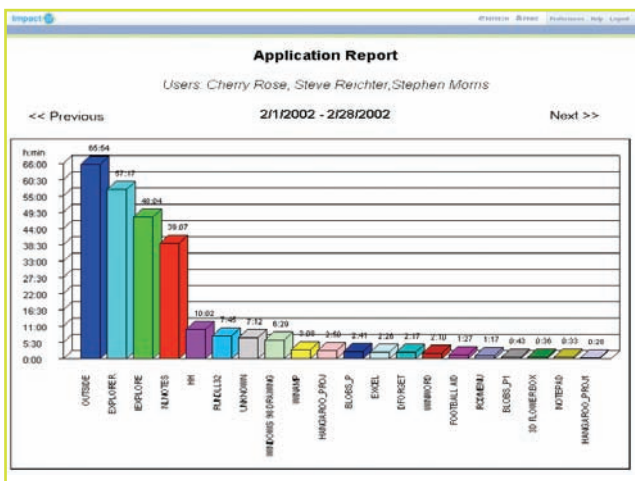## NOW YOU CAN:

- Monitor and effectively analyze application usage in your contact center.

- Reduce the amount of time spent on non-work activities.

- Identify the root cause of inefficient internal processes that can result in unnecessary customer contacts into your center.

- Ensure compliance with software license agreements.

Impact 360 Application Analysis provides you with an analytical view of desktop workflow, so you can identify patterns, gauge efficiencies, and isolate processes or applications that may require re-engineering.

GAIN INSIGHT INTO CONTACT CENTER APPLICATION USAGE

Your contact center agents rely on a variety of systems and applications to do their jobs each day. Are they using these tools effectively and appropriately? Or are they struggling with them at the expense of delivering high-quality service? How can you know for sure?

Ask Witness Systems. We offer Application Analysis, a function that works in combination with our Impact 360™ **Workforce Optimization, Quality Monitoring** and **Workforce Management** solution packages to capture desktop activities and application usage. With Impact 360 Application Analysis, you can identify agent workflow patterns and the root cause of inefficient internal processes that can cause unnecessary customer contacts into your center.

MEASURE AND ANALYZE PRODUCTIVITY AND WORKFLOW PATTERNS

Impact 360 Application Analysis helps you focus on improving productivity and performance by analyzing the PC desktop activities of your agents and teams. You gain much-needed insight into desktop workflow, enabling you to determine if your business applications and productivity tools are correctly configured for optimum use, and then take action to improve productivity — within your contact center and throughout your organization.

By providing an analytical view of desktop workflow by timeline, Impact 360 Application Analysis delivers immediate benefits to contact center supervisors by accurately measuring and comparing real-time desktop productivity, assessing agent/employee workflow patterns, isolating processes or applications that may require re-engineering, and reinforcing policies for company IT use. Leveraging a pre-defined set of Web-based, graphical reports, Impact 360 Application Analysis illustrates which applications your agents/employees use — including how they use them, when, and for how long. Recording, monitoring, and reporting on desktop applications also benefit your IT team by helping them better manage and control software licensing costs.

ISOLATE IMPROVEMENT OPPORTUNITIES AND SUPPORT RESOURCE ALLOCATION

In addition to improving workflow and productivity, Impact 360 Application Analysis can help you significantly reduce non-work related activities — such as games, Web surfing, and personal e-mails — which can have a dramatic impact on service levels, handle time, and other performance measures in your contact center.

APPLICATION ANALYSIS
PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Impact 360 Application Analysis enables you to gain insight into the desktop activities of individual agents or groups of agents by:

- *Tracking and reporting on all PC application activities on the desktop*
- *Presenting summary-level details of the time spent by users and groups on particular tasks*
- *Discovering over-use or under-use of applications*
- *Identifying frequent users of help systems*
- *Reporting on inactivity levels*
- *Monitoring adherence to IT and HR policies*

By allowing you to observe and improve patterns in agent and employee workflow and computer usage, Impact 360 Application Analysis enables you to implement changes that improve staff efficiency and effectiveness throughout your organization. You can better ensure they're focused on the job at hand and making the best use of their time during off-peak periods. And you can more effectively assess coaching and development opportunities and needs — an important benefit, since training has a direct correlation on improving staff performance, satisfaction, and retention.

APPLICATION ANALYSIS – PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Application Analysis is an add-on function of the Impact 360 Workforce Optimization solution from Witness Systems. Impact 360 unifies quality monitoring, compliance and IP recording, workforce management, performance management, and eLearning under one architecture that provides a single user interface and centralized system administration and reporting. With Impact 360, your contact center, remote, and back offices can capture, share, and act on information from different functions across the enterprise. As a result, you can make better decisions, faster — and benefit from a single, coordinated source of support, service, and maintenance with a lower cost of ownership.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS

WITNESS **SERVICES** NETWORK

In addition to Application Analysis and the complete range of Impact 360 Workforce Optimization solutions, Witness Systems offers business consulting services that can help you get the most from your investment. These services are delivered by our seasoned consultants, who have years of experience with organizations and contact centers of all sizes, types, and industries around the globe. Our goal is to partner with you to provide world-class services that offer measurable results and a rapid return on investment. From implementation to consulting to technical support and training, you can be confident that the Witness Services Network professionals understand your business practices and contact center operations — and care about your success.

WITNESS SYSTEMS

Witness Systems also has offices in the following countries. Addresses, phone and fax numbers are listed on **www.witness.com**.

Australia   Brazil   Canada   Germany   India   Japan   Mexico   The Netherlands   Vietnam