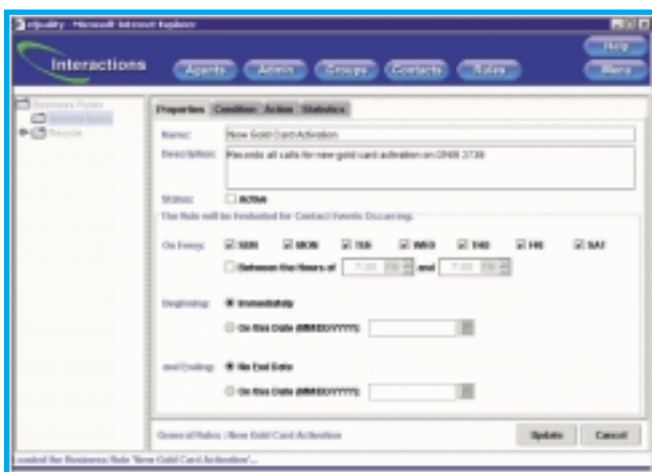


As multimedia contact strategies evolve, the challenge is to capture, manage and learn from the complete range of customer interactions — voice, Web, e-mail and more — as it relates to the changing priorities in your business. While quality management remains a priority in most environments, leveraging customer intelligence beyond the contact center is an emerging strategy for optimizing your entire range of customer interactions.

Recording and reviewing customer contacts can provide valuable insight into the effectiveness of sales and service operations. By capturing customer contacts, you can assess how your agents interact with your customers, as well as how well your processes and technologies support them in doing so. In some situations, you might need to record 100 percent of all interactions — say for sales verification — but often the key is to capture a representative sample of interactions that are critical to your organization.

When critical events occur, you want the right people to know — and fast! That's where enterprise collaboration begins. Your marketing, sales or manufacturing departments not only need to be notified of critical events, they also need immediate, easy access to the raw information — the recorded interactions — that will help them optimize your products and operations. Using a business-driven recording approach provides a structured means of making interactions easily accessible to those in the organization who can act on them to improve business performance. The result: you can capitalize on the intelligence captured in your contact center to evaluate operational effectiveness, identify trends and implement tactics to improve customer service.



Use eQuality Balance to establish business rules so you can record and evaluate the interactions critical to your operating performance.



Witness Systems' eQuality Balance lets you capture customer interactions proactively across multiple communication channels — including the telephone, e-mail and Web. With the eQuality Balance solution, you define the conditions for random, selective or 100 percent recording. Using these business rules, eQuality Balance triggers the recording of selected interactions, initiates enterprise collaboration by notifying individuals or groups of the captured contacts and files the recorded interactions automatically in designated folders for easy, intuitive search, retrieval and replay.

### Business Rules Help You Proactively Record the Right Interactions to Improve Service, Build Customer Loyalty and Increase Revenue

With eQuality Balance's business-driven recording capability your own business objectives drive the types of contacts you capture. For example, you may choose to randomly capture five percent of contacts for quality and training purposes, record all collection calls, and capture 100 percent of calls from high-value customers.

In situations such as a serious complaint or customer feedback about a new product or service, your agents can trigger recording of contacts real time. You can even initiate live monitoring of both voice and data for real-time contacts. The system displays a list of agents and their availability status.

## Browser-based Review and Integrated Performance Evaluations

eQuality Balance captures interactions as they occur recording the conversation between the customer and the agent, as well as the agent's keystrokes and desktop activity. Authorized users throughout your company can view the entire flow of the contact, including all transfers, conferences and hold times.

You can replay contacts from an easy-to-use, browser-based interface, and reviewers can make notes by adding voice and text annotations to any recorded contact. With the proper security, you can export contacts to non-system users in an AVI format that can be played from any multimedia PC.

Using eQuality Evaluation, contact center supervisors and quality analysts may tap into eQuality Balance's store of recorded customer interactions to review, evaluate and score agent performance. The software's flexible forms design, reporting and graphing capabilities allow your team leaders and supervisors to streamline the way they measure contact center productivity.

The combination of the eQuality Evaluation and eQuality Balance software allows you to capture and evaluate the critical interactions needed to improve the performance of the people, processes and technologies across your contact center and enterprise — helping maximize revenue, build customer satisfaction and control costs.

## eQuality Balance Key Functions

- Offers a single integrated package for both voice and data recording enabling rapid deployment and early ROI from quality initiatives
- Integrates with enterprise CRM applications to trigger recordings of any CRM event you define
- Includes intuitive user-configured, business-driven recording rules that can change as your priorities change
- Integrates seamlessly with the eQuality performance optimization suite for ready implementation of incremental capabilities, such as e-learning and performance analysis
- Files interactions automatically in browser-accessible contact folders providing a fast, intuitive way for users across the enterprise to search for and access valuable customer insights
- Notifies individuals or groups of key events triggered by business rules through e-mail, pager or mobile device



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

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