



The Power of *Why*

Using Root Cause Analytics to Drive
Superior Performance

A Verint Systems Executive Brief

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Preface



By understanding the context and root cause of each customer interaction, companies can do more to reach goals on increasing revenues and reducing customer churn.¹

Forrester Research

Contact centers have never had more tools for collecting data, nor more solutions for counting it. Managers today have lots of information about what their contact centers are doing, from call volumes and handling costs to revenue, operational overhead, and customer churn.

Yet, with all of this data at hand, many organizations still do not understand why these outcomes occur. And knowing *why* they occur is fundamental to knowing *how* to either improve them or more readily achieve them.

To illustrate this dilemma, let's look at the real-world limitations of knowing *what* without *why*:

Even with a significant QM investment, your contact center is sometimes viewed as a potential threat to customer relationships, rather than an asset. Do agents understand what matters most to your customers — do they really listen to what customers are saying — or are they only “going through the motions?” Who are your most important customers, and are agents effective with them? Can agents identify and effectively handle the interactions that have the most value for your company? *Are you assessing contact center quality only in terms of broad agent skills or with regard to specific business goals?*

Despite an initiative to reduce contact center costs, average handle time is rising. Why do some agents have lower handle times? Have they received more specialized training? Are technical support staff more readily available to take questions during these agents' shifts? Is shorter handle time the result of greater agent efficiency or lack of attention to customer needs? *How can you optimize call handling without knowing which factors contribute to more effective performance?*

One month after new product training for agents, up-sell conversion rates are not significantly improving. Do agents lack critical sales skills, or are they just unwilling to sell? Do agents up-sell and cross-sell to the appropriate customer segments or do they target all customers, including those calling with complaints? Do your new products truly address the needs of the marketplace, and how do your best customers perceive them? *How can you improve conversion rates if you do not know the reasons why some sales efforts succeed and others fail?*

Call volume has been steadily increasing for no apparent reason. Why are customers calling? Are they calling about backorders, incomplete shipments, malfunctioning products? Are your new invoices difficult to understand? Do customers call because your self-service channels are difficult to use? Has customer dissatisfaction with a competitor's offering spurred new interest in your company? *If you do*

not know why calls are increasing, how can you take action to exploit new opportunities and reduce unprofitable call volume?

Clearly, insight into the source of performance trends and business outcomes can empower your organization to leverage positive performance factors and minimize negative ones. This executive brief examines how root cause analytics can help you build more profitable and successful performance strategies and more effectively align your contact center and your QM program with strategic business objectives.

Verint. Powering Actionable Intelligence.®

Verint® Systems Inc. (NASDAQ: VRNT) is a leading global provider of analytic software-based solutions for security and business intelligence. Verint solutions help organizations make sense of the vast voice, video, and data available to them, transforming this information into *actionable intelligence* for better decisions and highly effective performance.

Since 1994, Verint has been committed to developing innovative solutions that help global organizations achieve their most important objectives. Today, organizations in over 50 countries use Verint solutions to enhance security, boost operational efficiency, and fuel profitability.

Verint has been a pioneer in the analytics space and its root cause analytics solutions and approach are delivering strong value to their enterprise customer base. ²

Seema Lall, Frost & Sullivan

ULTRA Analytics has enabled us to identify and enhance many of the critical processes that support customer-centric programs within the contact center and across our business. It is helping us transform our contact center into an Enterprise Business Intelligence center. It's worth its weight in gold.

Gerry Leavitt, Director of Client Services, John Hancock

Using Root Cause Analytics to Drive Superior Performance

As we have seen, understanding the underlying causes of performance trends and outcomes is critical to determining exactly *how* to more effectively improve quality, lower costs, generate revenue, increase customer satisfaction, and achieve other important business objectives.

This *actionable intelligence* is not generally available using the contact center tools you have at hand. Your QM and transaction management applications and your IVR, ACD, and CRM systems are all designed to provide accurate statistical information about *what* is happening in your contact center, but not *why*. Like many organizations, you probably rely on your staff's anecdotal assessments to provide business-critical information, with subjective and sometimes misleading results.

Without advanced, automated analytic technology, it is very difficult to assess, correlate, and generate value from the abundant information you collect. And it simply is not feasible to play back the tens of thousands of interactions in your contact center to understand why customers call, where new opportunities exist, and which behaviors contribute to specific business outcomes.

