to capture, analyze, and act on cross-functional information about workforce performance, customer interactions, customer service processes, and customer loyalty. Combining information from different functions and sources within your contact center and back-office operations — and presenting it in clear, concise reports — enables you to drill down quickly from “what” to “why.” You gain unprecedented visibility into workforce performance for faster, enhanced decision-making. It’s a closed-loop system for continuous performance improvement, enabling you to:

- Establish realistic forecasts and performance goals.
- Schedule and deploy the right number of staff with the appropriate skills.
- Capture customer interactions in their entirety through full-time recording – or by using business rules to capture them selectively, on demand, or randomly.
- Collect customer feedback through IVR, Web, and email surveys to understand drivers of satisfaction, identify improvement areas, and gauge customer loyalty.
- Measure performance to identify execution issues and excellence.
- Analyze customer interactions and make decisions that improve service delivery, efficiency, products, processes, and profits.
- Take action by delivering targeted training or re-engineering processes.
- Refine your forecasts and performance goals based on the valuable data you’ve collected.

IMPACT 360 WORKFORCE OPTIMIZATION PROVIDES A RANGE OF AVAILABLE FUNCTIONALITY:

KPI Scorecards – Impact 360 contains role-appropriate scorecards and 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.



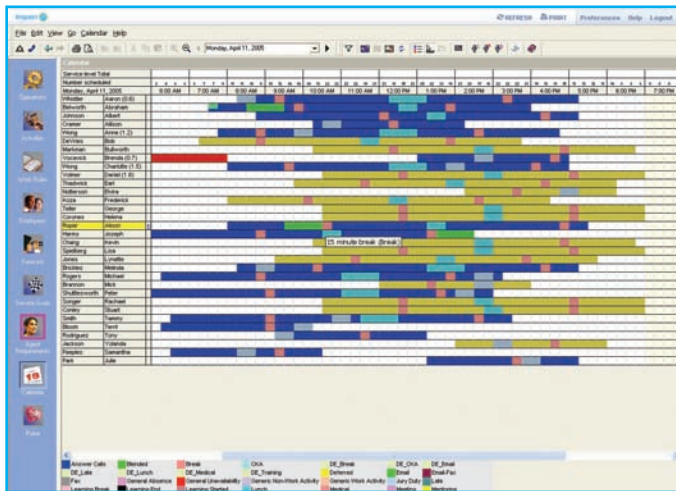
The screenshot displays a KPI Scorecard for the organization 'Customer Service Team' and employee 'Edwards, Jake'. The table lists various KPIs with columns for Name of KPI, Compare, Actual, Goal, Score, Peer, % Met, Assessment, and Notes. The KPIs are grouped into categories like 'CEO's Top KPIs', 'Decrease Labor Cost', 'Improve Agent Productivity', and 'Increase Scheduling Efficiency'.

Name of KPI	Compare	Actual	Goal	Score	Peer	% Met	Assessment	Notes
CEO's Top KPIs:								
Overall Quality Score		69.6	65.0	🟡 ↑	24%	2.0%	Monitoring	📄
Revenue Per Call		\$44.20	\$50.00	🟡 ↑	81%	2.0%	Monitoring	📄
First Contact Completion		69%	88%	🟡 ↓	2%	60.8%	No Rating	📄
Decrease Labor Cost:								
Total Cost Per Handled Call		\$0.96	\$2.00	🟢 ↓	↓	190.0%	No Rating	📄
Improve Agent Productivity:								
Employee AHT		180	180	🟡 ↓	1%	72.7%	No Rating	📄
% Idle Time of Staffed Customer Time		10%	3%	🟡 ↓	1%	66%	No Rating	📄
% Wait on Time (including hold time)		18%	20%	🟢 ↑	67%	100.0%	Ahead of Target	📄
% Hold Time		15%	10%	🟡 ↑	8%	2.8%	No Rating	📄
Increase Scheduling Efficiency:								
% Idle Time of Staffed Customer Time		10%	8%	🟡 ↓	80%	2.0%	No Rating	📄
% Time in Adherence		84%	88%	🟡 ↑	88%	2.0%	No Rating	📄
Total				🟡				

Predefined KPIs and role-appropriate scorecards depict staff performance against goals.

Forecasting – There’s never an exact formula for predicting the workload ahead. That’s why Impact 360 provides a variety of methods for selecting, combining, and analyzing historical inbound and outbound data for forecasting future interaction volume and handle time across queues. You can set profiles to model contact behavior for different types of events and circumstances, as well as work out complex “what if” scenarios. As a result, you can produce optimized schedules that balance cost, service level, and agent preferences while planning for long-term staffing needs.

Scheduling – Impact 360 automates scheduling using powerful algorithms that take service level requirements and employee skills, proficiencies, and preferences into account. Scheduling can be accomplished easily across multiple media for traditional and virtual contact centers, as well as back-office operations. Key metrics and adherence to schedule can be tracked for phone, non-phone, and agent desktop activities.

