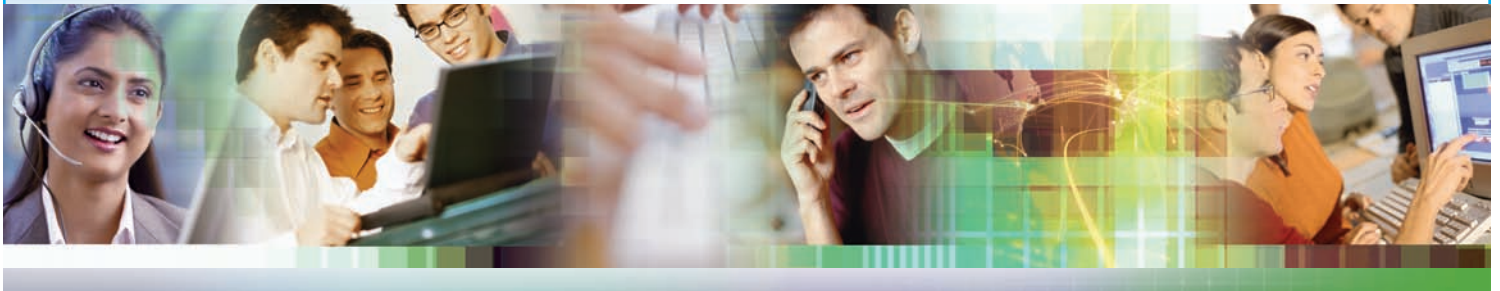


IMPACT 360®

Analytics-driven Workforce Optimization



- **What if your organization could improve everything about how it delivers customer service? What if you could serve customers better and more cost effectively while mining valuable information in every interaction?**

Impact 360® can help you do all that — and more. This suite of powerful, analytics-driven workforce optimization software and services helps organizations improve everything that impacts the customer experience. From interactions in contact centers and branch offices to the underlying back-office processes for service delivery, Impact 360 can provide unprecedented visibility into performance, operations, and customer intelligence across your enterprise, helping you:

- Capture and analyze customer interactions.
- Improve workforce performance.
- Uncover business trends and competitive advantages.
- Discover the root cause of customer and employee behavior.
- Make better decisions faster.
- Connect your customer care operations more tightly with the rest of your enterprise.
- Enhance customer service across your organization.

Impact 360 leverages critical information from customer interactions to help optimize workforce performance, giving you insights into the customer experience that might otherwise be difficult — if not impossible — to obtain. Then, it provides analytics to help transform raw data into actionable information. So you not only know what's happening — you know why, allowing you to make better decisions faster.

Impact 360 is a unified solution for transforming customer service from a detached business function into a strategic enterprise asset.

The Impact 360 Workforce Optimization Suite



Impact 360 is the broadest unified portfolio of solutions available for analyzing and optimizing workforce, customer service, and enterprise performance. Functionality includes:

Quality Monitoring

Provides audio and screen recording to help contact centers increase operational effectiveness, reduce liability, and improve the customer experience. Combines agent evaluation and reporting capabilities with optional speech and data analytics to help improve agent performance, increase supervisor productivity, and focus quality programs to achieve maximum business impact.

Workforce Management and Strategic Planning

Automates and simplifies forecasting and scheduling while providing performance management and eLearning capabilities. Helps organizations reduce costs by staffing appropriately to meet workload, improve service by scheduling the right agents with the right skills at the right time, and enhance employee effectiveness and retention with eLearning and agent self-service capabilities. Shows tradeoffs among costs, service levels, revenue, and staffing through “what if” scenarios to support strategic planning.

Speech Analytics

Automatically categorizes and analyzes call content to reveal the root causes of customer perceptions, business outcomes, and call volumes. Helps organizations identify market opportunities and competitive threats while surfacing trends that might otherwise go undetected.

Data Analytics

Analyzes interaction data to suggest root causes of specific performance metrics, ways to improve negative performance factors, and how addressing these factors might change KPIs.