Acquiring this critical intelligence requires advanced analytic technologies that can automatically:

- Determine which circumstances and behaviors actually impact Key Performance Indicators (KPIs), specific ways to produce better results, and the changes that will have the most significant impact on contact center and business outcomes
- Assess the content of contact center interactions for timely customer and market intelligence
- Leverage all available data to create a complete view of operational effectiveness: from the content of CRM screens and other agent desktop applications, to CTI and other call handling information, to the actual content of customer calls
- Help align your contact center with strategic business goals

Root cause analytics connect your contact center to your company and your company to your customers.

*The alignment of enterprise corporate objectives with contact center operational objectives, which have in the past been independent silos, is critical to increase the strategic value of these operations. Analytics ... that offer a systematic approach toward enhancing the functioning of contact center operations are best suited for this purpose.*³



Sales may be up or down, call volume may fluctuate, customer churn might be on the rise.

How can you determine which factors in your contact center, your company, and your marketplace are responsible?

The ABCs of Analytic Solutions

Today's marketplace offers an array of analytic solutions. Selecting the right solution requires a clear understanding of the capabilities you require and the analytic methodologies that can best deliver them.

Consider these ABCs when evaluating root cause analytic solutions:

Accurate, Timely Findings

Business Relevance and ROI

Clarity, Usability, and the Power to *Transform*

Accurate, Timely Findings: What You Don't Know Can Be Significant

The first requirement of effective root cause analysis is accurate and timely findings; anything less can lead you to focus on the wrong activities or to initiate ineffective, even damaging courses of action.

The *Complete* Picture: Leveraging Information across Enterprise Systems

Information mobility is key to producing accurate and timely intelligence. Your company undoubtedly collects large volumes of data in an array of enterprise systems: in performance reports, CTI systems, SFA and CRM screens, call handling statistics, and recorded customer interactions. Only by considering and correlating all of this structured and unstructured data can analytics understand the *complete* context in which the customer experience occurs in order to identify the most important metrics and the most significant interactions.

The Voice of the Customer: Finding Root Cause with Speech Analytics



Your customer interaction recordings are a rich source of information about what customers want and need and how well your company delivers it to them. Speech analytics are well suited for distilling this intelligence from call content. However, many speech analytic solutions produce unreliable results because they rely primarily on word spotting, which identifies a limited number of predefined words using speech-to-text or phonetic engines.

This limited word set is unlikely to produce accurate, meaningful results. Different people may describe the same situation using different words. Any one individual may use almost the same words to describe any number of different situations. And any one situation can be described in a myriad of ways: *it's broken, it doesn't work, this is defective, the parts are missing, where is the part, won't function, can't find the bolts ...* the possibilities can be limitless.

Clearly, searching for words out of context is unlikely to produce accurate insights. Plus, word spotting erroneously assumes that users know all of the important trends in advance and can predict all of the words that customers will use to describe these situations.

At a time when customer experiences are the next competitive battle, we need to launch a new approach to customer experience execution. We can no longer afford to leave our employees guessing as to what experience our customers want. ⁴

This is not to say that speech-to-text transcriptions and word spotting have no place in generating intelligence — only that they are not sufficient by themselves. Additional automated analytic capabilities are required to make them effective.

A speech analytic solution should replace subjective anecdotal analyses and out-of-context statistics with fact-based intelligence about your company, products and customers. Smart category builders are an excellent way to do this; they surface opportunities, issues, and trends that you might not otherwise think to look for by intelligently categorizing calls based on issues that are specifically important to your company; for example, Billing Errors, Incomplete Transactions, First Call Resolution, New Product Campaigns, etc.

Additionally, speech analytic solutions should be able to pinpoint underlying causes for these issues by identifying common factors and associations within each specific category. And these solutions should provide you with up-to-date market and customer intelligence by continually assessing new call content to define and refresh categories.

Intelligence from call content analysis becomes even more *actionable* when integrated with contact center performance intelligence — for example, finding why calls about backorders are taking 20% longer to handle than calls about billing, deliveries, or new product orders — which brings us to performance analytics.

