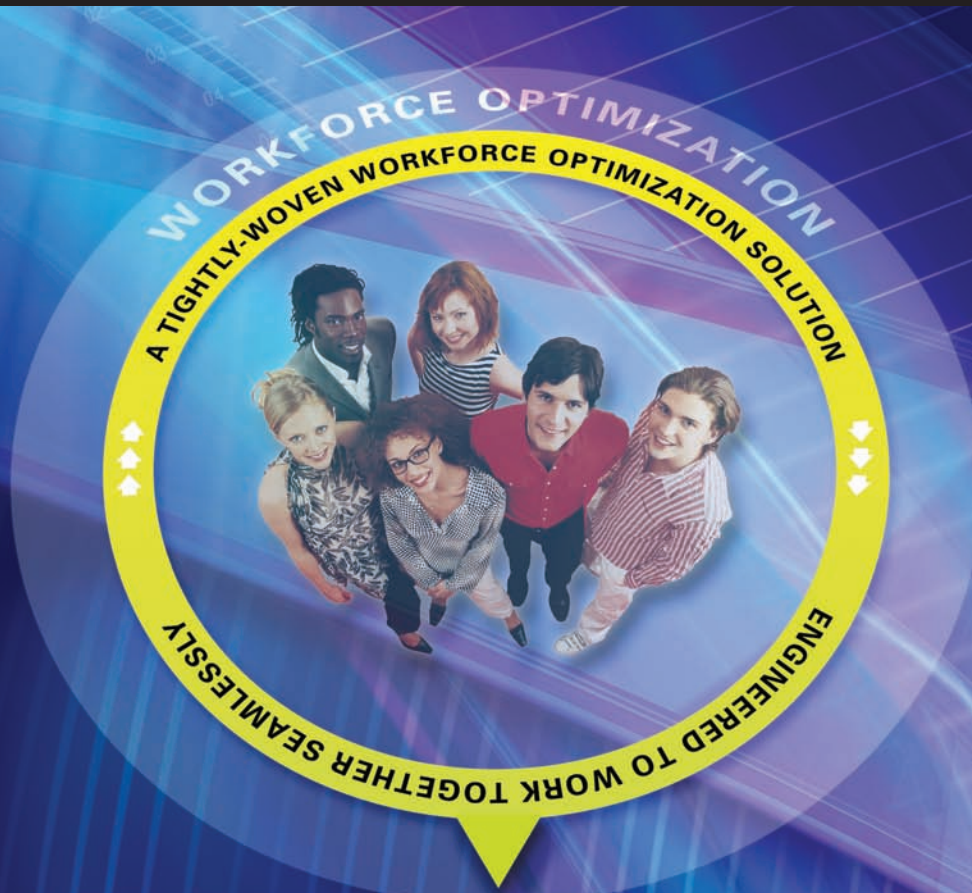




WITNESS SYSTEMS



QUALITY MONITORING/
CALL RECORDING | WORKFORCE
MANAGEMENT | PERFORMANCE
MANAGEMENT | E-LEARNING

Your complete solution for
optimizing workforce performance

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

Customer Service Is an Enterprise Concern

Today, customer service may be the only thing that differentiates your business from the competition. And with customer demands — and competitive pressures — intensifying steadily, one thing is clear: Customer service is no longer an isolated part of your business. It's a strategic asset and an enterprise concern.

Unlike most other assets, however, customer service can be extremely difficult to manage. You want first contact resolution — while minimizing average handle time. You want stellar productivity — while maximizing customer retention. And you want to control costs — while actively driving revenue. With so many conflicting goals, it's no wonder customer service is one of the biggest challenges facing enterprises in every industry.

It's also a huge opportunity. In fact, analysts project that by 2007, enterprises that have prioritized investments in customer service and support optimization will grow their market share by as much as 35 percent over the industry average. The numbers are so compelling that no business, regardless of market position or financial strength, can afford to overlook them.

It's Your Goal

You recognize the strategic value of customer service, and you've made it a priority in your organization. Yet optimal customer service depends on optimal performance within and beyond your contact center. And technology alone won't solve the problem.

It's time to align your people, processes and technology so that they work together to achieve your business goals. Are they working collaboratively? Could they perform better? Are they enabling you to take advantage of the vital customer information that's contained in every customer interaction? And can you share this information with the rest of your enterprise?

There are many actions your enterprise can take to improve how well you deliver service. Optimizing performance lies at the heart of each of them.

It's Our Philosophy

At Witness Systems, we understand workforce optimization. Our portfolio of software and services helps enterprises improve everything — from contact center and IP Telephony customer interactions to underlying back office processes that impact the customer experience — by capturing customer intelligence and optimizing workforce performance.

Our philosophy is simple: We believe that customer service is a cycle, not a linear process that ends when the customer's request is fulfilled. And our solutions address every point in this cycle, enabling you to:

- *Align employee activities with business processes*
- *Set clear, measurable goals*
- *Plan and manage your workforce so it can deliver service in accordance with your goals*
- *Capture and analyze customer information and competitive intelligence*
- *Use this information to train staff and make business decisions*
- *Refine your goals to reflect your decisions*

Once you grasp the strategic value of optimizing customer interactions, you can dramatically improve your bottom line. Studies show that even a one percent increase in workforce satisfaction will increase customer satisfaction by half a percentage point. And a one percent increase in first contact resolution will drive up customer satisfaction by more than six percent.

These aren't just meaningless statistics. Our customers have seen real results from our solutions, including:

- *International airline:* Reduced confirmation calls and internal support desk calls by 5 percent, saving more than \$1 million
- *Leading telecommunications provider:* Reduced billing calls by 5 percent, saving \$2.8 million annually
- *Financial services corporation:* Increased agent productivity by 25 percent, reduced abandon rate to 3 percent or less, and reduced speed to answer to 30 seconds or less

Imagine how our solutions could help you.

