

Impact 360® Success Story: WOWOW Communications, Inc.

CUSTOMER:

WOWOW Communications, Inc.

INDUSTRY:

Communications Services

SOLUTIONS:

- Impact 360® Quality Monitoring
- Impact 360 Workforce Management

IP ENVIRONMENT:

Avaya

REGION:

APAC

LOCATION:

Headquartered in Yokohama, Japan

NUMBER OF AGENTS:

1,500 across contact center sites in Okinawa, Sapporo, Tokyo and Yokohama

RESULTS:

- Enhanced service quality
- Calibrated staff evaluation process and increased quality scores
- Heightened forecasting and scheduling accuracy, leading to better service
- Enabled staff resource sharing across multiple contact center locations
- Supported staff development and training

OPPORTUNITY

WOWOW Communications, Inc., an affiliated company of satellite broadcaster WOWOW, operates distributed contact centers across Japan in support of its growing customer service businesses. Established in 1998, the majority of its initial business included center operations for its parent company. Since then, it has acquired contracts from other industries, leading to a more than 50 percent expansion. WOWOW Communications had revenue of JPY 8,118 million yen for the year ended March 31, 2007.

Adding to its breadth of services in contact center operations, WOWOW Communications also does business in telemarketing, customer relationship management (CRM), membership services and solution building. In addition to diversifying its business model, this growth has enabled the company to further differentiate itself in the market. Keeping quality front-and-center, ensuring customer satisfaction and attaining new business are core to the company's model. Its strategic objectives are to promote value-added service offerings in the contact center industry, and a highly efficient and transparent contact center management environment.

Explains Mr. Hidetoshi Taguchi, Resort Business Center Division Sub-general Manager in charge of the company's Sapporo-based contact center, "We want to push our business upwards by achieving differentiation in the market through quality-focused service."

SOLUTION

Accelerating Business through High Quality Service

To support and advance its focus on world-class service, WOWOW Communications selected and implemented Impact 360 Quality Monitoring and Impact 360 Workforce Management from Verint Systems Inc. and its Verint® Witness Actionable Solutions™ business line. Following its migration to an Avaya IP network, it deployed the Impact 360 solutions across its large-scale contact centers located in Okinawa, Sapporo, Tokyo and Yokohama. Together, these centers employ more than 1,500 customer service representatives.

In building and expanding its contact center business, WOWOW Communications has made quality a top priority. Its "conierge" customer support service is built around "the heart of hospitality," and has resulted in high client satisfaction levels. Impact 360, the company reports, has been a strategic and supporting driver of this.

Leveraging the solution, the company is able to effectively capture, evaluate and learn from its customer interactions. This has enabled it to not only assess how well its staff interacts with customers, but also how effectively its processes and technologies support them in doing so. With Impact 360 Quality Monitoring, WOWOW Communications leverages synchronized voice and data recording to capture conversations between its customers and agents, as well as the corresponding activities taking place at agents' desktops – such as keystrokes, data entry and screen navigation. The company also uses the software's evaluation capabilities to help enhance staff performance and training.

"Impact 360 Quality Monitoring has revolutionized our contact centers," explains Mr. Norio Ogasawara, Sub-general Manager of the IT System Integrate Service Division in charge of system development for WOWOW Communications. "Agent evaluations using Excel, for example, can end up being individualistic and non-transparent, and the bias of the supervisor can come through. Impact 360 provides that much needed objectiveness and calibration, which is an agent motivator." WOWOW Communications reports that the software has been embraced by its staff – with more and more cases of agents reminding supervisors of their own evaluations, taking an active interest in further advancing their skills.

Impact 360 Success Story: WOWOW Communications, Inc.

"The Impact 360 software has proven its value and is viewed as strategic and essential in helping us deliver on the quality-focused service we pride ourselves on. Impact 360 Workforce Management delivers great efficiencies across the board."

– MR. HIDETOSHI TAGUCHI, RESORT BUSINESS CENTER DIVISION, SUB-GENERAL MANAGER,
WOWOW COMMUNICATIONS, INC.

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Maximizing Resources; Gaining Operational Efficiencies

Impact 360 Workforce Management has automated and simplified forecasting and scheduling for WOWOW Communications, enabling the company to staff appropriately to meet workloads, and improve service by scheduling the right agents with the right skills at the right time.

The solution also has significantly increased the effectiveness of staffing and resource allocation across WOWOW Communications' contact center operations. For instance, if call volumes in its Sapporo center rise, staff from the Yokohama center can help offset the interactions and service those customers — creating a virtual, remote workforce environment — through the capabilities of the workforce management software and Avaya IP infrastructure.

"By using Impact 360 Workforce Management, forecasting and scheduling management is automated. This enables us to focus on the business and moving to the next step. It delivers great efficiencies across the board," explains Mr. Taguchi.

Adds Mr. Ogasawara, "In today's markets, it has become increasingly important to differentiate our business and heighten customer

satisfaction with services. The age where customer support is only the administrative processing of complaints has long passed."

With agent evaluations based on extensive and accurate data, and with simple and mobile workforce planning, WOWOW Communications' contact centers have become a vital source of business intelligence and competitive advantage.

Beyond quality and workforce management, the company has organized a research college for agents to help improve skills and achieve higher value-added services. To maximize staff training and development, including reinforcing knowledge and skill proficiencies, the Impact 360 solutions have proven to be essential.

Adding Impact 360 to its operations has resulted in efficiency and effectiveness gains in agent quality evaluations, forecasting and scheduling accuracy, and the ability to holistically optimize workforce performance.

Concluded Mr. Taguchi, "The Impact 360 software has proven its value and is viewed as strategic and essential in helping us deliver on the quality-focused service we pride ourselves on."

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ is the leader in analytics-driven workforce optimization. Its solutions are designed to help organizations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behavior, and optimize the customer experience across contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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