What Performance Metrics Really Mean: Going Beyond the Limitations of Statistical Data

Most contact center managers are virtually drowning in performance data — more data than they can easily correlate and absorb. Performance analytics can make sense of all these reports, charts, and graphs by automatically revealing the underlying causes of specific performance metrics, from increased transfers and longer hold times to reduced productivity and lower customer satisfaction scores.

An effective performance analytic solution should also help you identify which metrics are most significant, which actions you can take and the circumstances you can change to improve metrics, and the impact that this will have on contact center performance. This performance intelligence enables you to focus not just on the behaviors that are easiest to change, but on those that are most impactful.

Like speech analytic solutions, performance analytics should not require you to know in advance which relationships and data will be significant. Performance analytic solutions built on data mining can automatically surface subtle, even counter-intuitive intelligence from large volumes of contact center data without prior knowledge of trends and associations. And while most organizations evaluate no more than 1% of all interactions, data mining enables you to mine *all* performance data for accurate and actionable insights and automatically calibrated results.

Performance analytics should do more than confirm what you already know, because what you *don't* know about your contact center and your customers really can be significant.

Companies must look beyond traditional metrics when faced with rising costs for managing their contact centers. It is important to identify whether increased traffic is due to lack of agent experience or inefficient internal processes. ⁵

Business Relevance and ROI: The Intelligence That Your Organization Needs



Analytics focus QM programs on what matters most.

Contact center and other enterprise managers require up-to-the minute performance information, but have little time to sort through volumes of data in scores of reports. Root cause analysis delivers timely, pertinent, *actionable* intelligence by zeroing in on the factors that are critical to your organization’s success. In fact, analytic solutions provide optimal value when they align your contact center with key business objectives — when they focus your quality programs on the interactions and behaviors most relevant to business goals.

Multiplying the Return on Your QM Investment

Traditional QM is costly and time intensive. Its focus is generally on agent compliance, rather than the impact of agent performance on critical business outcomes. This detracts from the effectiveness of QM programs. However, speech, screen, and performance analytics can increase the value of QM programs by focusing QM activities on the contacts that matter most.

These analytic technologies can identify calls with significant business impact, such as:

- Calls from VIP customers
- High-value transactions
- First call resolution issues
- Competitive threats
- Customer complaints
- Training gaps
- Low customer satisfaction scores
- New product launches

By delivering these calls to supervisors and other managers for evaluation, the focus shifts from random calls to the calls most relevant to business objectives. Automatic delivery of these calls enables supervisors to focus on agent evaluation and coaching, rather than on the mechanics of call search and selection. It makes supervisors more productive and effective by realigning QM activities with key business challenges and goals — by spending your QM resources on what matters most to your business.

These benefits can be readily achieved, however, only when analytic solutions are fully integrated with your recording and quality platform. This integration, combined with the ability to intelligently deliver recordings and findings throughout your organization, can transform quality into an *enterprise* initiative, with potential enhancements for every department that impacts your customers. Which brings us to the third key attribute of an analytic solution: clarity, usability, and the power to transform.

People, and the companies they work for, are awash in heaps of information—information growing far faster than any person’s or any company’s ability to assimilate it ... The Bottom Line: The companies that design intelligent systems and disciplines, and that make the best use of the vast knowledge available to them, will have the most successful businesses in the future. ⁶

Clarity, Usability, and the Power to Transform

Even the most sophisticated root cause analytic solution has limited value if the intelligence it produces cannot be readily understood, used, and shared.

At their most basic, your analytic solutions should be intuitive to use and readily available. They should be designed not for analytic specialists, but for business users — the people whose keen understanding of your company’s operations and challenges positions them to ask the right questions and rely on the results.

Your analytic solutions should produce intelligence that is clear and easy to understand. For example, a visual display delivers intelligence that you can immediately comprehend. Even better, a role-based dashboard can tell you in an instant what you need to know.

Analytic solutions that are fully interoperable with your other contact center applications facilitate rapid deployment and smooth operation. Plus, they enable critical information to be shared among applications for generating more comprehensive and accurate intelligence, initiating appropriate action, and measuring the results.

For optimum return on investment, analytic solutions should drive quality improvements throughout your organization by delivering critical intelligence to every department that shapes customer satisfaction and value.

And they should align your quality program with the objectives most important to your business.

Finally, truly effective analytic solutions have the power to *transform* ...