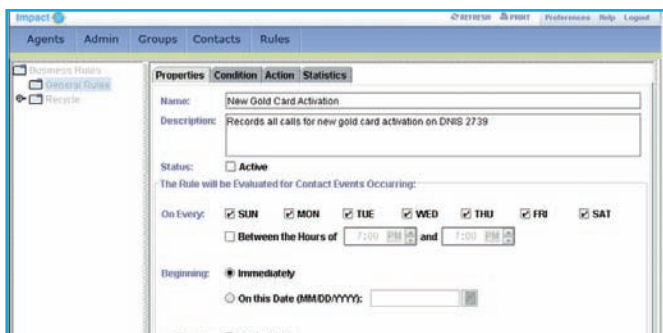


With Impact 360, you can produce optimized schedules that balance cost, service level, and agent preferences.

Adherence Monitoring – With Impact 360, you get a real-time view of activities across each channel, including those in the front and back office, so you can see how your staff spends its time. Alerts notify you when staff is out of adherence, allowing you to drill down to recordings, initiate live monitoring, or record interactions directly from the adherence screen. Powerful exception management capabilities streamline workflow processes while ensuring your employees are correctly recognized for work performed.

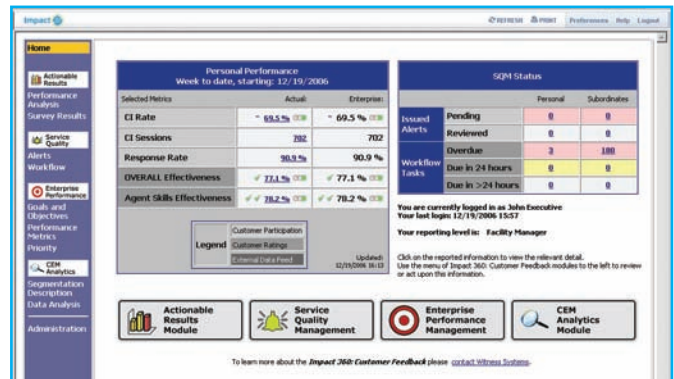
Voice/Data Recording and Evaluations – Impact 360 captures interactions across TDM, IP, and mixed telephony environments, and handles high-volume recording for compliance, sales verification, and quality monitoring across a wide range of channels and sites. With full-time recording and quality monitoring, 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 — including screen navigation, agent keystrokes, and desktop activities — allows you to see how interactions unfold. And because contacts can be tagged and automatically stored in folders, they are easily searched and reviewed. Better still, Impact 360 encourages enterprise collaboration by notifying individuals or groups of the captured interactions, enabling them to access recordings and hear customer feedback first-hand. Flexible forms design, reporting, and graphs allow team leaders and supervisors to calibrate quality metrics, evaluate interactions, and coach staff.



Capture interactions with full-time recording; initiate recording based on user-defined business rules; or capture interactions randomly, selectively, or on demand.

Customer Feedback – Collect customer data through IVR, Web, and email surveys to understand drivers of satisfaction, identify improvement areas, and measure customer loyalty in real time. You can capture, report, and incorporate customer information, satisfaction and loyalty metrics, and performance data based on the specific people, products, and processes that impact the customer experience — as well as link survey results directly to your call recordings.



Impact 360 allows you to capture, analyze, and report on customer feedback as well as the effectiveness of agents, sales people, and marketing programs.

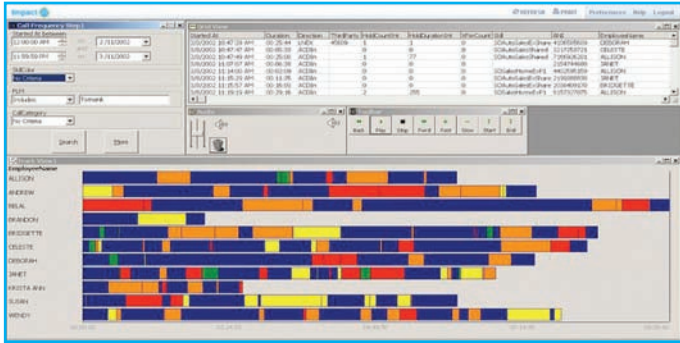
Contact Editing – With Contact Editing, you can create custom, best-practice eLearning content directly from your recorded customer interactions. By editing select contacts and creating “learning clips” specific to your business, you can rapidly address skill gaps, respond to changes in processes and regulations, and get your staff up to speed quickly. It’s ideal for products and services, campaigns and programs, or policies with a limited shelf life — something that’s just not practical with traditional course development software.

Lesson Management and Competency-based Learning – With Impact 360, training sessions can be automatically assigned and delivered directly to your employees’ desktops based on scorecard results and/or 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. Impact 360 then provides course completion reports and flags subsequent interactions, allowing you to gauge the effectiveness of the training and identify any remaining knowledge gaps.

Data-driven Recording and Application Analysis – With Impact 360, 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.

Speech Analytics – Impact 360 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.

Contact Visualization – Impact 360 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.



Contact Visualization uses color-coding to depict trends in contact volume.

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 – 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, Shift Bidding, Strategic Planning, Time Off Management, 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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