

Your customers' experience with your contact center will determine their opinion of your company – and therefore their loyalty.

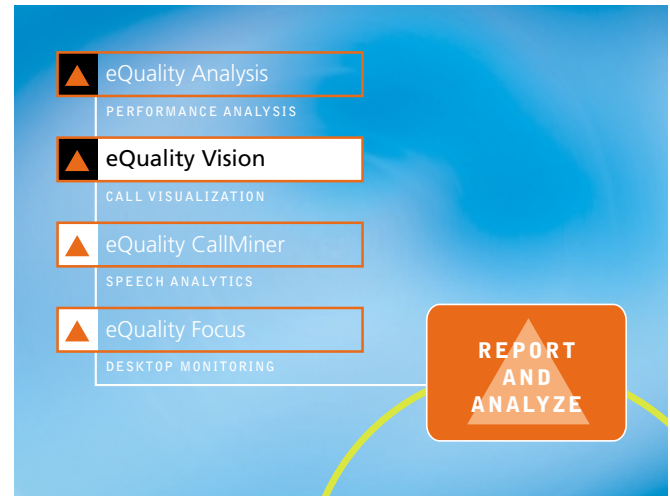
To understand and manage that experience, you need to capture as well as analyze your customer contacts. Your customers expect a consistent, reliable, efficient service when dealing with your contact center. To deliver on that expectation your managers, team leaders and supervisors need a way of rapidly pinpointing those contacts that deviate from the norm, allowing them to investigate the unusual and focus their actions to optimize business performance.

eQuality Vision helps you visualize your database of recorded customer contacts and assess them against your business drivers, so the nuggets of information hidden within it are easily identifiable. You can rapidly search through thousands of contacts to identify patterns, trends and anomalies for further analysis, and you can look at patterns within the contacts to visualize the content. Once identified, you can immediately replay each interesting interaction to help understand the root cause for the behavior shown in the interaction. This degree of analytical power gives you a competitive advantage as you seek to deliver an efficient, effective, consistent customer experience that is second to none.

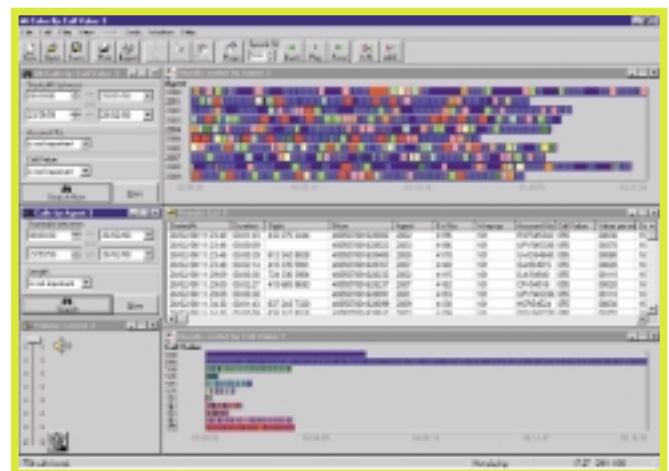
#### With eQuality Vision you can :

- Visualize volumes of recorded contacts
- Identify areas of concern based on your business drivers just by looking at them – rather than the time-consuming, “hit and miss” procedure of random reviewing
- Cut costs and improve efficiency by identifying and sharing best practice behavior and remedying weaknesses in agent skills, business processes and underlying systems
- Review interactions so you can take action to improve customer service and foster customer loyalty
- Optimize performance by searching for patterns

eQuality Vision provides an extremely powerful visual overview of hundreds or even thousands of calls. The easy-to-use interface displays calls as colored blocks whose length represents the duration of the interactions. Because eQuality Vision is integrated with the contact attributes collected during recording, you can use these business related indices to color code each call. This makes it easy to spot the calls that exhibit particular characteristics, and whether they match particular agents, or particular types of calls, such as a sales or complaint call.



You can easily adjust the search parameters to narrow a search and follow a particular line of investigation, before ultimately replaying it. eQuality Vision's flexibility of analysis ensures it is an invaluable tool for a broad variety of users. For example, a supervisor can review their team performance in real time to determine which of their team members are responsible for a rise in the volume of holds and transfers, and more importantly, understanding why they are doing this. Alternatively, a customer service director concerned about “first call resolution” may be interested in identifying repeat calls from the same customer to understand any underlying process issues. Equally, a sales director will be interested in identifying calls that resulted in an upsell, looking for particularly successful agents, certain customer groups, or even specific times of day that are more noticeably successful.



eQuality Vision provides a snapshot of your team's customer contacts for root-cause analysis. The colored blocks represent interactions, while the breaks indicate pauses during which no activity occurred.

## Avoid customer frustration by looking in more detail

eQuality Vision also shows you the periods of speech and silence within the call. By simply looking at the audio waveform of the call, you can spot and skip over dialing and ring tones, periods of silence and music-on-hold. Just click on the part of the call you want to replay, dramatically improving the efficiency with which you can locate specific items within a conversation.

Because periods of silence in calls can indicate wasted time and money, not to mention customer frustration, a flexible “silence threshold” can automatically highlight problem areas within a call – for instance an agent abandoning the conversation because they are struggling with a new desktop application – without even having to listen to the call.

## Enhancing the customer experience through best practices

eQuality Vision is unique. In a matter of minutes you can identify a small number of valuable and informative customer contacts from a database of many thousands. The information contained in those contacts will quickly identify your instances of best practice as well as the underlying reasons for unacceptable performance. Furthermore, where examples of good and bad practice are uncovered on a call, these real-life examples can be exported as the basis for powerful desktop training material, which can be created using Witness Systems’ eQuality Producer. As a result, the valuable business insights produced by eQuality Vision show you exactly what areas you can improve upon to better service your customers reliably, consistently and effectively.

## eQuality Vision Key Functions

- **Enhance your team performance**  
Rapidly identify patterns and anomalies within a large volume of calls and dynamically investigate the underlying cause.
- **Enhance your coaching and mentoring process**  
Investigate “interesting” calls highlighted by visual review to augment the agent evaluations process.
- **Improve business performance**  
A powerful and easy-to-use solution that lets you analyze call behaviors and outcomes across a broad variety of criteria to unearth training, process, product, service and systems issues.
- **Rapid ROI**  
Instantly analyze existing call profiles to provide early insight into opportunities for improvement.

\* Some features may not be supported on certain recording configurations.



It's your goal. It's our philosophy.

WITNESS SYSTEMS

**Improve everything.™**

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