To transform ordinary interactions into extraordinary intelligence

To transform agents and supervisors into business champions

To transform your contact center into an enterprise asset



Role-based dashboards tell business users what they need to know at a glance.

.....
*As basic and even simplistic as it sounds to align a business strategy with customer needs, the simple truth is that companies following this path tend to succeed more directly than those that don't.*⁷

ULTRA Analytics: Actionable Intelligence for a Smarter Enterprise™

ULTRA® speech, screen, and performance analytics help organizations leverage the information in contact center interactions to make better decisions and achieve more successful business outcomes. ULTRA analytics reveal the underlying causes of performance trends and business outcomes — why agents underperform, why customers are dissatisfied, why enterprise processes are ineffective. Armed with this intelligence, you can take rapid, corrective action for achieving business goals.

ULTRA analytics leverage call content and data from ULTRA applications and reports, agent evaluation forms, contact center metrics, customer surveys, CTI and CRM systems, and other desktop applications to generate highly comprehensive and accurate intelligence.

Full integration with the ULTRA Enterprise recording platform facilitates deployment, streamlines operations, and leverages ULTRA’s role-based workflow to deliver intelligence company wide, according to each user’s authorization, role, and information requirements.

And ULTRA’s graphical, drill-down reports and role-based dashboards present findings that business users can readily understand and use.



Metric Name	Performance	Value	Goal	Next Worst Findings
Contact Metrics				
Average Handle Time	12.8%	0:23	2:37	<= 3:00 0:06
Average Hold Time	10.0%	0:03	0:27	<= 0:30 00:04
Average Number of Holds	10.0%	0:05	0:45	<= 0.5 0:05
Up Selling	14.0%	4.3		
Security Check	4.0%	9.6		
Total Quality Score	1.3%	91.2		
First Call Resolution	3.1%	82.4%		
Customer Satisfaction	3.8%	83.0		
Emotions	18.0%	3.5%		
Customer Retention	24.3%	8.2%		
Productivity Metrics				
Contacts Handled per Agent per Day	14.4%	7.3	57.3	>= 50 3.8
Payment Tak. Time per Day	11.4%	-8.0%	6.2%	>= 70% 5.9%
Quality Metrics				
Up Selling	14.0%	-0.7	4.3	>= 5.0 0.4
Security Check	4.0%	9.6	9.6	>= 10 0.3
Retention Calls - Passed	18.0%	-0.9	-1.1	>= 5.0 0.1
Total Quality Score	1.3%	1.2	91.2	>= 90.0 2.3
Customer Experience Metrics				
First Call Resolution	3.1%	2.6	82.4%	>= 85 4.4
Customer Satisfaction	3.8%	3	83.0	>= 80 4.9
IntelliFind Categories				
Emotions	18.0%	0.5%	3.5%	<= 3.0% 1.3%
Customer Retention	24.3%	1.2%	8.2%	<= 5.0% 1.4%



QM to the Power of *Why*[™]: Realizing Greater Value from Quality Programs

When used with the ULTRA IntelliQuality[™] solution, ULTRA analytics focus quality programs on the interactions most relevant to business objectives. ULTRA's analytics-based QM automatically selects calls for delivery to supervisor and manager desktops based on important business criteria — for example:

Business issues, such as regulatory compliance or a new sales campaign

Customer experience indicators, such as emotional calls or escalations to supervisors

Customer churn triggers, such as competitive threats or backoffice process problems

Market segments, such as VIP customers or customers in locations with high per capita income



Together, ULTRA IntelliQuality and analytics focus QM activities on the customers and interactions with maximum business impact, aligning QM programs with strategic business goals. This focused approach to quality generates significantly greater ROI from your QM program than ordinary QM solutions alone.

The ULTRA Analytics Solutions

ULTRA IntelliMiner Performance Analytics

ULTRA IntelliMiner[™] analyzes customer interaction data to determine the root cause of contact center performance and outcomes and the actions that can most significantly enhance them. Using Verint's patented data mining technology to automatically surface cause/effect relationships and subtle patterns in contact center performance, IntelliMiner dramatically reduces the need for you to review volumes of reports to determine the most important performance metrics and how to address them.

