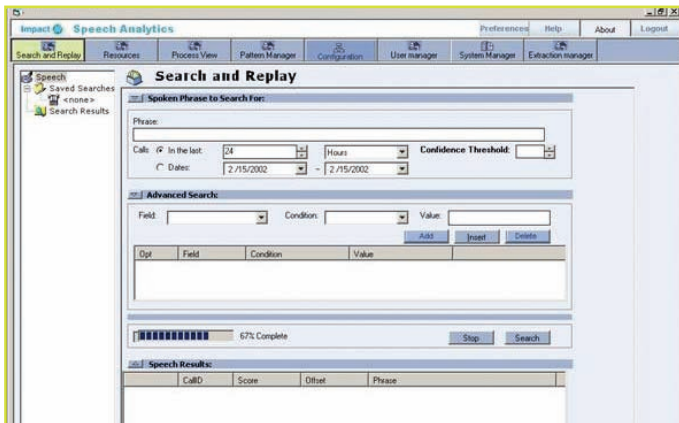


NOW YOU CAN:

- Extract key information from every recorded interaction, picking out select words or phrases for in-depth review.
- Benefit from detailed analysis on opportunity and improvement areas, emerging trends and patterns, and the root causes that drive contact volume in your center.
- Perform data comparisons among customer groups, agents, time periods, and product lines.
- Deliver high-value intelligence to contact center, marketing, and corporate management by automating the mining of recorded interactions.
- Leverage your investment in standard data mining technology and tools.



Impact 360 Speech Analytics provides extensive, easy-to-use search capabilities, enabling you to analyze trends and identify the root cause of contact volume in your organization.

ANALYZE RECORDED INTERACTIONS AUTOMATICALLY

In today's competitive environment, analyzing customer interactions provides you with critical insight into the effectiveness of your sales and service strategies, marketing campaigns, and agent proficiencies. But whether you capture 100 percent of customer contacts or opt for selective recording, the sheer number of recorded interactions will quickly exceed the time available to review and analyze them. Valuable intelligence may go unheard as you strive to evaluate operations and improve your center's effectiveness.

That's where Witness Systems Speech Analytics can help. Speech Analytics is an optional, add-on function that works in combination with our Impact 360™ **Workforce Optimization**, **Quality Monitoring**, and **Full-time Recording** solution packages to automatically extract key information from your recorded interactions for evaluation and analysis.

Used in combination with our recording solutions, Impact 360 Speech Analytics automatically reviews and categorizes captured interactions, providing you with in-depth analysis on opportunity and improvement areas, emerging trends and patterns, and the root causes that drive contact volume in your center. Statistics and interactive charting allow you to pinpoint the frequency of topics, subjects, and comments that are most prominent in your customer interactions.

GAIN VALUABLE INSIGHT INTO CUSTOMER CONTACTS

Although analyzing interactions provides a wealth of information, it's tedious work at best. Impact 360 Speech Analytics automates and simplifies the process using speech recognition technology, statistical methods, and data mining techniques.

How does it work? First, contact extraction rules allow you to mine all recorded calls or selectively mine calls identified through data captured from recorded interactions or CRM systems. You can also search calls on demand.

Using advanced algorithms, Impact 360 Speech Analytics can identify patterns based on words, phrases, or data fields, allowing you to spot emerging trends. The software evaluates and classifies each conversation, storing the results in a database for subsequent analysis. Interesting or unusual interactions, such as those containing the repeated use of a competitor's name, can be flagged for in-depth review.

When specific conditions are met, Impact 360 Speech Analytics will automatically trigger notification to supervisors, training managers, and others based on predefined score and confidence thresholds.

SPEECH ANALYTICS

PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

DISPLAY PATTERNS AND TRENDS GRAPHICALLY

Once the contacts have been processed, our easy-to-use, interactive data mining enables you to graphically display patterns and trends from the selected conversation transcripts. You can profile the flow of conversations or the occurrence of words and phrases at particular points and note discrepancies. This allows your center management to conduct user-defined queries and analysis of agent/customer interactions and make data comparisons between customer groups, agents, time periods, and product lines.

Impact 360 Speech Analytics provides extensive search capabilities, including simple comparison, Boolean comparison, word prefix comparison, and meta data captured from CRM or CTI systems. Query results can be displayed as reports or graphically via an interactive charting tool that allows you to drill down and listen to the original, individual interactions or compare the transactional data to identify correlations, such as successful sales contacts and the scripting being used.

IMPROVE PROCESSES, PROFICIENCY, AND PRODUCTIVITY

With Impact 360 Speech Analytics, your organization can gain greater insight into the patterns and types of interactions being handled, enabling you to determine their root cause and take action. This can have a dramatic impact on the number of contacts received and the cost of handling them. You also can quantify specific items of interest, such as the degree of customer dissatisfaction expressed in interactions, the frequency with which agents reveal a lack of knowledge on a specific subject, or how well agents are adhering to scripts for account validation.

Impact 360 Speech Analytics also frees your supervisors from time-consuming, manual interaction analysis, enabling them to focus on more value-added work, such as improving processes and customer service by taking action on the feedback and market intelligence gathered through your customer interactions. In addition, Impact 360 Speech Analytics can help reduce business risk by automatically highlighting contacts that may not meet regulatory or compliance guidelines.

From a market intelligence standpoint, Impact 360 Speech Analytics quickly produces rich data for sales, marketing, and operations, helping you make strategic business decisions. For instance, you can report on particular sales objections, such as price, warranty or functionality, during a specified period to ensure your product and service offerings remain competitive.

By analyzing the content of your interactions over time, both positive and negative patterns and trends become visible. Correlate this data with other intelligence, such as the timing of a new product launch or the deployment of a new agent training program, and your business can refine its feedback loop and optimize its actions.

SPEECH ANALYTICS – PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Speech Analytics is an add-on function of the Impact 360 Workforce Optimization solution from Witness Systems. Impact 360 unifies quality monitoring, real-time 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 Speech Analytics 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 operations — and are committed to your success.



Corporate & Americas Headquarters
300 Colonial Center Parkway
Roswell, GA 30076
USA

Tel: +1 770-754-1900
1-888-3-WITNESS
Fax: +1 770-754-1873

Americas West Coast Office
3979 Freedom Circle
Suite 500
Santa Clara, CA 95054
USA

Tel: +1 408-830-5400
Fax: +1 408-830-5411

European Headquarters
Kings Court, Kingston Road
Leatherhead
Surrey KT22 7SL
United Kingdom

Tel: +44 (0) 1372 869 000
Fax: +44 (0) 1372 869 005

Asia Pacific Headquarters
Room 1809-1818, 18/F
Shui On Centre
6-8 Harbour Road
Wan Chai, Hong Kong

Tel: +852 3198 6000
Fax: +852 3198 6100



WITNESS SYSTEMS

Witness Systems also has offices in the following countries. Addresses, phone and fax numbers are listed on www.witness.com.

Australia Brazil Canada Germany India Japan Mexico The Netherlands Vietnam