

## Combine, assess and explore contact center performance

Although you may have large quantities of data, what you really need is a way to consolidate the different data sources in your contact center and then conduct the detailed analysis that enables you to manage the fine balance between customer satisfaction, revenue and productivity.

Single-metric reporting can be deceiving. Costs may appear to be down, yet true costs may actually have risen because of a reduction in quality. Ultimately, employee and customer loyalty problems result. If your contact center is typical, information is spread across a variety of applications, such as automatic call distributors (ACDs), workforce management, customer interaction recording, CRM, learning management and other systems. Not only does it take time for your reporting team to consolidate this information, you may not be able to pinpoint the critical metrics you need.

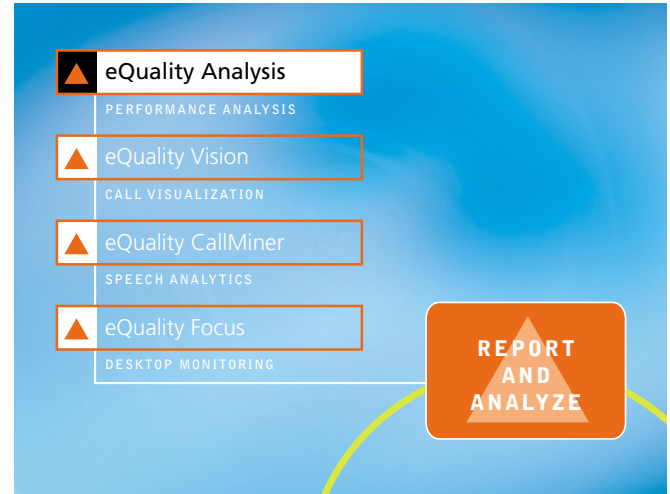
To provide real business intelligence, your analytical picture should include both qualitative and quantitative information. After all, if you focus on quality, quantity will follow. For example, average talk times may increase, yet the actual number of calls decreases, impacting costs accordingly.

## Capture customer intelligence for a true performance picture

With eQuality Analysis, analyzing your contact center and workforce performance is a straight-forward process. The pre-defined integrations and dynamic reporting capabilities enable detailed analysis of performance metrics to help you fine-tune operations and improve processes, staffing and training. You're able to slice and dice data, drill up and drill down into an area of interest — all with a few clicks of the mouse.



Use the performance scorecard in eQuality Analysis for an at-a-glance view of your company's health.



For example, if you have data from ACDs, workforce management systems, and separate quality and training scores, then you have an incomplete picture of agent and overall contact center performance. It is critical to have a consolidated view of performance evaluations and operating metrics. Your company can leverage reviews from actual customer contacts by combining this customer intelligence with other performance metrics. The result is more accurate and complete information that enables your contact center to gain efficiencies and increase quality.

## Use scorecards to uncover new ways to optimize performance

eQuality Analysis generates performance scorecards so you can focus on agent optimization, as well as operational improvements within your enterprise. This information allows you to quickly understand how your contact center is performing so you can communicate that information to every level of your organization — from your customer sales/service representatives (CSRs) to your executives.

By leveraging the rich library of industry-accepted, best-practice key performance indicators (KPIs) contained in eQuality Analysis — or by using the pre-defined KPIs as a foundation to build your own measurements — you can generate scorecards that provide a quick view of performance relative to specific business objectives. In addition, agents and other users can create their own scorecards for a succinct look at their progress against the goals that are important to them.

Thanks to a browser-based interface, your executive team can easily access this critical intelligence to get a comprehensive view of operations and uncover areas in which your organization can improve. The scorecard capability enables the collection and delivery of valuable business insight in a fraction of the time taken by manual or other methods.

## Multi-dimensional technology lets you slice and dice your data

With eQuality Analysis you have the tools to deliver a panoramic view of your operations. Or select a "slice" of data to analyze. The eQuality software gives you the flexibility to produce a wide array of user-defined summary (historical, trend) and detailed analyses (adherence, productivity, quality and others) in a report, graph or exported medium.

Using eQuality Analysis, you can readily examine all the performance metrics in your customer interaction center such as the effect call control skills have on average talk time. Only then can you combine, assess and explore service performance trends, so you can proactively refine sales and service processes.

## eQuality: Your focal point for improving performance enterprise-wide

When your company uses eQuality Analysis to combine and assess data from your customer information, order entry, quality, learning management and other custom applications, your management team has a focal point for improved performance enterprise-wide. You're able to implement eQuality Analysis at one-third to one-half the total cost of ownership of other solutions. Be up-and-running and begin gaining real business intelligence in a matter of weeks versus months!

When your company deploys eQuality Analysis as part of the integrated eQuality suite of multimedia customer interaction recording, analysis and e-learning management software, your benefits increase exponentially: seamless integration between products, simplified administration and support, and a quicker return on your investment.

## eQuality Analysis Key Functions

- **Consolidate your business intelligence**  
Make decisions based on accurate, consolidated data.  
Generate meaningful reports more efficiently.
- **Create a complete performance picture**  
Understand the effect one metric has on another.  
Discover patterns in contact center data that you would not detect using human analysis or standard reports.
- **Measure progress toward your goals**  
Assess performance relative to strategic organizational objectives. Quickly collect and communicate this valuable business insight throughout the enterprise.
- **Maximize your ROI**  
Increase revenue, decrease costs by enhancing service quality, operational efficiency and performance.



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

WITNESS SYSTEMS

**Improve everything.**<sup>sm</sup>

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