The Relationship of KPIs to Outcomes: Aligning the Contact Center with Business Goals

IntelliMiner goes beyond conventional CTI data analysis by also considering quality scores, calls segmented into business categories (by ULTRA IntelliFind), survey results, and CRM and transaction data to determine the relationship of KPIs to targeted business outcomes. IntelliMiner helps you understand the importance of contact center metrics and how they impact business performance; for example:

- Why is call handling time so low for calls in which customers cancel their accounts? (Agents are not trying to dissuade callers from canceling.)
- Why is call handling time much lower on weekends than weekdays for callers requesting information about a new product? (Agents are telling customers to call back on Monday.)
- Why is call handling time higher for billing issues? (Agents do not have visibility to billing screens and must get the information from the Accounting Department while the caller holds.)

*Verint's Quality Monitoring products and its 'Actionable Intelligence' concept have been positioned very successfully as vehicles driving enterprise quality. It is this successful positioning and the technological strength of its analytics product line that has resulted in its products being viewed as strategic value add implementations by customers.*⁸

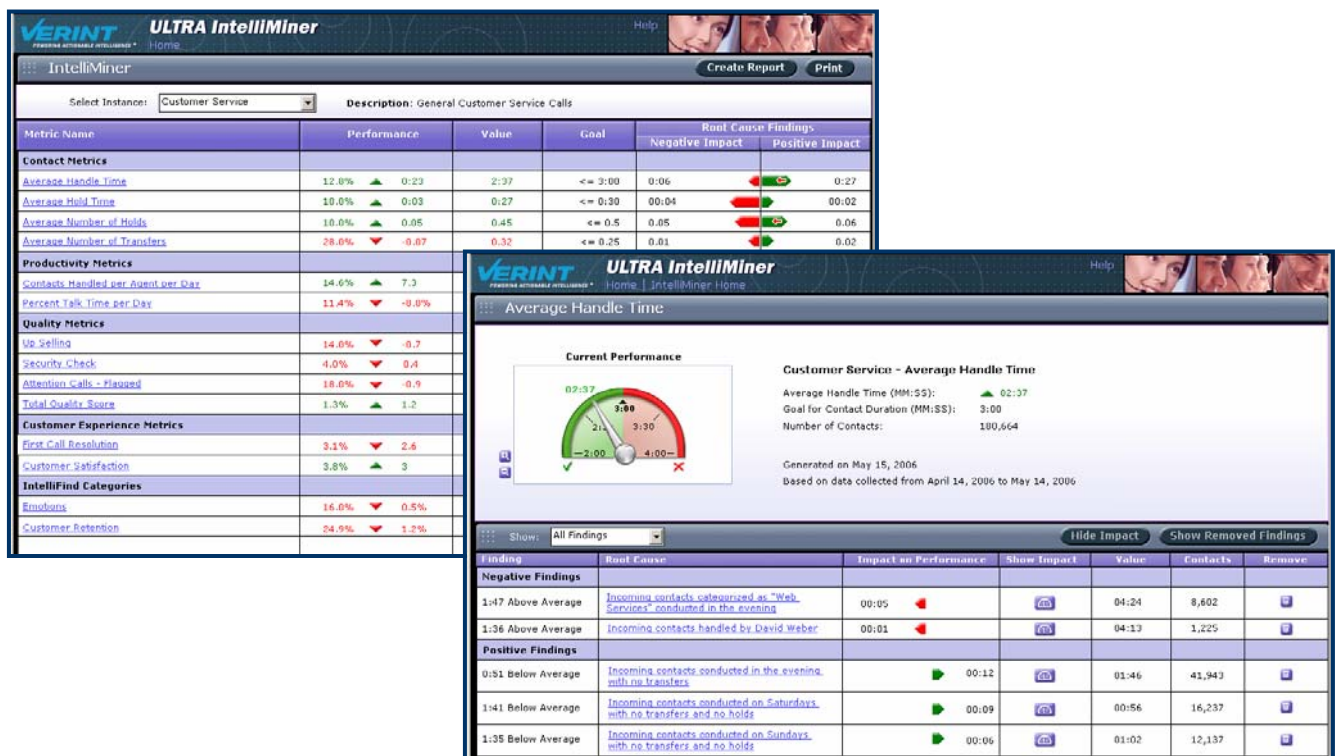
The Root Cause of Performance Metrics: Making Quality Initiatives More Effective

IntelliMiner also shows the circumstances and behaviors that contribute to specific performance metrics and suggests how changing them will affect these outcomes. By revealing not only *what* is happening, but *why*, this powerful performance analytic solution can help you make better-informed decisions and focus your quality initiatives where they are likely to have the most positive, significant impact.