TDM and IP Recording

Provides a flexible recording solution for compliance and sales verification in IP, traditional time-division multiplex (TDM), and

mixed telephony environments. Enables organizations to capture, index, and retrieve customer/caller interactions. Security options help users achieve compliance with Payment Card Industry data security standards.

Performance Management

Provides role-appropriate scorecards and an extensive set of KPIs — along with the ability to create customized KPIs — to help all levels of the organization see how they’re performing against their goals.

Customer Feedback Surveys

Uses short, context-sensitive, dynamic surveys to capture data on products, processes, staff performance, and customer loyalty and satisfaction levels. Provides insight into the effectiveness of your people, products, and processes, helping you take action quickly.

eLearning

Automates and simplifies training by making lessons available on the desktop at the most opportune time. Helps organizations consistently build employee skills and awareness of new regulations, processes, products, and programs.

Coaching

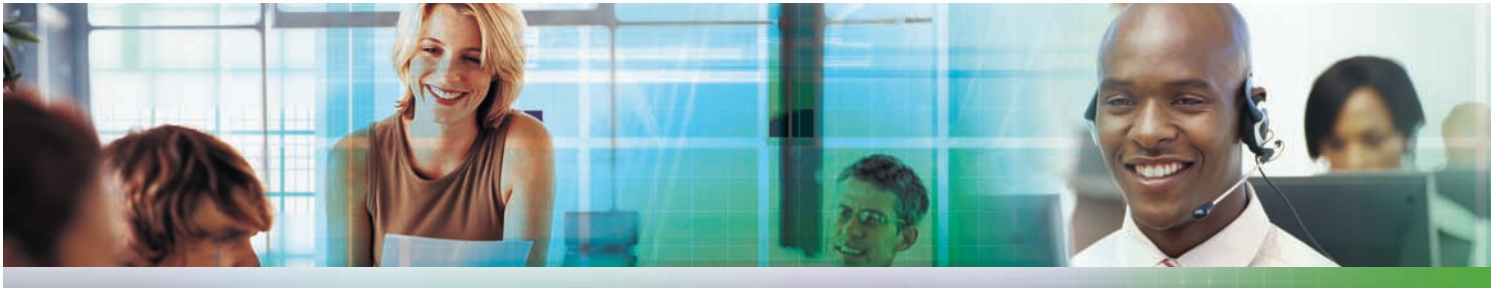
Provides out-of-the-box workflow for scheduling, delivering, and tracking coaching that’s integrated with individual quality monitoring evaluation scores and KPIs. Helps organizations provide employees with better guidance on how to develop and enhance their skills.

Application Analysis

Captures desktop activities and application usage to show employee workflow patterns and the root cause of inefficient internal processes that may cause unnecessary customer inquiries into contact centers, service centers, or branch offices.

With Impact 360 Analytics-driven Workforce Optimization, You Can:

- Gain unprecedented visibility into customer service processes, workforce performance, and customer intelligence.
- Use actionable intelligence from customer care operations to make better, faster decisions that impact enterprise revenue, costs, compliance, customer loyalty, and competitive advantage.
- Enhance employee skills, satisfaction, and retention.
- Achieve further return on investment through expert consulting services.



Get the Most from Your People, Processes, and Technology

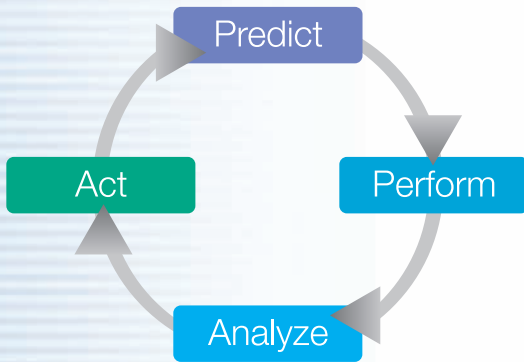
Impact 360 is a unified suite of analytics-driven workforce optimization solutions for addressing critical customer service functions across the enterprise, including:

