

How do you measure success? In the contact center market, it boils down to consistent, effective customer interactions.

If your company is striving to deliver world-class customer service and sales, then you need the technology to gauge your progress. It starts by summarizing the performance of each and every customer service or sales representative in your center. You want to measure and improve the quality of every interaction point into your contact center (phone calls, e-mails, Web interaction and more).

Have you ever wondered how consistent your customer sales/service representatives (CSRs) are in speaking with customers using the right tone of voice, greeting your customers properly, or identifying opportunities to upsell your products or services? Are evaluations cumbersome, manual processes that your contact center managers avoid? If you answered “yes,” then you need an effective software tool to perform evaluations — one that can propel your service forward and boost your productivity.

With its custom design capabilities and flexible format, eQuality Evaluation will dramatically enhance the way your contact center measures productivity. Your team leaders and supervisors will possess unique adaptability in creating forms, reports and graphs for summarizing customer interactions.

## More Productive Supervisors, Improved Coaching Sessions

The forms your contact center uses to evaluate customer interactions are what drive meaningful quality measurement. You want to do more than simply observe agent behaviors by actually shaping those behaviors to achieve your world-class service goals. Automating and customizing the evaluation forms and graphs to meet your exact specifications result in more productive supervisors, who have the information needed to recommend CSR training and improve coaching sessions.

Only the eQuality Evaluation solution facilitates simultaneous review, evaluation and scoring of agents, providing an immediate performance summary. Your contact center managers, supervisors, quality personnel and others with access to eQuality Evaluation will review agent performance and determine opportunities to increase agent skill levels through coaching and training.

Fair play for agents is crucial to the success of any quality monitoring program. Your CSRs need and want ongoing feedback that is impartial and helps them improve their job functions. With more informed agents and more effective coaches — who are all driving towards a common goal of improving the satisfaction level of customers — your contact center will have a direct impact on your company's bottom line.



## Capturing Accurate, Meaningful Information

You can use contact evaluations simply to compare production and performance to current goals, or you can use the wealth of information the evaluations can provide to help shape your future goals. Well-designed evaluations can reveal problem areas, issues, trends and opportunities — crucial data for your business plans.

Perhaps the most important component of your service strategy is the development of evaluation forms that capture accurate and meaningful information. eQuality Evaluation will help you design and build custom evaluation forms to meet and exceed your sales and support objectives.

Using the built-in graphing application, your QA personnel can produce graphs and reports to review the results of multiple evaluations. You'll gain unprecedented insight into productivity and customer service levels, as well as unique trend indicators that can showcase your contact center's performance. The forms you create are vital tools for your contact center to develop training plans and other strategies. These forms also help identify trends, both positive and negative.

## Standard and Custom Reporting Provide a Full Range of Management Information

eQuality Evaluation provides a range of reports that deliver a broad spectrum of management information, including trend information, performance statistics, and calibration data. These reports are available for both on-line review across the enterprise or as printed reports. In addition to these standard reports, the system's open database design facilitates creating custom reports through integration with industry-standard products. The result is a flexible, comprehensive array of reports to meet the specific needs of any user in your organization.

## Save Time, Maximize Your Forms Using Dynamic Sections

If yours is like most contact centers, you handle many different types of contacts — yet you need a form design that can accommodate them all. Now you can reduce the number of forms you need by using a unique feature of eQuality Evaluation called “dynamic sections.”

A dynamic section is an integral part of your evaluation form where the questions displayed are based on the customized selections you make on other areas of the form. By simply selecting the right item from the list, you choose the correct set of questions (see example from the sequence of sample screens on this page).

Dynamic sections can save you a tremendous amount of time in developing forms to meet the specific needs of the diverse types of calls fielded by your CSRs. In short, you really can design flexible, functional forms.

Analysts and contact center trade publications have universally praised eQuality Evaluation for its unprecedented scoring flexibility. You're in complete control of scoring sections of an evaluation. The system provides the flexibility for you to specify either question-based or section-based scoring.

