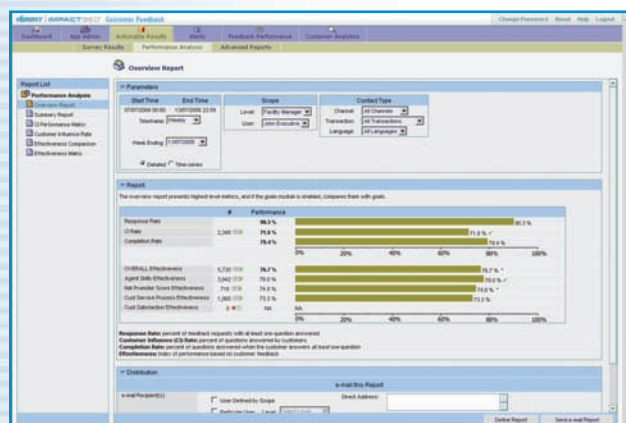


IMPACT 360®

Customer Feedback

Now You Can:

- Gain increased visibility into customer service processes and performance by quickly capturing and analyzing customer feedback — and the context in which it was provided.
- Improve first-call resolution rates, decrease escalations, and enhance customer satisfaction and loyalty.
- Move beyond sampling to capture statistically valid, census-level data — even with large numbers of customers and multiple sites — across your IVR, the Web, or email.
- Benefit from a reliable, scalable system that can work independently or integrate with your existing Impact 360® software, back-office, contact center, and CRM systems.



With Impact 360 Customer Feedback, you can quickly solicit and evaluate customer comments and then use them to evaluate how well your center is meeting its customer satisfaction goals.

DISCOVER WHAT YOUR CUSTOMERS REALLY THINK

What do customers *really* think about your business? It's a deceptively simple question — and it's one of the most fundamental challenges organizations face in today's highly competitive market. While different communications channels, distributed service centers, and internal processes and systems all capture fragments of customer intelligence, they don't provide a comprehensive picture of customer perception. As a result, your organization can overlook critical information that affects repeat sales, customer loyalty, and the bottom line.

Verint® Witness Actionable Solutions™ can help. We offer **Impact 360 Customer Feedback** — a solution that uses short, context-sensitive, dynamic surveys to capture information from customers across different channels of contact.

Part of the **Impact 360 Workforce Optimization** suite, this optional, add-on solution integrates with your other Impact 360 solutions, back-office and contact center software, and CRM systems to provide insight into customer and performance data. By gathering information that might otherwise be overlooked or lost, Impact 360 Customer Feedback can provide insight into the effectiveness of your people, products, and processes, helping you take action quickly.

COLLECT AND ANALYZE CUSTOMER DATA IN REAL TIME

Impact 360 Customer Feedback engages customers immediately after their interactions with your agents over the IVR, Web, or email with short, dynamic surveys that are delivered based on business rules you define. Because these surveys are intelligent, context-based, and timely, they can deliver response rates far greater than those obtained through traditional, one-size-fits-all questionnaires. As a result, you can move beyond mere sampling to capture meaningful data — even with large numbers of customers and multiple sites.

More than just a survey system, Impact 360 Customer Feedback helps you gather data on products, processes, staff performance, and customer satisfaction levels in real time. You can identify and measure the drivers of customer behavior, along with specific areas for improvement.

Having gathered critical information, Impact 360 Customer Feedback presents it in convenient reports based on the specific people, products, and processes that each customer experiences. It "knows" who the customer is, who the agent is, the transaction type the customer has undertaken — even the revenue opportunity involved.

Be Alerted to Special Circumstances Automatically

With Impact 360 Customer Feedback, you can define rules to automatically trigger email alerts notifying the appropriate people of a particular circumstance requiring immediate attention, such as a customer retention opportunity. Alerts can also trigger workflows — a predefined series of activities that must be performed or acted upon within a prescribed period of time. Links to actual call recordings can enable you to drill down to specific calls for further analysis. Armed with this information, you can take the appropriate action.

CREATE SURVEYS AND REPORTS EASILY

With Impact 360 Customer Feedback, it's easy to build a survey — just select a template and add your own questions, or choose from a library of question types. Surveys are presented to customers based on rules that you define, allowing them to be dynamic and relevant to the customer's experience.

What's more, Impact 360 Customer Feedback includes extensive, real-time reporting capabilities. Reports are easy to create and can be emailed directly from the user interface, so you can share results throughout your enterprise. Reports include:

- **Survey Results Reports** — Provide overviews and detailed views of response and completion rates, question details, individual and aggregated responses, access to recorded calls, and more.

- **Performance Analysis Reports** — Summarize effectiveness metrics for agents, supervisors, and managers, helping you identify strong and weak performers.
- **Quality Correlation Matrix** — Correlates and plots internal (company-driven) and external (customer-driven) metrics, illustrating discrepancies between the two to depict areas of strength or weakness.

IMPACT 360 CUSTOMER FEEDBACK — PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Impact 360 Customer Feedback is an optional, add-on function for Impact 360, an analytics-driven workforce optimization suite from Verint Witness Actionable Solutions. Impact 360 brings together quality monitoring, TDM and IP recording, speech and data analytics, workforce management, performance management, eLearning, and customer feedback surveys 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.

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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