- **Quality monitoring**
- **TDM and IP recording**
- **Workforce management**
- **Speech and data analytics**
- **Performance management**
- **eLearning**
- **Coaching**
- **Customer feedback surveys**

Because this functionality works together, you can obtain greater insight into workforce performance, customer interactions, customer service processes, and customer loyalty than you might from separate systems and applications. The result is a closed-loop system for continuous, enterprise performance improvement that can enable you to:

- Capture customer interactions in their entirety, selectively, on demand, or randomly.
- Analyze data from customer interactions to understand trends and root causes.
- Establish realistic forecasts and performance goals.
- Schedule and deploy the right number of staff with the appropriate skills.
- Collect customer feedback through IVR, Web, and email surveys to understand drivers of satisfaction, identify improvement areas, and gauge customer loyalty in real time.
- Measure performance to identify execution issues and excellence.
- Make decisions that can improve service delivery, efficiency, products, processes, and profits.
- Drive performance improvement by delivering targeted coaching and training, or re-engineering processes.
- Refine your forecasts and performance goals based on key performance indicators (KPIs) and other valuable data you've collected.

Impact 360 in Action



Impact 360 provides valuable solutions for specific functions, such as quality monitoring, recording, and workforce management, but it delivers even greater value when deployed as a suite. Because its solutions work together, it can make information that's typically collected in different functional areas of your enterprise available at the click of a button. As a result, it can help you **predict, perform, analyze, and act** to meet the changing requirements of your business:

Predict

Forecasting

Align your resources with projected customer demand and corporate objectives, and create "what if" scenarios to determine tradeoffs among costs, service levels, revenue, and staffing. Even if your contact center is outsourced, you can share your staffing requirements with your outsourcer and load its planned staffing data back into Impact 360.

Scheduling

Automatically factor the skills and proficiency levels of each employee into schedules that can be adjusted on the fly.

Perform

Adherence

Track how closely staff adhere to their schedules through alerts and screen pop-ups that show adherence anomalies. You can drill to captured interactions to see what's causing problems, and perform live monitoring and recording right from the adherence screens.

Quality Monitoring and Recording

Capture interactions based on rules you define, then review them easily using Impact 360's Smart Inbox™, or forward them to others, as appropriate. You can even edit captured interactions into "learning clips" that highlight best practices.

Analyze

Performance Management

Use predefined or customized KPIs displayed in role-appropriate scorecards to track and analyze performance. Want more insight? Just drill to adherence screens and recorded interactions directly from the scorecard.

Speech Analytics

Gain insight into customer comments and sentiments that might otherwise go undetected without listening to thousands of calls or conducting a focus group. And you can share this information easily with other areas within your enterprise.

Data Analytics

Uncover cause-and-effect relationships by finding contact scenarios that can impact your KPIs.

Customer Feedback Surveys

Solicit customer feedback using short surveys delivered over the IVR, Web, or email — then take action.

Act

Coaching

Schedule, deliver, and track coaching using an automatic workflow that's integrated with scorecards and training.

eLearning

Assign training on demand or automatically based on scorecard results. Whether you're using learning clips that you've created from recordings or other materials, it's all available on the desktop or workstation.

Reporting

Use the information provided by Impact 360's robust reporting to refine your customer care strategies and processes across the enterprise — and the process repeats.

Impact 360 Delivers Real-world Solutions with Real Business Value



Around the globe and across a range of industries, Impact 360 helps large and mid-sized contact centers, multi-site centers, virtual centers, branch offices, back-office operations, and outsourced or offshore operations meet a range of business challenges. For example:

Service Improvement

A large telecom provider used Impact 360 Quality Monitoring and Speech Analytics to pinpoint which handset was causing the highest level of customer complaints, resulting in a change in handset design and significant reduction in calls to the contact center — along with a multimillion-dollar credit from the handset provider.

