

QUALITY MONITORING REINVENTED



The Witness Systems Quality Monitoring Solution

It's your goal. It's our philosophy. **Improve everything.**



WITNESS SYSTEMS

REINVENTING QUALITY MONITORING FOR TODAY'S EVOLVING CONTACT CENTERS

Your business is increasingly challenged to capture, manage and learn from your complete range of customer interactions. And while quality management remains a priority, you expect your contact centers to function more strategically by providing customer intelligence about your products, services and processes. How do you collect and store this information from multiple sites? And once you've captured the data, how do you analyze and leverage it efficiently?

That's where the pre-packaged **Quality Monitoring Solution from Witness Systems** comes into play. We've reinvented quality monitoring by uniquely combining proven call recording functionality with insightful performance management and actionable learning capabilities.

Our browser-based solution reliably captures, evaluates and retrieves customer interactions across multiple channels and sites. It provides high-volume and business-driven recording functionality, along with advanced data storage, retrieval and presentation capabilities, and tools to evaluate and enhance agent performance and training. By capturing customer contacts, you can assess how well your agents interact with your customers, along with how well your processes and technologies support them in doing so.

Whether you operate a single contact center or multiple centers that deliver service via the telephone, Voice over IP, e-mail and the Web, Witness Systems Quality Monitoring can meet your needs. Thousands of users around the world rely on our solutions each day to help them capture customer intelligence and optimize their workforce performance.

NOW YOU CAN:

- *Implement a browser-based quality monitoring solution that meets your broad range of business needs through multimedia customer interaction recording and user-configured, business-driven recording rules that can be modified as your priorities change*
- *Capture, evaluate and retrieve customer contacts across multiple channels and sites*
- *Record and replay customer interactions easily and in their entirety*
- *Share contacts containing valuable customer intelligence and competitive insight across departments and enterprise-wide*
- *Leverage e-learning to communicate contact center policy updates and changes to your agents, as well as to supplement their formalized training.*
- *Evaluate performance and use customer interactions to create cost-effective, tailored e-learning content for your agents*
- *Consolidate data from multiple systems, channels and sites into reports and scorecards for more holistic, simplified decision-making across the enterprise*
- *Use customer data strategically to maximize revenue, control costs and increase customer satisfaction*

CAPTURE, EVALUATE AND RETRIEVE CUSTOMER INTERACTIONS

To meet the needs of a broad spectrum of contact centers, **Witness Systems Quality Monitoring** is available in pre-packaged solutions that deliver different levels of functionality. Whether you're a global organization, a small- to medium-sized business or somewhere in between, Witness Systems has foundation-level and advanced solutions to help you extend business value.

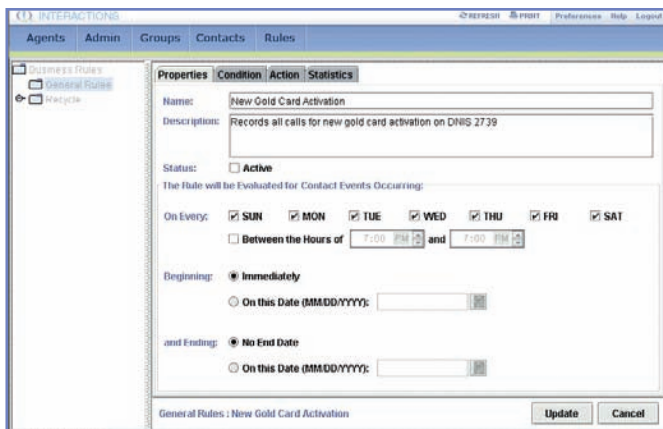
Depending on your business needs today and in the future, you can invest in the **Operational Series Quality Monitoring Package**, which is comprised of functionality designed to optimize agent performance, reduce risk and automate manual processes, such as monitoring and quality assurance. Our **Advanced Series Quality Monitoring Package** builds on Operational Series functionality and focuses on optimizing contact center performance by raising first call resolution rates, increasing contact center revenue generation and ensuring consistent customer experiences.

Although the specific features of the packages differ, they include some or all of the following:

CONTACT RECORDING – Witness Systems Quality Monitoring enables you to capture, manage and learn from the complete range of customer interactions – voice, Web, e-mail and more. You define the conditions for random, scheduled, selective or 100 percent recording.

The solution features patented, synchronized voice and data recording, allowing you to capture conversations between your customers and agents, as well as the corresponding activities taking place at agents' desktops – such as keystrokes, data entry and screen navigation. And it captures interactions just as they occurred, from beginning through after call wrap-up.

In some situations, you may need to record all interactions for sales verification purposes, for example. Or you may want to capture a representative sample of contacts to assess how your agents are interacting with customers, whether your processes and technologies are effective, or how receptive customers are to your new marketing campaign.



