



Quality Monitoring: Reinvented

It's your goal.

It's our philosophy.

Improve everything.™



WITNESS SYSTEMS











REINVENTING QUALITY MONITORING FOR TODAY'S EVOLVING CONTACT CENTERS

Your business is increasingly challenged to capture, manage, and learn from your complete range of customer interactions. And while quality management remains a priority, you expect your contact centers to function more strategically by providing customer intelligence about your products, services, and processes.

Witness Systems can help. We offer **Impact 360™ Quality Monitoring**, proven, easy-to-use software and services that combine call recording functionality with performance management and actionable learning capabilities. With Impact 360 Quality Monitoring, you can reliably capture, evaluate, retrieve, and learn from customer interactions across multiple channels and sites, and apply that valuable customer data strategically to maximize revenue, control costs, and increase customer satisfaction.

Impact 360 Quality Monitoring is part 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 administration. By unifying these components under one architecture, Impact 360 maximizes the information flow within your enterprise, while minimizing the complexity of system administration.

NOW YOU CAN:

-  Implement a browser-based quality monitoring solution that combines quality monitoring functionality with performance management and actionable learning capabilities.
-  Share contacts containing valuable customer intelligence and competitive insight across the enterprise.
-  Respond rapidly to opportunities through real-time notification.
-  Consolidate data from multiple systems, channels, and sites into reports and scorecards for more holistic, simplified decision-making across the enterprise.
-  Analyze key performance indicator (KPI) variances from agent to contact center.
-  Drive best practices by turning customer interaction recordings into training.
-  Save time and increase productivity by automatically assigning and delivering learning.
-  Identify customer contact trends using structured tags.
-  Explore unstructured data and gain new insight into emerging trends and opportunities with speech analytics.
-  Integrate with Impact 360 Workforce Management, as well as other workforce management solutions on the market.

IMPACT 360 QUALITY MONITORING PROVIDES A WIDE RANGE OF FUNCTIONALITY:

- Application Analysis • Centralized Archiving • Competency-based Learning
- Contact Editing • Contact Visualization • Data Capture • Data-driven Recording
- e-Learning/Lesson Management • Evaluations • KPI Scorecards • Speech Analytics
- Strategic Planning • VoIP and TDM Voice Recording/Search and Replay

USE RECORDINGS TO HELP IMPROVE YOUR BUSINESS

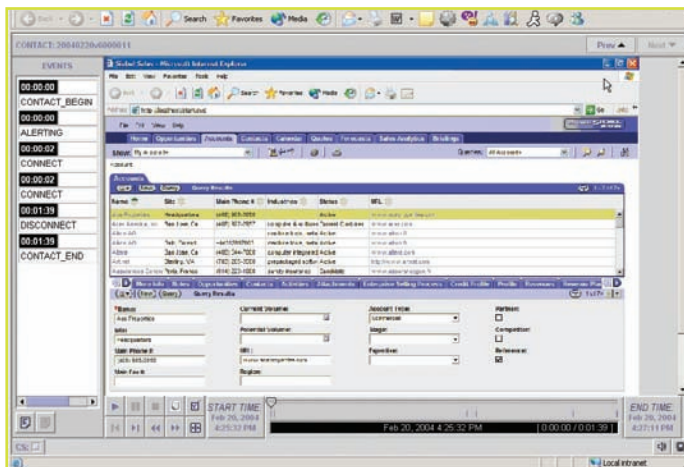
Impact 360 Quality Monitoring includes software and services that provide high-volume and business-driven recording functionality. Whether you operate a single contact center or multiple centers that deliver service via the telephone, voice over IP, e-mail, and the Web, Impact 360 Quality Monitoring can help you achieve your contact center goals.

Unlike other recording systems in the market, Impact 360 Quality Monitoring uses open, standard platforms, freeing your business from the constraints and complexity posed by proprietary systems. Based on industry-standard PC platforms and voice cards, Impact 360 recording takes advantage of technological advances for maximum scalability. The software can support tens of thousands of channels and multiple sites around the world, efficiently and cost effectively.

With Impact 360 Quality Monitoring, you can record up to 100 percent of interactions and can easily search and replay recorded contacts, no matter where they were recorded within your enterprise. The result is a highly scalable voice-recording platform that delivers simple, efficient access to calls recorded in traditional, IP or mixed telephony environments.

Impact 360 Quality Monitoring includes advanced data storage, retrieval, and presentation capabilities, along with tools to evaluate and enhance agent performance and training. With Impact 360 Quality Monitoring, your center can move beyond capturing customer contacts and start assessing how well your agents interact with your customers and how effectively your processes and technologies support them.

Impact 360 Quality Monitoring provides a broad range of functionality:



Impact 360 Quality Monitoring files recorded interactions automatically in browser-accessible folders for easy, intuitive search and replay.

Contact Recording – Impact 360 Quality Monitoring enables you to capture, manage, and learn from the complete range of customer interactions — voice, Web chat, e-mail, and more. You define the conditions for random, scheduled, selective, or 100 percent recording. The solution features patented, synchronized voice and data recording, allowing you to capture conversations between your customers and agents, as well as the corresponding activities taking place at agents' desktops — such as keystrokes, data entry, and screen navigation. And it captures interactions just as they occurred, from beginning through after-call wrap-up.

For example, you may need to record all interactions for sales verification purposes. Or you may want to capture a representative sample of contacts to assess how your agents are interacting with customers, whether your processes and technologies are effective, or how receptive customers are to your new marketing campaign.

