

# Rapid return on investment and extended value



While great products draw our customers to Witness Systems, it's the **Witness Consulting Network** that helps them achieve a rapid return on investment and extended value using the Witness solution. You'll realize dual benefits from both a rapid, yet thorough installation of your Witness solutions, and effective consulting workshops that help align the software's capabilities to your enterprise business initiatives.

Leveraging our commitment to providing the same world-class business intelligence for your contact center that our products help you achieve, we've created an innovative blend of technology expertise and consulting services to support you: **Implementation Performance Management** and **Business Consulting Services**.

## Implementation Performance Management

If you invested in the Witness solution today, what would happen, and who would actually work with you to ensure an effective deployment? What's the average implementation time? What resources are required, both user and technical? The methodology and resources a software vendor provides drives the timelines, return on investment, and overall success of a software implementation.

Implementation Performance Management ensures you quickly reap the benefits of your Witness solution — optimized for your enterprise. To achieve this goal, Witness Systems created Implementation Performance

Management OnLine (IPMO), a proven practice and methodology that is the framework to ensure a rapid return on your investment.

## Business Consulting Services

Customer retention is critical in today's changing environment. The ability to create and maintain a contact center driven to exceed the expectations of your customer, your organization's financial objectives, and your employees is vital in securing a leading position in any industry. Business consulting services evaluates and leverages the technology you have in place, and then recommends the processes that will enable your staff to achieve your organization's goals and initiatives.

The Witness solution equips your contact center with the technology to record and analyze your agent's performance, capture your customer's experience, and identify deviations from your business process standards that will provide a foundation for affecting positive change. However, technology is only as effective as the business application of that technology. Designing an enterprise performance improvement initiative that integrates with your Witness solution will help optimize people, processes and technology.

Our consulting organization strives to help you maximize the return on your software investment. Our skilled team of professionals offers you best practices expertise obtained from our thousands of deployments at customer contact centers around the world.

**IPMO**, as both a practice and methodology, encompasses the following:

- *Best practices and guidelines*
- *Project management tools, techniques, and plan templates*
  - *Complete engagement methodology*
- *Access to the Witness Learning Network with well-developed, highly refined training courses*
- *Computer-telephony configuration models for a wide variety of specific technical environments*
  - *Proven and efficient software installation process*
  - *Skilled staff of professional project managers, systems engineers and training specialists*

It's your goal.

It's our philosophy.

**Improve everything.**



WITNESS SYSTEMS

# Key components of *Optimization Workshop Series*:

Together, we will align our consulting expertise with your business requirements. Experts within the Witness Consulting Network have extensive experience in a variety of contact center performance optimization capacities. These professionals possess the following credentials:

- Call center professional experience
  - Operations management
  - Training management
  - Quality assurance management
  - Implementing multi-site quality initiatives
- Minimum of 10 years contact center experience
- Advanced facilitation skills

## Optimization Workshop Series

We've designed a unique series of workshops focusing on specific areas of contact center business processes. These workshops are directly targeted to performance optimization, calibration techniques, business utilization, identification of business rules, high-impact coaching, eLearning content creation, and ongoing support of your solutions. Additionally, you'll also benefit from customized consulting services that can be designed around your unique business challenges.

### Business Optimization Assessment

We can help identify process improvement opportunities that will enable you to obtain the business results you are targeting by summarizing the current state of operations highlighting best practices opportunities, suggested action plans, and a summary of benefits to be realized by implementing the action plan.

### Calibration Workshop

Whether it is for your quality monitoring system or your workforce management system, a calibration process will enable you to implement standards and achieve consistency in your contact center. Calibration forces you to review your evaluation forms, and continually assess the accuracy and relevancy of the behaviors you are measuring. While at the same time, calibrating system settings and forecasting/scheduling inputs will allow you to produce the most accurate possible predictions of staffing needs and service level results.

### Foundations in Root Cause Analysis

Contact centers incur a high volume of contacts as well as non-customer facing activities ("back office") that represent a complexity of factors that influence performance. This workshop is designed to help customers identify key events that influence performance and, more importantly, implement a plan of action using Witness "Business Driven Rules" to ensure these events are captured for future analysis.

### High-Impact Coaching Workshop

The High-Impact Coaching workshop is designed to address a spectrum of issues to ensure a successful coaching program is centered on the

support, training and development of front line agents in the contact center. You will learn to leverage leading edge communications skills, practical practice opportunities, and a proven methodology for focusing on the specific expectations and behaviors created by your organization.

### Implementation Strategy Session

The Implementation Strategy Session leverages proven guidelines from successful customer implementations to help your organization estimate resources, develop the project timeline, and identify metrics for measuring success. This session looks at the complete cycle from organizational readiness, to installation, to ensuring that it optimizes your business objectives on a continual basis, and therefore maximizes your contact center performance.

### Leveraging the Contact Interaction Editing Tool

This workshop discusses and assists in implementing the Contact Interaction Editing eLearning software (Producer) and related processes for your contact center. The session will cover challenges and roadblocks to facilitating training and successful delivery, as well as how to establish a strong relationship between monitoring and training. The take-away will be an implementation plan that will guide you in creating the eLearning content that is right for your environment.

### Measurement Definition Program

The Measurement Definition Program consists of three phases that begins by "base lining" your environment to take a snapshot of current business metrics. Next is to define Key Performance Indicators by which future progress will be measured. Based on analyses of results, the final phase is process change implementation that will ensure optimization of your environment. We will conduct quarterly reviews of your data, assist you in determining areas for improvement, and refine your measurement program to ensure you are continually raising the performance bar.

### Performance Optimization Workshop

The Performance Optimization Workshop links corporate, center, agent and customer objectives to a comprehensive evaluation form with a detailed definitions document to ensure objectivity. Four key areas will be covered; understanding what drives your business, designing actionable evaluation forms, creating effective answer and scoring schemes, and developing a quality-focused business plan.

### Witness Consulting Network AdviceLine

This service is designed specifically to provide with you quick guidance on operational or business practice questions about your contact center. AdviceLine provides you with one-hour, one-on-one consulting sessions with a Witness contact center expert that can give the advice you need to make decisions. Technical support focuses on the mechanics of your application, AdviceLine focuses on how it works – and how it can work better.

Witness Systems has helped hundreds of companies, both large and small, improve their business performance with the Witness Systems' Workforce Optimization solution – helping implement the software as well as the organizational changes necessary to ensure its success. The combination of technical expertise and business consulting services offered by the Witness Consulting Network will help ensure that you establish and maintain a strong foundation for your Witness investment.



WITNESS SYSTEMS

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