The IntelliMiner Scorecard: Performance Intelligence at a Glance

IntelliMiner presents performance intelligence in an easy-to-use scorecard that can be customized according to line of business and other business criteria. The IntelliMiner Scorecard shows at a glance how contact center and agent quality and productivity performance compare to set goals.

IntelliMiner prioritizes each root cause finding based on how much it is impacting KPIs and, with the click of a mouse, displays the improvement that can be gained by changing specific circumstances or behaviors. Contact center managers can see the metrics on which they need to focus and the circumstances and behaviors that most significantly impact them. And with a single click, they can drill down for more details and listen to calls that are representative of findings.



The screenshot displays the Verint ULTRA IntelliMiner interface. The top section shows the 'IntelliMiner' scorecard for 'Customer Service' with a description of 'General Customer Service Calls'. It lists various metrics such as Average Handle Time, Average Hold Time, Average Number of Holds, Average Number of Transfers, Contacts Handled per Agent per Day, Percent Talk Time per Day, and Quality Metrics. A detailed view of 'Average Handle Time' is shown, featuring a gauge chart with a needle pointing to 02:37, indicating current performance against a goal of 3:00. The interface also includes a table of findings, categorized into Negative and Positive Findings, with columns for Finding, Root Cause, Impact on Performance, Show Impact, Value, Contacts, and Remove.

Metric Name	Performance	Value	Goal	Root Cause Findings	
				Negative Impact	Positive Impact
Contact Metrics					
Average Handle Time	12.8% ▲ 0:23	2:37	<= 3:00	0:06	0:27
Average Hold Time	18.0% ▲ 0:03	0:27	<= 0:30	00:04	00:02
Average Number of Holds	18.0% ▲ 0:05	0.45	<= 0.5	0.05	0.06
Average Number of Transfers	28.8% ▼ -0:07	0.32	<= 0.25	0.01	0.02
Productivity Metrics					
Contacts Handled per Agent per Day	14.6% ▲ 7.3				
Percent Talk Time per Day	11.4% ▼ -9.8%				
Quality Metrics					
Up Selling	14.6% ▼ -0.7				
Security Check	4.0% ▼ 0.4				
Attention Calls - Flagged	18.6% ▼ -0.9				
Total Quality Score	1.3% ▲ 1.2				
Customer Experience Metrics					
First Call Resolution	3.1% ▼ 2.6				
Customer Satisfaction	3.8% ▲ 3				
IntelliFind Categories					
Reflows	16.6% ▼ 0.5%				
Customer Retention	24.5% ▼ 1.2%				

Each year Customer Interaction Solutions magazine bestows its Product of the Year awards on companies that have shown excellence in technological advancement. Verint's ULTRA IntelliMiner has demonstrated to our editors that it will deliver strong ROI for the companies that implement this innovative performance intelligence solution.

Nadji Tehrani, Executive Group Publisher and Editor-in-Chief, TMC

ULTRA IntelliFind Speech Analytics

ULTRA IntelliFind™ analyzes call content for the intelligence essential to building effective customer strategies. Using Verint’s patented audio indexing and categorization technologies, advanced emotion detection capabilities, an industry-specific 60,000-term vocabulary, and a Smart Category Builder, IntelliFind automatically groups audio interactions into categories that reflect your company’s specific challenges and objectives — categories such as first call resolution, competitive threats, emotional calls, new accounts, cross-sell/up-sell, customer retention, self-service issues, and so on.

Then, IntelliFind automatically identifies the top 5 reasons for calls within each category. For example, IntelliFind may suggest that calls in the *Self-Service Issues* category are the result of password issues, search problems, downtime, confusing screens, and long IVR scripts.

Updated hourly to incorporate new calls and categories, IntelliFind is designed to provide you with timely and accurate intelligence about business issues and how best to address them.

Identifying the Issues that Matter Most

IntelliFind helps you tackle the issues that are most significant for your business. IntelliFind categories can be placed within IntelliMiner scorecards, so that the causes of positive and negative KPIs can be examined within the business context. For instance, you may discover that customer retention issues occur more frequently in contacts that are categorized as billing issues and that have at least one transfer, or that order cancellations are substantially more likely to occur on Mondays in the early morning or during weekday evenings between the hours of 8 PM and midnight.