Productivity Gains

A leading provider of interactive communications and entertainment services in the southeast United States decreased agent attrition by 55 percent while adding 10,000 minutes of productivity — the equivalent of four full-time equivalents — to its contact center per week using Impact 360 Workforce Optimization.

Cost Reduction

A provider of customer service support for semi-custom printed materials and engraved products implemented Impact 360 Workforce Optimization and improved its service levels by nearly 10 percent while reducing its cost per monitored call by more than 60 percent.

Revenue Generation

One of the largest insurance groups in the world uses Impact 360 Workforce Management and IP Recording to capture transactions and more effectively manage staffing and workload in its direct sales contact center. By better aligning agents with workload and optimizing agent time, the organization increased its sales leads and grew revenue significantly.

Customer Retention

A large North American utility company relies on Impact 360 Customer Feedback to understand the root cause of customer attrition. When customers mention competitive offerings, the system alerts staff in the customer retention department, enabling them to take action.

Quality Assurance and Compliance

A large bank in North America uses Impact 360 Quality Monitoring and eLearning to enhance quality, training, and compliance in its contact center. The bank sends best-practices examples from its recorded interactions and information on new products, regulations, and policies directly to the agent desktop, helping it meet requirements for compliance and ISO-9000 certification.

Performance Enhancement

A provider of travel and road services uses Impact 360 Quality Monitoring, Speech Analytics, and Data Analytics to improve operational effectiveness. Using captured customer interactions, the organization can identify issues that impact performance in its contact centers and determine why they occur, enabling it to take action promptly while delivering a better customer experience.

Competitive Advantage

A global provider of outsourced IT services uses Impact 360 Workforce Optimization to schedule, monitor, and train employees at service desks in countries around the world. The cost savings provided by the solution can be passed on to the provider's clients, helping it compete more effectively in a highly competitive industry.

Customer Satisfaction

One of the largest providers of banking and financial services in the UK uses Impact 360 Quality Monitoring and Recording in its finance division to help drive customer service and first-call resolution in its contact centers. These solutions enable the division to perform root-cause analysis to understand call drivers, streamline call routing, and improve quality, helping the division achieve the highest customer satisfaction scores within the bank.

Choose the Combination of Solutions That's Right for Your Business

Impact 360 targets different areas of customer service operations and can grow along with your business:

- **Impact 360 Workforce Optimization** brings together quality monitoring, TDM and IP recording, speech and data analytics, workforce management, performance management, customer feedback surveys, and eLearning and coaching to help organizations analyze customer interactions, improve workforce performance, and optimize service processes.
- **Impact 360 Workforce Management** provides strategic planning, forecasting, scheduling, adherence monitoring, performance management, and eLearning capabilities.
- **Impact 360 Quality Monitoring** combines call recording functionality with analytics, performance management and actionable learning capabilities.
- **Impact 360 Recording** captures, indexes, and retrieves customer and caller interactions in TDM and IP telephony environments.
- **Impact 360 for Retail Financial Services** provides bundled forecasting, scheduling, performance management, strategic planning, and process and application analysis to help optimize and manage labor in retail banking and financial services organizations.
- **Impact 360 for Retail Financial Services Managed Services** offer community banks the forecasting and scheduling tools of a workforce management solution, without the up-front costs of a customized installation.
- **Impact 360 for Back-office Operations** combines forecasting and scheduling, resource planning, quality assurance, performance management, and more to help improve throughput and productivity in back-office functions, such as fulfillment, billing, and collections.

To provide organizations with an even greater set of solutions to meet their specific customer service needs, Impact 360 is offered with a variety of optional, add-on software and services.

Receive Guidance from World-class Consultants



Verint Impact Services are professional services that can help you get the most from your investment. From implementation, technical support, and training to process and change management, performance management, and solutions consulting, 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™ 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
WAIM1007001U

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