

Today's businesses are changing the way they interact with their customers. No longer content to provide simply call center environments, companies now offer customers a variety of means to contact the organization including interactive voice systems, e-mail and the Internet in multimedia environments known as contact centers. Having taken this approach, organizations are then faced with the challenge of delivering consistent, high quality service across all the various multimedia interaction channels.

Customer sales/service representatives — as well as other knowledge workers — are expected to use a myriad of business and productivity applications to do their jobs. Employees of most organizations also have access to e-mail and the Internet to facilitate communications with customers and co-workers and to allow access to information to perform their tasks; to enable co-browsing with a customer; to increase their familiarity with the medium; or perhaps simply as a benefit for use during their breaks.

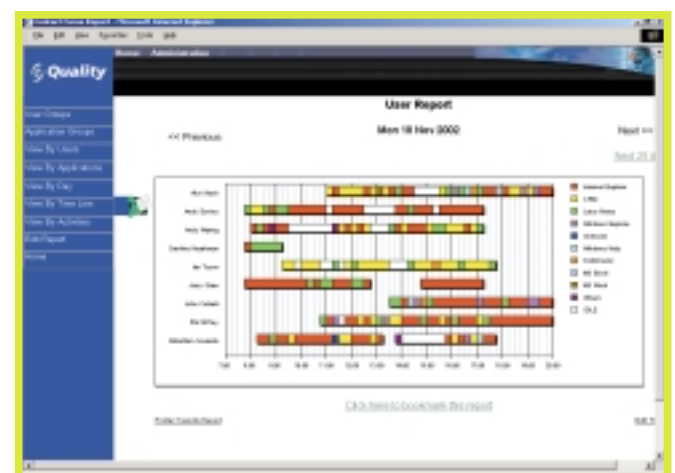
However, with pervasive access to the Internet and internal applications, how can you:

- Monitor agents/employees to ensure that they are using your contact center applications efficiently?
- Ensure that your agents/employees are focused on the job at hand, which is providing a first-class customer experience?
- Understand the workflow process of agents and employees and determine whether the applications they use are as efficient as possible for interacting with customers?
- Ensure that agents/employees are making the best use of their time during slow periods?
- Identify training needs to detect agents who may have strong verbal skills, as opposed to strong computer skills and vice versa?

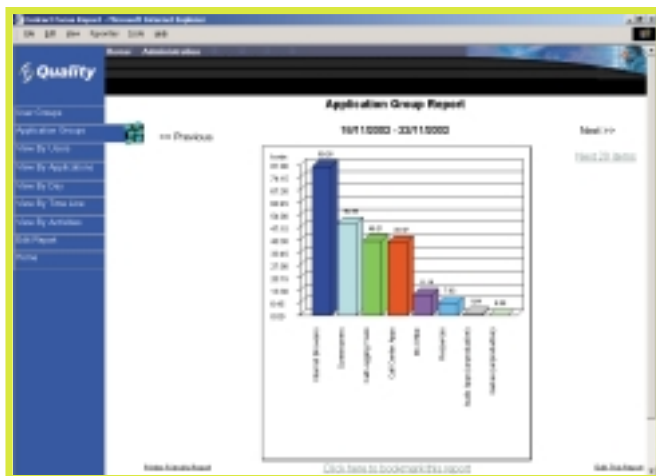


eQuality Focus

Witness Systems' eQuality Focus — part of the eQuality performance optimization software suite of multimedia customer interaction recording, performance analysis and e-learning solutions — is a desktop monitoring solution that provides Web-based graphical reports to illustrate which applications employees use, including how they use them, when and for how long. eQuality Focus provides an analytical view of the desktop workflow by timeline, which can be readily analyzed using a pre-defined set of reports to provide insight into agent/employee desktop activity and comparisons between individuals and groups.



The time line report provides a quick view of PC application usage. The colored bars represent the applications used most predominantly within a 15-minute period.



The bar chart report shows the total time agents spent on each PC application. All reports have drill-down capabilities. By clicking on any of the bars shown, you can view an application usage report for that particular agent.

The eQuality Focus monitoring software provides immediate benefits for contact center supervisors, personnel and IT departments by providing a means of accurately measuring and comparing real-time desktop productivity; by identifying agent/employee workflow patterns; and by reinforcing policies for company IT usage.

eQuality Focus Key Benefits

- Improve efficiency and performance**
 By analyzing the PC activity of individuals and teams in real-time, eQuality Focus enables you to develop integrated quality metrics to improve your overall business productivity within your contact center and throughout your organization.
- Effective workforce management**
 By allowing you to observe and improve patterns and bottlenecks in agent/employee workflow and computer usage patterns, eQuality Focus enables you to implement changes to improve the efficiency and effectiveness of staff throughout your organization, including assessing training needs, to improve employee satisfaction and help reduce staff attrition.
- Effective management of your IT usage policy and budget**
 By recording, monitoring and reporting on the usage of desktop applications and Internet sites, eQuality Focus allows IT management to manage and control licensing costs.



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