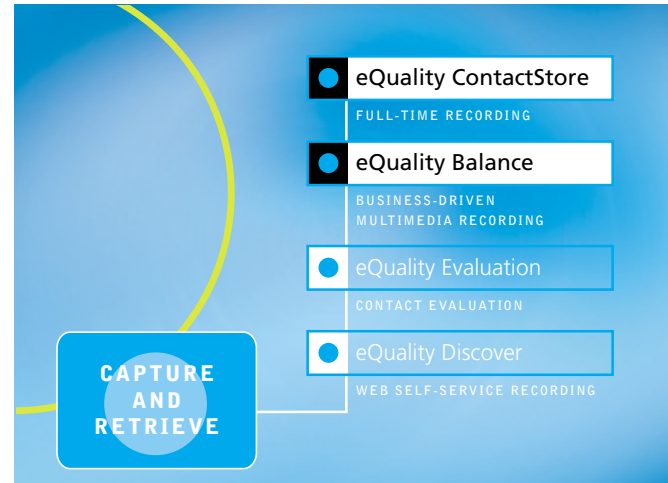


Like many companies in today's economy, retaining your loyal customers is a focal point of your business strategy. Where's the frontline for making it happen? Your contact centers. That's where more than 70 percent of customer interactions take place, and that's where the real benchmarking of your customer relationships is confirmed. It's also where you can ensure you're meeting your regulatory and compliance recording obligations. From the contact center, you can gather information about your customer interactions and share them throughout your organization.

Your contact center responds to thousands of customer requests — some you need to record and store for later use in compliance or sales verification situations — others you want to use to evaluate the effectiveness of your organization, such as customer service agents, marketing campaigns and new product launches. You need the security of knowing you can quickly and easily access all of your customer interactions to respond to an inquiry. You also know what drives your business and the types of contacts you want to monitor to identify performance improvement opportunities.

In complex, distributed organizations your customer contacts can be spread across multiple sites. Regardless of how your operations are organized, you need a unified view of customer contacts across your enterprise. For example, a unified view will help you deal with unhappy customers who make multiple unresolved calls that may have been handled by different agents in different centers. Equally, you want any authorized user across the enterprise to be able to find individual interactions quickly, regardless of where they took place.

eQuality ContactStore Plus provides a single, best-in-class solution for capturing customer intelligence. You can record 100 percent of your customer interactions, and then proactively organize them — based on business rules you define — into designated contact folders for easy access and replay. As a result, you have the peace of mind knowing that all calls are being captured to meet your compliance or sales verification requirements, and that important contacts are collected and waiting for review, categorized based on each department's unique business drivers.



## A Scalable, Distributed Recording Architecture with Business-Driven Recording Management

eQuality ContactStore Plus lets you target key customer interactions from across your contact centers — no matter how distributed — presenting them in a unified, end-to-end view of the customer's experience. The system captures the interaction, as it occurred — recording the conversation between the customer and the agent, as well as the agent desktop activity. You can monitor customer interactions across multiple communication channels — including the telephone (both traditional and IP telephony), e-mail and Web. The result: intelligence captured in your contact center will help you evaluate operational effectiveness, spot trends and implement tactics to improve performance.

eQuality ContactStore Plus can scale to accommodate thousands of customer service representatives. The distributed architecture provides a virtual solution for large, complex and multi-site contact centers that need highly reliable recording and archiving, coupled with integrated quality management.

## Empowering You to Manage the Performance of Your People, Process and Technology Proactively

Your organization can rapidly benefit from the pool of customer intelligence captured through eQuality ContactStore Plus. For example, simply by defining a set of business rules, you may catalog a sample of contacts for a new marketing campaign, or group together 100 percent of contacts from high value customers. Or you might decide to collect every successful sales transaction for verification, while randomly gathering five percent of all senior agents' contacts for quality and training purposes.

The *business rules are powerful yet easy to define*, allowing users such as contact center quality professionals, supervisors, marketing managers and product engineers to set up multiple conditions (such as missed cross-sales for a particular product) to gather selected contacts into designated folders for easy access and replay. Your business rules may also be set to notify an individual or group via text page or e-mail when a business condition exists.

Now you can have access to all of your customer contacts when you need them. Advanced business rules help you organize recorded customer interactions, so they're waiting for you to review in pre-defined contact folders. When you can't predict the need for a business rule — say, for example, because you're seeing spikes in customer complaints for a new product — no problem! Because the solution is constantly capturing your customer interactions anyway, simply *use the sophisticated search capabilities to retrieve recordings* — regardless of which contact center interacted with the customer. Then simply set up the appropriate product ID plus call type as a business rule, and the system will automatically store subsequent examples in the appropriate folders.

To allow your contact center supervisors and quality analysts to make an objective and consistent assessment of workforce performance and service delivery, eQuality ContactStore Plus also includes powerful evaluation capabilities. Tap into selected folders of recorded customer interactions to review, evaluate and score agent performance. The software's flexible forms design, reporting and graphing capabilities allow you to streamline the way you measure your contact center productivity.

## eQuality ContactStore Plus Key Functions

- Includes powerful evaluation forms, reporting and graphing capabilities to enhance the way team leaders and supervisors measure contact center productivity
- Integrates with enterprise CRM applications to trigger recordings of any CRM event you define and to review interactions from within the desktop application.
- Offers Web-based distributed architecture to meet the 100 percent recording requirements of the largest multi-site contact centers
- Integrates seamlessly with the eQuality performance optimization suite for ready implementation of incremental capabilities, such as e-learning and performance analysis
- Addresses the stringent security and confidentiality requirements of compliance, regulatory and liability recording (e.g., you can 'pause' a recording to avoid capturing sensitive parts of an interaction)
- Includes audit features log to report who has attempted to access and replay particular calls, yet maintains central management to minimize administration overhead



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