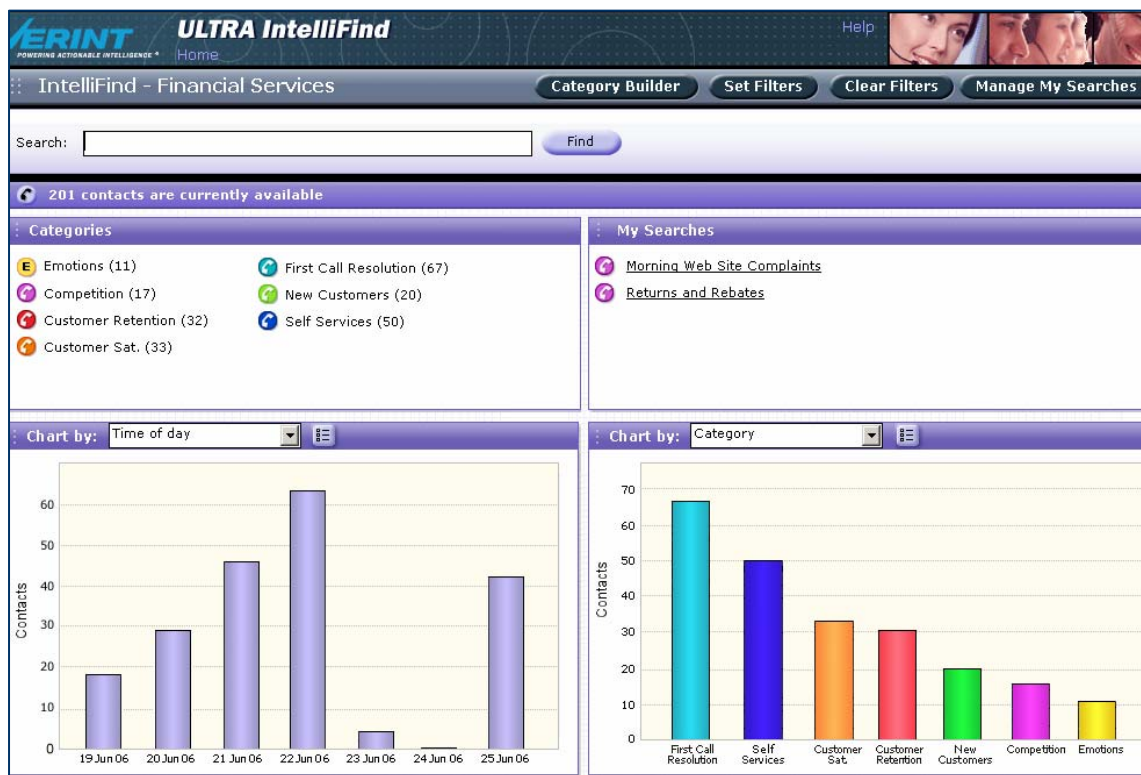
IntelliFind also helps you evaluate extremely long calls, which are often indicative of problem situations, but not usually reviewed because of the time needed. With IntelliFind, you can “jump” to key sections of calls using the transcription at the bottom of the IntelliFind screen.



Users can simultaneously listen to the audio and view a transcription of the call.

*The technological strength of its analytics product line and deep understanding of the performance analytics space has helped Verint take an early lead within the Speech Analytics marketplace. Verint's products are currently being utilized by 35,000 agents across 90 customers, and represent the largest installed base for Speech Analytics as compared to competitors.*⁹

IntelliFind provides timely market insights that you might not otherwise attain without listening to thousands of hours of customer recordings. It redefines QM by providing your contact center with more effective and important quality insights with fewer evaluations. And it can transform your contact center into a business intelligence center, providing customer, market, and process insights to departments company wide – from sales and marketing to order processing, from accounting to shipping.



