

NOW YOU CAN:

- Align your contact center activities to corporate objectives by developing and deploying customized key performance indicators (KPIs).
- Incorporate KPIs from other performance systems into your Impact 360 solution.
- Collect, assess, and communicate contact center performance information.
- Enable supervisors and managers to focus on specific areas, teams, and individuals.
- Measure progress toward your goals.
- Provide valuable business insight throughout the enterprise.

Name of KPI	Compare	Actual	Goal	Score	Peer	% Met	Assessment	Notes
CEO's Top KPIs:								
Contact Quality Score		88.4	88.0			3.2%	2.0%	Monitor
Revenue Per Call		\$44.29	\$50.00			81%	3.0%	Monitor
First Contact Completion		69%	85%			2%	62.8%	No Rating
Decrease Labor Cost:								
Total Cost Per Handled Call		\$0.96	\$2.50			100.0%		No Rating
Improve Agent Productivity:								
Employee AHT		188	180			1%	74.7%	No Rating
% on Time of Staffed Customer Time		10%	8%			88%	3.0%	No Rating
% Wasteful Time (Including Hold Time)		15%	20%			47%	100.0%	Ahead Of Target
% Hold Time		15%	10%			0%	3.0%	No Rating
Increase Scheduling Efficiency:								
% on Time of Staffed Customer Time		10%	8%			88%	3.0%	No Rating
% Time In Adherence		94%	85%			93%	3.0%	No Rating
Total								

With Impact 360 KPI Scorecards, you can monitor how your contact center performs over time relative to your established goals.

TURN CONTACT CENTER DATA INTO ACTIONABLE INFORMATION

If your contact center is like most, it's awash with data from multiple systems and applications. And while this data depicts the reality of what's happening in your center, very little of it is actionable at face value. What you really need is an efficient way of consolidating and analyzing it so you can strike a balance among customer satisfaction, revenue, and productivity.

To address this need, Witness Systems offers Key Performance Indicator (KPI) Scorecards — a function that works in combination with our Impact 360™ **workforce optimization, workforce management, and quality monitoring** solutions to collect and deliver valuable business insight in a fraction of the time required by manual and other methods. Going beyond the standard KPIs provided by the Impact 360 Advanced Scorecards function, Impact 360 KPI Scorecards allow you to develop and deploy

customized KPIs that align tightly with your business, as well as incorporate KPIs from other performance systems. As a result, you can consolidate data from various systems within and beyond your contact center into actionable information that can drive your decision-making.

LEVERAGE QUANTITATIVE AND QUALITATIVE METRICS

In a typical contact center, information is spread across automatic call distributors and workforce management, customer interaction recording, CRM, learning management, and other systems. Consolidating data from these disparate systems can be time-consuming, and you still may not end up with the specific information you need. Worse yet, you may find yourself relying on metrics from only one or two systems because they're the easiest to obtain or understand.

But single-metric reporting can be deceiving. To provide real business intelligence, your analytical picture should include both qualitative and quantitative information. One without the other can result in an inaccurate assessment.

With Impact 360 KPI Scorecards, analyzing your contact center and workforce performance is a straightforward process. Information is presented via role-appropriate dashboards that enable everyone in your center — from supervisors to agents — to monitor performance. You can view and compare the performance of peers, track performance against goals, and monitor and report on performance over time. Pre-defined integrations and dynamic reporting capabilities enable you to analyze performance metrics in detail, all with a few clicks of the mouse. The result is more accurate and complete information that enables your center to take the actions necessary to gain efficiencies and increase quality.

KPI SCORECARDS

PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

UNCOVER WAYS TO OPTIMIZE PERFORMANCE

Impact 360 KPI Scorecards enable you to generate performance scorecards from our extensive library of industry-accepted, best-practice KPIs. Alternatively, you can use the predefined KPIs as a foundation to build your own measurements.

This information allows you to understand how your contact center is performing so you can communicate that information to every level of your organization. Moreover, supervisors and managers get valuable insight into the performance of individuals and groups, enabling them to target specific areas for improvement. Agents and other users can even create their own scorecards for a succinct look at their progress against the goals that are important to them. A browser-based interface enables your executive team to easily access this information, providing them with a comprehensive view of operations and areas in which your organization can improve.

EXAMINE PERFORMANCE METRICS EASILY

Impact 360 KPI Scorecards include tools for delivering a panoramic or close-up view of your operations. They produce a wide array of user-defined summaries (historical and trend) and detailed analyses (adherence, productivity, quality and others) in a report, graph, or exported medium. You can readily examine all of the performance metrics in your contact center and their impact on one another (such as the effect call control skills have on average talk time) and proactively refine sales and service processes.

Impact 360 KPI Scorecards can be used to combine and assess data from customer information, order entry, quality, learning management, and other custom applications, providing your management team with a focal point for improved performance enterprise-wide. What's more, you can be up and running and gaining real business intelligence and advantage in a matter of weeks, not months.

KPI SCORECARDS – PART OF THE IMPACT 360 WORKFORCE OPTIMIZATION SOLUTION

Impact 360 KPI Scorecards are a function of the Impact 360 workforce optimization solution from Witness Systems. Only Impact 360 brings together workforce management, quality monitoring/full-time recording, e-learning, and performance management under a flexible, scalable framework that provides a single user interface and centralized access to data and reports. By unifying these components under one architecture, Impact 360 maximizes the information flow within your enterprise while minimizing the complexity of system administration.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS



In addition to KPI Scorecards 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 Witness Systems' seasoned consultants, who have years of experience with 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 Witness Systems services are delivered by professionals who understand business practices and contact center operations — and care about your success.



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