

Verint Solutions in Action

American Heart Association Works with Verint and Avaya to Enhance Contact Center Operations

An ULTRA Success Story

The Organization

The American Heart Association® is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke. Supported by millions of volunteers and donors, the Association has a far-reaching health-impact goal of lessening coronary heart disease, stroke, and risk 25 percent by 2010.

Operational Overview

Every day, the American Heart Association receives approximately 2,000 calls from people seeking information related to heart disease and stroke. To handle these inquiries, the Association maintains a National Service Center staffed by roughly 40 agents in Dallas and 12 affiliates covering the United States and Puerto Rico.

Strategic Challenge

Given its high call volume and the seriousness of the subject matter, the American Heart Association strives to ensure that every inquiry is effectively addressed. This was made difficult by a system that recorded a minimal number of calls and a manual quality monitoring program that made agent evaluation complex and labor intensive. The Association sought a scalable, automated quality monitoring solution that would enable it to better measure agent performance and deliver excellent customer service.

The Solution

Verint® ULTRA™ integrated with Avaya Communications Manager

The Bottom Line

Working with Verint and Avaya, the American Heart Association is equipped to employ a comprehensive quality monitoring program. ULTRA enables the Association to capture all interactions and efficiently evaluate agents, while Avaya Communications Manager provides advanced reporting and workforce management capabilities. Together, these solutions have helped the American Heart Association improve the efficiency and quality of its services.

- Achieved goal of answering 80 percent of calls within 20 seconds
- Automated the delivery of calls for evaluation to supervisor inboxes
- Improved supervisor productivity by providing access to evaluation forms and synchronized audio and agent desktop activity from a single workspace
- Increased visibility to contact center performance



"ULTRA helps us improve productivity and enhance quality of service. It is making our contact center a more strategic asset to the organization."

Yolanda Perez

*Director of Customer Relations
American Heart Association*

Enhancing Agent Quality and Effectiveness

The American Heart Association views timely and efficient handling of calls as vital to its cause, striving to answer 80 percent of calls within 20 seconds and address inquiries within six minutes. ULTRA helps the American Heart Association achieve these goals, as well as address other contact center operational issues.

ULTRA increases the effectiveness of the agent evaluation process and improves supervisor productivity. ULTRA captures all customer interactions, including agent screens, facilitating supervisor searches for calls and automatically delivering the appropriate type and number of calls for evaluation to supervisor inboxes. This enables the American Heart Association to focus more on agent development than on the mechanics of locating calls and provides a more representative sample of calls for measuring performance.

Using ULTRA, supervisors can complete evaluation forms as they play back audio and related agent screens, all from a single workspace. In addition, supervisors can send the evaluation and recorded audio/screens to agent desktops to help agents better understand areas for improvement.

Customizable ULTRA reports and the Web-based ULTRA Portal provide the insight supervisors and managers need to both understand and improve performance. This gives the American Heart Association heightened visibility to agent effectiveness and contact center efficiency, so it can take appropriate action to promote optimum performance.



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.

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