Recordings are triggered by business rules that you can configure and change quickly to reflect shifting business priorities.

Recordings can be triggered by business rules that you establish and that can be changed quickly to reflect your shifting business priorities. Now you can capture the types of interactions that drive your key focus areas, goals and performance.

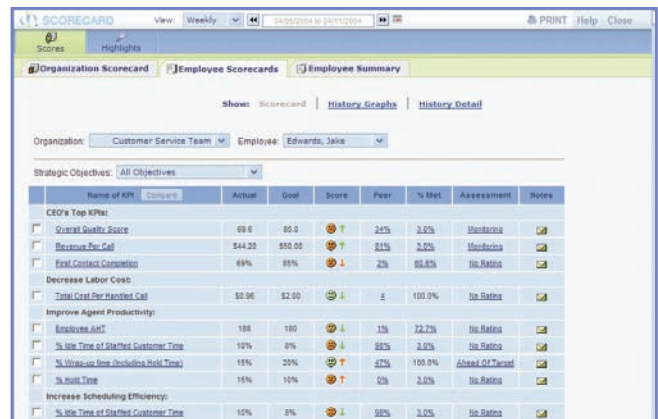
Witness Systems Quality Monitoring then initiates enterprise collaboration by notifying individuals or groups of the captured contacts via e-mail, pager or mobile device, and files the recorded interactions automatically in designated folders. Using a business-driven recording approach provides a structured means of making interactions easily accessible to those in the organization that can act on them to improve business performance. Leveraging customer intelligence beyond the contact center is an emerging strategy for optimizing your entire range of customer interactions.

CONTACT MANAGEMENT AND RETRIEVAL – Recorded interactions are filed automatically in browser-accessible folders for easy, intuitive search and replay. This enables authorized users throughout your company to view the entire flow of the contact, including all transfers, conferences and hold times. Reviewers can make notes by adding voice and text annotations to recorded contacts for others to review, or for training purposes. With the proper security, you can export these interactions to non-system users in an AVI format that can be played on any multimedia PC.

PERFORMANCE EVALUATION – Witness Systems Quality Monitoring allows you to gain a detailed picture of performance and benefit from a full quality assessment. Our evaluation functionality facilitates scoring of agent performance through customized forms, reports and graphs that summarize and provide immediate performance feedback to you. In addition to supporting coaching and development with regular performance input, it also enables your supervisors and quality analysts to calibrate

evaluations across centers and streamline the way contact center productivity is measured.

KPI AND AGENT SCORECARDS – The Witness Systems Quality Monitoring Solutions contain role-appropriate scorecards that display actual employee performance metrics. These scorecards include an extensive set of predefined key performance indicators (KPIs) that enable your contact center staff to see how they're performing against their goals. This visibility into performance can motivate your agents to improve, while enabling managers to focus their efforts on problem areas.



Key performance indicators, along with role-appropriate scorecards, show your staff how they're performing against goals.

ACTIONABLE LEARNING – To help your agents develop their skills and career paths, Witness Systems Quality Monitoring enables you to produce your own library of best practices from recorded customer interactions. By leveraging your finest examples of customer service, you can help your agents learn valuable skills and procedures. A customized piece of learning can be created in just a few minutes, and a high quality, interactive learning clip in only a few hours. In fact, creating learning clips is so easy that you can readily develop content for products and services, campaigns and programs, or policies with a limited shelf life – something that's impractical with traditional course development software.

With our browser-based interface, your agents can take training right at their desktops or remotely. Your supervisors select the appropriate training sessions from a library of courseware or best practices, assign them to your agents, monitor completion and track the effectiveness of training over time. A flexible system of access rights enables them to browse through course completion reports and subsequent performance records for individual agents, teams or the contact center as a whole. It's an efficient, consistent way to handle training across your entire enterprise.

CENTRALIZED REPORTING – Witness Systems Quality Monitoring provides centralized reporting, even across multiple sites. Streamlining and calibrating these critical functions not only saves you time, but also provides you with insight into contact types and patterns so you can determine "root cause" and take appropriate action. This can dramatically reduce the number of interactions your centers receive – and the costs associated with handling them. It also enables you to calibrate effectively across your centers.

OPTIONAL, ADD-ON FUNCTIONS – Optional functions are available as add-ons to the pre-packaged Witness Systems Quality Monitoring Solutions to help you address specific customer service issues. They include contact visualization, strategic planning, competency-based learning, custom KPI scorecards, application analysis, data-driven recording, speech analytics, centralized archiving and more.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS



The pre-packaged quality monitoring solutions from Witness Systems include implementation services to get you up and running quickly. We also offer business consulting services that can help you get the most from your investment. These services are delivered by Witness Systems' seasoned consultants, who have years of experience with 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 and consulting to technical support and training, you can be confident that Witness Systems services are delivered by professionals who understand business practices and contact center operations – and care about your success.



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