Recordings can be triggered and filed based on business rules that you establish and can be changed quickly to reflect your shifting business

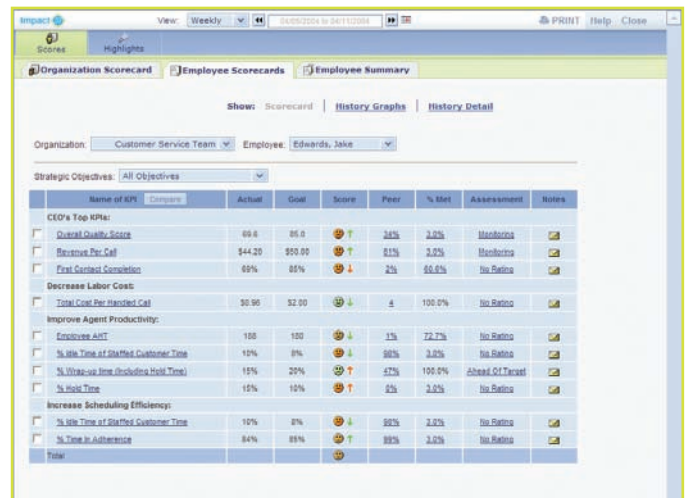
priorities. This allows you to capture the types of interactions that drive your key focus areas, goals, and performance.

Impact 360 Quality Monitoring then initiates enterprise collaboration by notifying individuals or groups of the captured contacts via e-mail, pager, or mobile device and files the recorded interactions automatically in designated folders.

Contact Management and Retrieval – Recorded interactions are filed automatically in browser-accessible folders for easy, intuitive search and replay. This enables authorized users throughout your company to view the entire flow of the contact, including all transfers, conferences, and hold times. Reviewers can make notes by adding voice and text annotations to recorded contacts for others to review, or for training purposes. With the proper security, you can export these interactions to non-system users in an AVI format that can be played on any multimedia PC.

Performance Evaluation – Impact 360 Quality Monitoring allows you to gain a detailed picture of performance and benefit from a full quality assessment. Our evaluation functionality facilitates scoring of agent performance through customized forms, reports, and graphs that summarize and provide immediate performance feedback to you. In addition to supporting coaching and development with regular performance input, it also enables your supervisors and quality analysts to calibrate evaluations across centers and streamline the way contact center productivity is measured.

KPIs and Agent Scorecards – Impact 360 Quality Monitoring contains role-appropriate scorecards that display actual employee performance metrics. These scorecards provide an extensive set of predefined key performance indicators (KPIs) – or the ability to create your own – enabling your contact center staff to see how they're performing against their goals. This visibility into performance can motivate your agents to improve, while enabling managers to focus their efforts on problem areas.



Key performance indicators, along with role-appropriate scorecards, show your staff how they're performing against goals.

Actionable Learning – To help your agents develop their skills and career paths, Impact 360 Quality Monitoring enables you to produce your own library of best practices from recorded customer interactions. By leveraging your finest examples of customer service, you can help your agents learn valuable skills and procedures. A customized piece of learning can be created in just a few minutes, and a high quality, interactive learning clip in only a few hours. In fact, creating learning clips is so easy that you can readily develop content for products and services, campaigns and programs, or policies with a limited shelf life — something that's impractical with traditional course development software.

Learning can be automatically assigned and delivered directly to your agents' desktops based on identified skill gaps and learning opportunities — and/or supervisors can select the appropriate training sessions from a library of courseware and assign them to your agents. A flexible system of access rights enables supervisors to browse through course completion reports and subsequent performance records for individual agents, teams, or the contact center as a whole. It's an efficient, consistent way to handle training across your entire enterprise.

Contact Visualization – Impact 360 Quality Monitoring depicts volumes of captured interactions graphically, allowing you to quickly identify patterns and trends within your recorded contacts. A color-coding classification based on nature and outcome enables you to search through, pinpoint, retrieve, and view interesting or unusual contacts easily, allowing you to focus on areas of interest.

Speech Analytics – Impact 360 Quality Monitoring leverages leading-edge speech analytics, data-mining, and trend-minding capabilities for analyzing your customer interaction content. With these robust capabilities, you can extract key information from recorded calls by analyzing interactions for specific words and phrases, storing relevant details for in-depth analysis, and flagging interesting or unusual contacts for further assessment. Management gains much-needed insight from detailed analysis on opportunity and improvement areas, emerging trends and patterns, and the root causes that drive contact volume in your center.

Data-driven Recording and Application Analysis – With Impact 360 Quality Monitoring, you can capture desktop activities using screen-based triggers that you define. With this insight, you can rapidly identify trends and patterns in agent workflow. Graphical reports illustrate which applications your staff uses — including how they use them, when, and for how long. By triggering screen recordings or other actions, you gain an analytical view of desktop workflow, as well as determine whether business applications and productivity tools are correctly configured for optimum use.

Centralized Administration and Reporting – Impact 360 Quality Monitoring provides centralized administration and reporting, even across multiple sites. Powered by Cognos, Impact 360's reporting module allows you to choose from an extensive list of preconfigured reports or easily develop custom, ad hoc reports using online evaluation and e-learning data. By streamlining these often time-consuming procedures, Impact 360 enables you to make better decisions, faster — and to implement them right away.

Additional Functions – At Witness Systems, we understand that contact centers have different goals and needs. That's why we offer a range of optional functions that provide a convenient, cost-effective way to help you address specific customer service issues. Additional functions include centralized archiving, strategic planning, and more.

RECEIVE GUIDANCE FROM WORLD-CLASS CONSULTANTS



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 from 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 services, 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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