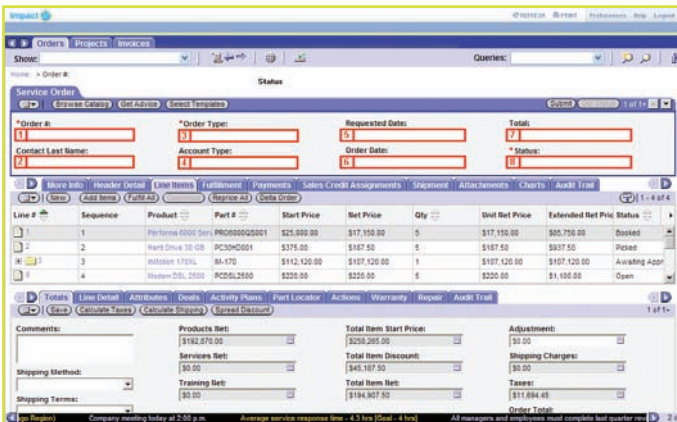


NOW YOU CAN:

- Capture customer interactions selectively using screen-based triggers that you define.
- Identify trends and patterns in agent workflow, processes, and applications that may require re-engineering.
- Be alerted to particular types of transactions as they occur.
- Target areas for improvement within your contact center and back-office environments.



of capturing the most valuable contacts. It's a practical solution for gaining useful information from the many customer contacts your center handles each day.

RECORD WHAT MATTERS MOST

Impact 360 Data-driven Recording enables you to automatically capture contacts across a full range of communications channels, including the telephone, e-mail, and Web. Customer interactions are recorded through screen-based triggers that you define, enabling you to capture specific business functions based on the values of individual fields within a particular application.

Setting up the triggers is easy — just point and click, and you're done. Because the process is so simple, you can easily change the triggers to keep pace with your business needs. A wizard on each PC monitors screen activities and triggers the recordings, with minimal impact on your network. Event triggers allow you to control the length of the recordings based on "start and stop" commands.

For example, you can set a trigger to record all interactions in which an agent or employee has opened the complaint window within your CRM application. Or you can set an alert to send e-mail notification when high-risk transactions occur. You also can establish triggers to capture when agents or other employees access a particular customer's account.

IDENTIFY OPPORTUNITY AND IMPROVEMENT AREAS AND TAKE ACTION

With Impact 360 Data-driven Recording, you can quickly identify trends, patterns, and opportunities, as well as problem areas and bottlenecks in agent workflow. And you can rapidly spot processes or applications that may require re-engineering. This enables you to take action quickly to improve the efficiency of your organization, address deficiencies in training programs, heighten employee satisfaction and retention, and improve the quality of your customers' experiences.

With Impact 360 Data-driven Recording, you can record interactions automatically through screen-based triggers that you define, and capture specific business functions based on the values of individual fields within a particular application.

CAPTURE CUSTOMER INTERACTIONS EFFICIENTLY

Today, many organizations are capturing and analyzing customer interactions to gain insight into ways of improving workflow, staff efficiency, and their product and services mix.

But while recording and reviewing transactions provides valuable information on the effectiveness of your agents, applications, and processes, you may not want to record every single transaction. In fact, unless you're recording for compliance or fraud detection purposes, it's more cost-effective to capture only representative samples of customer interactions.

That's where Witness Systems can help. We offer Data-driven Recording — an optional, add-on function that works in combination with our Impact 360™ **Workforce Optimization** and **Quality Monitoring** solution packages to automatically capture interactions selectively across multiple communications channels. Data-driven Recording provides an economical way

DATA-DRIVEN RECORDING

PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

For example, a financial services company might want to capture and learn from premium account customers in California who have over \$1 million in assets and are seeking to terminate their accounts. Identifying these customers would enable the company to spot and address the root cause of problems that are prompting churn — or to develop new products, services, and programs that might foster customer retention.

DATA-DRIVEN RECORDING – PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Data-driven Recording 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



In addition to Data-driven Recording 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.



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