

NOW YOU CAN:

- Implement a closed-loop performance system that automatically assigns and delivers training directly to the desktop.
- Benefit from a practical, enterprise solution for staff training and development.
- Ensure training is scheduled at the most appropriate time to minimize service level impact.
- Monitor and assess individual and group proficiencies and progress easily.
- Reduce the time, cost, and burden associated with traditional agent training programs.

Skill	Priority	Due Date	Competency		
			Required	Current	Date Acquired
Active Listening	Medium	7/25/03	Meets Expectations	Meets Expectations	5/23/05
Call Handling			Exceeds Expectations	5/23/05	
Closing			Satisfactory	Satisfactory	5/23/05
Courtesy			Meets Expectations	Meets Expectations	5/23/05
Customer Service			Meets Expectations	Meets Expectations	5/23/05
Email Skills			Satisfactory	Satisfactory	5/23/05
Empathy			Satisfactory	Exceeds Expectations	5/23/05
Greeting			Exceeds Expectations	Exceeds Expectations	5/23/05
Handling irate customers			Needs Improvement	Needs Improvement	5/23/05
Message Taking			Satisfactory	Satisfactory	5/23/05
Placing a caller on hold				Needs Improvement	5/23/05
Problem Resolution	Medium		Satisfactory	Meets Expectations	5/23/05
Spoken Skills	High		Exceeds Expectations	Needs Improvement	5/23/05
Technical skills				Meets Expectations	5/23/05
Transferring a call				Meets Expectations	5/23/05
Vocal Quality				Satisfactory	5/23/05

Impact 360 Competency-based Learning provides you with a look at the skill requirements and levels of proficiency among your staff, enabling you to prioritize the training they need.

IMPLEMENT A CLOSED-LOOP SYSTEM FOR TRAINING YOUR STAFF

Your contact center agents and service representatives must contend with sophisticated CRM systems, a variety of communications channels and an ever-increasing number of new products, services, and marketing promotions. In this environment, keeping your staff trained is the only way to ensure they consistently deliver first-rate service. But how do you find the time to develop and administer training programs when every second is measured?

Witness Systems offers a solution. Our Competency-based Learning provides a closed-loop performance system that automatically assigns, delivers, and assesses training. An optional, add-on function that works in combination with our Impact 360™ **Workforce Optimization, Quality Monitoring, and Workforce Management** solution packages,

Competency-based Learning simplifies the tasks associated with assigning and managing training, while enabling your contact center to deliver personalized learning efficiently through the entire agent lifecycle — before, during, and after the hiring process.

DELIVER TRAINING AND MONITOR COMPLETION AUTOMATICALLY

Built on a Web-based training and management platform, Impact 360 Competency-based Learning leverages recording and analysis capabilities to assign and deliver training based on agent performance evaluations and key performance indicator (KPI) scorecards. Its browser-based interface allows your agents to take training right at their desktops, in a classroom environment, or even remotely. The system then tracks completion and compiles transcripts of each agent's performance over time.

Through a flexible system of access rights, Impact 360 Competency-based Learning allows you to browse course completion reports and subsequent agent performance — either by individual or rolled up to the team, contact center, or enterprise level.

Once your agents take a course, Impact 360 Competency-based Learning notifies your supervisors and training managers and provides course completion reports. It also flags subsequent interactions for each agent, allowing you to gauge the effectiveness of the training, determine the retention and application of newly acquired competencies, and identify any remaining knowledge gaps and learning opportunities.

COMPETENCY-BASED LEARNING

PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

LEVERAGE CUSTOMER INTERACTIONS IN TRAINING PROGRAMS

Adding Competency-based Learning to your Impact 360 solutions provides you with even greater business value. By recording up to 100 percent of agent interactions with customers based on business rules that you define, you can leverage those rules to organize the interactions into contact folders for rapid access and replay. Then, you can use actual customer interactions as examples in your training programs.

For instance, a business rule can capture all missed cross-selling opportunities for a particular product, or all examples of successful up-selling. Once you identify a best/or worst practice interaction, you can edit the contact into a "learning clip" through our contact editing function to help model the method for future successful sales. This enables you to easily create your own library of company-specific training segments based on actual performance, eliminating the cost and time associated with traditional courseware development.

In addition to using actual customer interactions as the basis for online content, you also can leverage other types of content when assigning learning. Impact 360 Competency-based Learning works with AICC-compliant courseware purchased off-the-shelf or created in-house, which means you can get the most from your existing investment in training materials, while also having a pathway for creating customized training.

What's more, with Impact 360, you can ensure training is scheduled at the most opportune times, enabling you to minimize service level impact and delays and cancellations of classes. You can also track agent adherence to learning sessions, helping improve performance and overall service by providing agents with the information they need in a timely manner.

EMPOWER YOUR AGENTS TO SUCCEED

With Impact 360 Competency-based Learning, you can do much more than simply push training to your agents. You also can support their career paths and motivate them to succeed by taking an active role in their own development.

The system shows your staff which courses they are required take, as well as those they've already completed and the competencies associated with each. It also highlights additional training that your agents may wish to proactively engage in to help expand their skills and effectiveness. In fact, they can even track their key performance metrics to see how they're progressing. It's an effective method for developing a growth path for each member of your team. Confident, happy agents are more successful — which can translate into lower turnover in your center, not to mention higher service quality for your customers.

COMPETENCY-BASED LEARNING – PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Competency-based Learning is an add-on function of the Impact 360 Workforce Optimization solution from Witness Systems. Impact 360 unifies quality monitoring, compliance and IP recording, workforce management, performance management, and eLearning under one architecture that provides a single user interface and centralized system administration and reporting. With Impact 360, your contact center, remote, and back offices can capture, share, and act on information from different functions 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 cost of ownership.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS



In addition to Competency-based Learning and the complete range of Impact 360 Workforce Optimization solutions, Witness Systems offers business consulting services that can help you get the most from your investment. These services are delivered by our seasoned consultants, who have years of experience with organizations and contact centers of all sizes, types, and industries around the globe. Our goal is to partner with you to provide world-class services that offer measurable results and a rapid return on investment. From implementation to consulting to technical support and training, you can be confident that the Witness Services Network professionals understand your business practices and contact center operations — and care about your success.



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