IntelliFind categorizes calls based on business drivers that are pertinent to your company’s specific challenges and objectives. This helps you understand why customers are calling and identify the issues that most significantly impact your business. For example, with IntelliFind you can:

- Understand what impacts up-sell and cross-sell ratios – the effectiveness of promotions, why customers choose not to purchase additional items, and agents who are unwilling or unable to sell
- Identify the cause of cancellations and returns, such as shipping and billing problems, backorders, or damaged merchandise
- Uncover emerging market needs and trends – *without formal surveys or costly market research*
- Monitor competitive activities and determine their impact

ULTRA and its speech analytics will enable us to leverage the intelligence from our interactions with customers to better understand their needs, enhance satisfaction with our products and services, and further strengthen the quality of relationships that we enjoy with them.

Kathy Silmsner, Senior Vice-President, Cardholder Services, Bank of Montreal

ULTRA IntelliScreen Screen Analytics



IntelliScreen helps you generate more pertinent and comprehensive intelligence by integrating agent desktop application data with call content and related data.

Data from your CRM, transaction, and other enterprise systems can help you find the most significant interactions for answering important business questions — questions such as:

- What do our highest-value customers really want, and are we delivering it to them?
- Are agents able to obtain the information customers are requesting quickly and efficiently?
- Do our back-office processes support customer satisfaction or diminish it?
- How can we generate high-value sales and reduce cancellations?

ULTRA IntelliScreen™ helps you extract significant information from screen data captured on desktop PCs in your contact centers and other transaction-intensive departments across the enterprise.

IntelliScreen monitors activity on the desktop screens of contact center agents and back-office workers, tracking application usage, data entry, and screen content. Then, IntelliScreen analyzes this data and makes it available to all ULTRA applications, including IntelliFind and IntelliMiner, the ULTRA workflow engine, and ULTRA reporting. This exchange of critical information provides you with a more comprehensive view of business processes, customer interactions, and performance trends across the enterprise.

Programming-Free Data Integration: Quick, Flexible, Cost Effective

Integrating enterprise system data with recording and quality monitoring systems is often difficult, time consuming, and costly. With IntelliScreen, integration with virtually any Windows or Web-based application can be as simple as point and click.

IntelliScreen allows an administrator with no programming skills and minimal training to intelligently link enterprise transaction information to customer interactions. This simple, but powerful process allows calls to be segmented for review, analysis, reporting, and sharing with appropriate stakeholders company wide. Adding such important information as transaction value or call outcome to customer interaction data helps you focus on the calls that are most pertinent to the performance of your business.

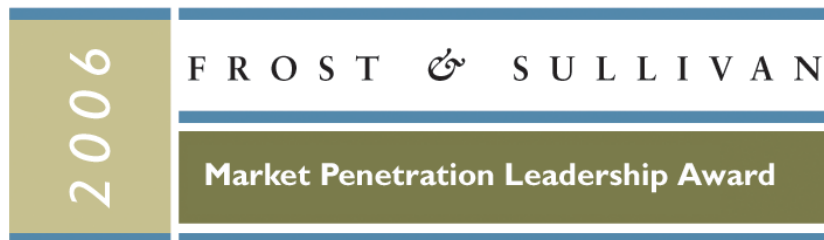
Verint has done extremely well in the marketplace and its actionable intelligence solutions are setting the standard for next generation analytics in the contact center space. ¹⁰

Frost & Sullivan

Harnessing the Power of Analytics in Your Contact Center

As we have seen, root cause analytics can reveal the source of performance trends and the relationship between performance and business outcomes — intelligence that is critical to determining exactly how to more effectively improve quality, lower costs, generate revenue, increase customer satisfaction, and achieve other important business objectives.

ULTRA analytic solutions deliver accurate, relevant findings in a timely way to decision makers in your contact center and throughout your company. Fully integrated with the ULTRA Enterprise platform, ULTRA IntelliQuality, and all other ULTRA solutions, these analytics can empower your organization to more readily and efficiently achieve its most important goals.



Verint is a well-known supplier of Quality Monitoring solutions. The expansion of its performance analytics solutions both through acquisitions and internal development has further expanded its market opportunities. Verint enjoys a high degree of acceptance and awareness for its quality monitoring and performance analytics product lines. Continual addition of new products and features as a result of internal development and acquisitions, geared towards meeting ever-changing customer requirements has helped it effectively counter competitors. Frost & Sullivan is happy to present this award to Verint Systems in recognition of its efforts in solidifying its market presence and effecting steady and significant incremental market share gains over the past three years. ¹¹

Frost & Sullivan

Endnotes

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