Question-based scoring, the possible point value for a section, is the total of the maximum point values of the questions in that section. In section-based scoring, you specify the possible point value for each section. With either method, you're ensured of having the right software tool to create the right form for tracking your contact center's success.

## Automatically display applicable questions using Dynamic Sections

**1** Here, the Call Type selected is “Customer Service,” which displays a corresponding list of questions.

**2** Simply point and click on a new call type, “Sales” in this screen example, and a new set of questions appear.

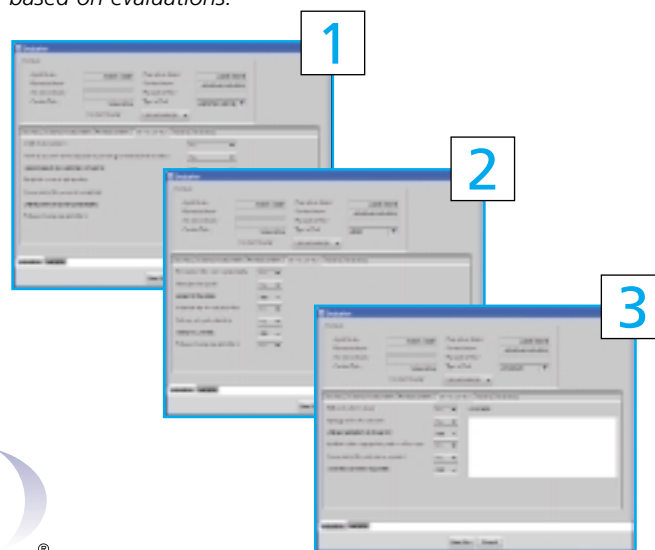
**3** Yet another series of questions emerge when the user selects the “Complaint” Call Type.

## Integrates With eQuality Now

eQuality Now, a leading contact center on-line learning solution, lets you further the skills of your CSRs by scheduling and delivering training direct-to-desktop based on their evaluations. The eQuality Evaluation scores can be mapped to proficiency levels in eQuality Now. When an agent's skill competency falls below your minimum level, eQuality Now can deliver targeted training to address the skill gap.

### eQuality Evaluation features the ability to:

- Use the toolbar to add header fields, questions and other objects to the form.
- Use the alignment palette to format controls on the form quickly.
- Weigh questions, as needed, by building “answer schemes” with the answers and point values needed.
- Define important questions as critical for failing or giving extra credit to agents.
- Add comment fields anywhere on the form for supervisor feedback.
- Use checkboxes to provide quick answers to “yes” or “no” questions.
- Use colorful panels to highlight important sections of the form.
- Provide integrated and targeted learning with eQuality Now, based on evaluations.



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

WITNESS SYSTEMS

Improve everything.™

**Corporate Headquarters**  
300 Colonial Center Parkway  
Roswell GA 30076  
USA

Tel: + 1 770-754-1900  
1-888-3-WITNESS  
Fax: + 1 770-754-1873

**European Headquarters**  
Kings Court, Kingston Rd  
Leatherhead  
Surrey KT22 7SL  
United Kingdom

Tel: +44 (0) 1372 869 000  
Fax: +44 (0) 1372 869 005

**Americas Headquarters**  
300 Colonial Center Parkway  
Roswell GA 30076  
USA

Tel: + 1 770-754-1900  
1-888-3-WITNESS  
Fax: + 1 770-754-1873

**Asia Pacific Headquarters**  
Room 1809-1818, 18/F  
Shui On Centre  
6-8 Harbour Rd  
Wan Chai, Hong Kong

Tel: +852 3198 6000  
Fax: +852 3198 6100

Witness Systems also has offices in the following countries. Addresses, phone and fax numbers are listed on [www.witness.com](http://www.witness.com).

**Australia Brazil Canada China Germany India Japan Malaysia Mexico The Netherlands Singapore**