

New technologies and rising contact volumes challenge contact center outsourcers to provide highest quality customer interaction across all media channels.

Faced with a shift to Internet-based sales and service, geographically dispersed customer bases, and increased competition, more and more companies are outsourcing major components of their direct customer contacts to professional contact center providers.

Leading outsourcers, in turn, must now go beyond providing services such as call completion and dialing numbers. As customer interaction shifts to electronic channels, winning organizations are calling on outsourcers to assist them in optimizing relationships with their customers through the new media. Customer interaction outsourcers must provide the highest quality of customer contact across all new media channels and ensure their systems and solutions justify their customers' confidence.

Undoubtedly cross-channel skills are the most challenging for everyone. For example, e-business transactions potentially could begin in one media, such as a visit to a Web site, and continue in another channel, perhaps an interactive Web-chat or e-mail. Companies are looking for outsourcers staffed with customer service representatives (CSRs) expert in handling contacts across all media, as well as sales and support.

Additionally, outsourcers must meet more stringent quality standards than those their own customers apply to themselves. Leading outsourcers must be prepared to showcase their quality monitoring program.

To meet these challenges head-on, outsourcers can expand their contact center quality monitoring capabilities into business-driven recording with the eQuality suite of software applications from Witness Systems.

With eQuality you get a complete view of contact center performance, including clear targets for improving service quality, analysis of which enterprise processes are working and which can be improved, and personalized e-learning delivered automatically to the desktop for continuous performance improvement.



Multimedia recordings can be evaluated using eQuality Analysis, which measures contact center performance. This eliminates manual data collection and facilitates the accurate assessment of performance against expectations for metrics, such as trouble ticket response time and average Web chat time, as in this example.

Optimizing customer relationships with eQuality

You may be tasked with handling major components of your client's contacts, including new product launches and customer loyalty programs. Recording, evaluating and analyzing customer interactions and providing ongoing feedback to your CSRs and to your clients to continuously improve performance is now more critical than ever.

Witness Systems' eQuality software suite is a proven solution that enables you to optimize the relationships you are forging on behalf of your clients by monitoring and evaluating contacts according to each of your client's specific business-drivers. Together, you define what contacts to monitor and evaluate by targeting specific product transactions, campaigns, or customers. Witness Systems' business-driven recording lets you know if your clients' best customers are being treated to the highest quality of service.

eQuality Balance enables recording of agent screen activity synchronized with voice conversations between CSRs and customers that are based uniquely on business rules you define. eQuality Evaluation gives you the ability to perform scoring online. You eliminate "pencil and paper" scoring while efficiently evaluating performance. With eQuality Analysis, you combine evaluation scores with other performance metrics for your customers, such as adherence to schedule, average handle time and number of e-mails completed, for example.



WITNESS SYSTEMS

eQuality for outsourcing

Witness Systems has expanded the eQuality suite of multimedia recording and analysis software to include an integrated e-learning tool, eQuality Now. eQuality Now lets you build and optimize the skills of your CSRs. Training is assigned, prioritized and delivered straight to your agent's desktop, based on performance scores taken directly from eQuality Evaluation. The result? Your customers receive best-in-class service, interact with enthusiastic, motivated CSRs, and obtain consistent service across all media.

Increase your CSRs' productivity and the confidence of your clients by monitoring the service quality of e-mail, Web chat and the guided browser session

By the year 2004, experts predict nearly \$7 trillion in business-to-business transactions will be Internet-based. Regardless if your clients come from financial services, healthcare, utilities, retail or "e-tail," telecommunications, or insurance, they will rely more on the Internet for customer interactions. You must continue providing consistent, high quality service on their behalf.

As part of the eQuality suite of products, eQuality Response gives you the ability to automatically monitor and analyze the quality of e-mail responses. You can evaluate your service and sales performance through e-mail the same way eQuality Balance helps improve service quality with voice/data recordings.

For recording and evaluating collaborative Web chat sessions, Witness Systems provides eQuality Interactive. In collaborative chat and guided browser situations, you'll have the advantage of capturing not only instant messages, but also CSR's pushing Web pages, documents and scripts. You can evaluate not only the quality of those interactions, but how effectively and efficiently your CSRs are using the chat tool.

Many companies today require more creative handling of inquiries and requests, such as leading customers to what they're looking for on the Web site. CSRs who handle telephone calls well may not initially have the skills to respond to e-mail or conduct collaborative chat interactions effectively.

Now you can help ensure that you're coaching for consistent performance on e-mail and chat session contacts, just as you do today for traditional phone calls. Your clients know that you're providing consistent quality standards, regardless of the medium.

As integral parts of eQuality business-driven recording, eQuality Balance, eQuality Response and eQuality Interactive combine for effective management of customer transactions, regardless of interaction medium. You can deliver the highest level of service across all channels of customer interaction.

eQuality enables you to raise the level of service across all media

- *Maintain highest quality standards and exceed client expectations with proven technology*
- *Monitor Web-chat, e-mail, browser session and synchronized voice/data transactions easily and cost-effectively*
- *Deliver personalized e-learning, based on closed loop performance environment, to ensure CSRs are getting the training they need*
- *Provides quick visibility of specific areas needing improvement*

Bringing eQuality to eBusiness™

The Witness Systems eQuality software suite provides a closed-loop performance environment that lets you optimize your customer relationships.

Record your customer interactions across all media – telephone, e-mail and Web chat – evaluate agent performance, and then use those evaluations to prioritize and deliver targeted training to your contact center. Bringing eQuality to eBusiness. Witness Systems.

Find out how eQuality can benefit your organization. To learn more, visit www.witness.com

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