Improve Everything

Long recognized for our browser-based multimedia customer interaction recording, performance management and actionable learning, Witness Systems now includes the proven workforce management solutions of Blue Pumpkin Software. As a result, we offer the broadest workforce optimization solutions available — all from a single provider.

Witness Systems' solutions bring together **customer interaction recording, workforce management, performance management** and **actionable learning** with **best-practices consulting** to help you improve everything in your contact center while:

Increasing customer satisfaction
Optimizing the customer experience
Capturing customer intelligence
Improving customer retention
Achieving customer loyalty

To meet the needs of a broad spectrum of contact centers, Witness Systems offers workforce optimization packaged solutions that deliver different levels of functionality.

If your contact center delivers service in either traditional or IP Telephony environments, and you are interested in automating quality and scheduling processes and reducing risk, then our baseline workforce optimization solution is for you.

More advanced pre-packaged solutions are also available for multi-skilled, multi-channel contact centers that want a greater level of insight into

their performance and customer interactions, often for enhanced service delivery, data mining, cross-selling, up-selling and more.

All packages include solutions for customer interaction recording, workforce management, performance management and actionable learning. While the specific features of the packages differ based on your needs, they include some or all of the following:

Voice and Data Recording — Provides customer interaction recording for quality assurance, compliance, sales verification and data-mining purposes in contact center, IP Telephony and back office environments. You can reliably — and transparently — record 100 percent of transactions across multiple sites, set business rules and record only transactions of interest, or record transactions at random or on demand. Enhance the way productivity, service quality and more are measured by facilitating simultaneous review, evaluation and scoring of your agents through customizable forms, reports and graphs that provide an immediate performance summary.

Forecasting — Provides a variety of methods for selecting, combining and refining historical data for forecasting future interaction volume and handle time across queues. You can set profiles to model contact behavior for different types of events and circumstances, and work out complex "what if" scenarios.

Scheduling — Automates scheduling using powerful algorithms that take business processes and employee proficiencies and preferences into

account. You can easily deploy the right number of agents, with the right skill sets, at the right time.

Adherence Monitoring — Displays a real-time view of every activity across all channels in your contact center, including those in the front and back office, so you can see how your employees are performing. Alerts notify you when they are out of adherence, while exception management and centralized tracking streamline work processes.

KPI Scorecards — Includes predefined key performance indicators (KPIs), along with role-appropriate scorecards that show contact center staff how they're performing against their goals. This visibility into performance can motivate your staff to improve, while enabling managers to focus their efforts on problem areas.

Contact Visualization — Uses an innovative color-coding system to graphically depict trends in contact volume. Each interaction is color-coded based on contact attributes, enabling you to easily spot those that exhibit particular characteristics, such as sales or complaint contacts.

Centralized Reporting — Provides centralized reporting, even across multiple sites. By streamlining these often time-consuming procedures, you can make better decisions, faster — and implement them right away.

Contact Editing — Allows you to create e-learning content from your captured customer interactions. You can develop a customized piece of learning in just a few minutes and a high-quality, interactive learning clip in only a few hours. Now your agents can interact with your customers and test their knowledge of technological resources and procedures, yet under simulated and controlled conditions that optimize learning.

Lesson Management — Enables supervisors to select the appropriate training sessions from a library of courseware — or create sessions themselves. By assigning material, which is delivered via the Web directly to the agent desktop, they can then monitor completion and performance. It's an efficient, consistent way to handle training across your entire contact center.

Optional, Add-on Functions — are available to help you address specific customer service issues such as: Shift Bidding, Strategic Planning, Competency-based Learning, Custom KPI Scorecards, Application Analysis, Data-driven Recording, Speech Analytics and Centralized Archiving.

We're Committed to Your Success

When you select Witness Systems for your contact center, IP Telephony and/or back office environment, you get a solution that's backed by the most extensive set of services available in the industry.

We offer traditional consulting services, along with packaged services, that target problem areas typically found in many contact centers. What's more, our services are delivered by

seasoned consultants who have years of experience with companies 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 services, 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.



WITNESS SERVICES NETWORK

At Witness Systems, world-class customer service is our goal. And it all starts with a network of support professionals committed to your success. When you deploy your Witness Systems solution, you also have access to an industry-leading team of professionals who will ensure your organization has the knowledge and skills needed to optimize it. You'll realize dual benefits from both a rapid, yet thorough installation of your Witness Systems solutions, and effective consulting workshops that help align the software's capabilities to your enterprise business initiatives. We've assembled a combination of Advantage and Premier Level support services designed to give you the flexibility to address your business needs.



WITNESS LEARNING NETWORK

- Experienced instructors
- State-of-the-art facilities
- Online e-learning courses
- Options for training delivery
- End user and administrative training
- Interactive question and answer sessions
- Hands-on learning tools

- **Witness University**
- **Certification Programs**
- **Witness Learning Network Online**



WITNESS CONSULTING NETWORK

- Best practices and guidelines
- Project management tools, techniques and plan templates
- Complete engagement methodology
- Computer-telephony configuration models for a wide variety of technical environments
- Proven and efficient installation process
- Skilled staff of professional project managers, systems engineers and training specialists

- **Implementation Performance Management**
- **Business Consulting Services**
- **Optimization Workshop Series**



WITNESS SUPPORT NETWORK

- Optional plans based on your business goals and needs
- Priority-based problem resolution
- Rights to future software releases
- Access to extensive support tools via Web self-service site

- **Customer Service Plans**
- **Customer Interaction Center (CIC)**

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It's our philosophy.

Improve everything.



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