

Excellence in customer service is more important now than ever. Companies today must ensure their contact centers achieve high-performance standards and deliver first-rate customer service — whether a contact center has 50 or 1,000 agents. After all, according to industry analysts, attracting a new customer can cost as much as 30 to 40 times more than keeping an existing customer.

Now companies with small to mid-sized contact centers and help desks can improve service quality and customer satisfaction with the customer interaction recording solution industry analysts recognize as the market leader: eQuality.

eQuality Balance Express introduces a total customer interaction recording solution that enables small and mid-sized contact centers and help desks to optimize their customer relationships. Designed for rapid deployment, this is an out-of-the-box solution with everything you need — the eQuality software, hardware, training, and professional services. Yet you get the same robust functionality that global companies from every industry have come to depend upon from Witness Systems.

## eQuality Delivers Rapid ROI

Recording and evaluating customer interactions to ensure quality performance is now mission critical. Put eQuality to work in your contact center as the basis for your quality initiative and build customer loyalty, increase revenue opportunities and decrease costs.

*Increase customer loyalty and satisfaction.* Customer satisfaction is a key metric in any contact center's performance. A major professional services firm has increased customer satisfaction scores through the use of eQuality by almost 50 percent. A publishing company improved customer satisfaction survey ratings from 45 to 93 percent.

*Increase revenue opportunities.* Through quality monitoring, your CSRs can improve up- and cross-selling techniques. A major office products company saw a 13 percent increase in revenue in the first 60 days due to increased up-selling.

*Reduce costs.* Pinpoint areas that need improvement. One customer decreased average handle times from nine minutes, 34 seconds to four minutes, 42 seconds and average queue times from 2.5 minutes to 19 seconds after deploying eQuality. A major office products company saw a five percent increase in first-call resolution within 60 days.

### Improve performance and profitability in your Help Desk

- Identify root causes of key issues quickly
- Communicate vital information across your enterprise
- Accelerate Tier 1 to Tier 2 support transfer
- Increase first call resolution
- Increase courtesy and personal touch skills



*Increase agent productivity.* An outsourcer reduced the cost of customer interactions by as much as 50 percent for some clients through increased first-call resolution and improved average handle times after deploying eQuality.

By recording interactions in your Consolidated Service Desk, evaluating your help desk professional's performance, and then using those evaluations to raise the skills of your Help Desk Professionals, your Help Desk has an integrated system for continuous performance improvement with eQuality Balance Express.

## eQuality business-driven recording, the most effective monitoring and evaluating

Business-driven recording, an integral feature of eQuality Balance Express, allows you to initiate recordings based on specific criteria you define.

For example, capture interactions with high-value customers; those regarding specific products or marketing campaigns; interactions relating to an existing service request; those bearing a specific severity level; or by other selection criteria important to your business.

The result is a proactive management tool for cultivating customer relationships, as well as fine-tuning workflow, processes and quality of service from within your contact center and throughout your company.

## eQuality Balance: monitor and record the agent/customer conversation and agent screen activity simultaneously

The eQuality Balance application records your CSR's voice interaction with your customer, as well as your CSR's corresponding computer desktop activities, such as data entry, screen navigation and data retrieval. By capturing both voice and desktop activity and synchronizing them during replay, you can achieve thorough and objective customer interaction recording.

## eQuality Balance Express is a complete solution that includes:

- **eQuality Balance** and **eQuality Evaluation** applications and documentation
- Pre-installed and pre-configured server with operating system and database
- Computer Telephony Integration (CTI)
- Disaster Recovery
- Hardware and software maintenance for one year
- Remote project management assistance
- Remote implementation assistance
- Online Witness Systems eQuality Administration training course via the Web, or participation in an instructor-led eQuality Administration course at the Witness University campus in Atlanta, Georgia.

Supervisors have a tool that can provide tangible coaching with the ability to playback individual agent's calls — excellent for employee development.

The ability to hear not only your agents' voice, but also capture screen activity enables you to detect things such as poor screen navigation design as well as unnecessary keystrokes. And through the use of more tangible coaching, supervisors can train agents on where they could have attempted to up-sell a customer during a contact.

### eQuality Evaluation: contact evaluation

The eQuality Evaluation application facilitates the review, evaluation and scoring of your CSRs, providing an immediate summary of their performance. Supervisors can build custom evaluation forms designed to collect important information about aspects of a CSR's performance. You can use eQuality Evaluation to review CSR performance and determine opportunities to increase their skill levels through training.

"Dynamic sections" are a unique feature of eQuality Evaluation. A dynamic section is an integral part of your evaluation form where the questions displayed are based on the customized selections you make on another area of the form. Dynamic sections lets you quickly design flexible, functional forms that meet the specific needs of your contact center.

*Hardware.* A pre-installed and pre-configured server is included to help you take the guesswork out of sizing and configuring the optimal server for your center's needs.

### Witness Services Network

To help you seamlessly transition from implementation into production, the Witness Learning Network provides two training options. You can train via the Web, giving you the convenience of learning from your own work site. Or, you can schedule training at the state-of-the-art Witness University in Atlanta. The Witness Support Network team provides you with remote installation, final configuration, and project management assistance to ensure a smooth implementation.



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

WITNESS SYSTEMS

**Improve everything.**

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