

# Discover the Power of Customer Interaction Analytics from Verint



The **Verint® Customer Interaction Analytics™ software solution** brings speech, text, data, and customer feedback survey analytics together — helping today’s businesses turn vast amounts of structured and unstructured customer and business data into **Actionable Intelligence®**.

Armed with Customer Interaction Analytics insight derived through rich and often underused information sources, an organization can gain the first-hand perspective it needs into customers’ experiences with its business; their thoughts about the company, its offerings, and the staff that serve them; and what they report to others — including commentary through popular and growing social media channels.

## **Capturing and Acting on the Voice of the Customer**

Today’s consumers use a variety of channels to communicate with — and about — businesses, including phone, chat, email, text messages, review sites, and social media outlets such as Facebook and Twitter. While this can create new opportunities to detect customer sentiment for enterprise business intelligence, it also raises the question: How can you efficiently analyze and take action on these multichannel information sources to surface customer attitudes and opinions, rising trends, and emerging issues and opportunities?

When the depth and breadth of “voice of the customer” insights are captured, analyzed, and acted upon, businesses can benefit from the ability to make more informed decisions; improve their products, services, and offers; create stronger customer relationships; grow their brands and loyalty; sharpen their competitive edge; and experience stronger sales, service, and financial gains.

To help distill meaningful intelligence from call and screen content, Verint offers proven solutions that monitor and analyze customer interactions across the array of multichannel communications.



WITNESS ACTIONABLE SOLUTIONS®

## Realizing the Business and Customer Experience Benefits Inherent in Customer Interaction Analytics

With Verint Customer Interaction Analytics, organizations can analyze and combine customer data from direct (speech analytics, chat, email) and indirect (social media) sources for a 360-degree view of the customer experience — even down to the individual customer level. At the enterprise level, this multichannel analytics solution can deliver insights for fixing broken processes, identifying issues and opportunities, gaining newfound market and competitive intelligence, driving down costs, and more.

Verint Customer Interaction Analytics is comprised of patented, award-winning analytics technology from the company's next-generation Impact 360® Workforce Optimization™ suite, including:

- **Impact 360 Speech Analytics™** provides insight and actionable intelligence from thousands and even millions of customer calls. In addition to searching terms and phrase combinations in structured and unstructured data, it can uniquely process, retain, and mine the entire content of calls, not just the keywords and phrases that users know to search for. The software also features Customer Behavior Indicators™ that help automatically reveal critical information that users would not otherwise know, and define and prioritize the root causes of customer service or performance issues.
- **Impact 360 Text Analytics™** analyzes multichannel customer interactions and feedback from a variety of internal and external text sources, including email, chat sessions, blogs, contact center notes, white mail, news and review sites, survey comments, and social media channels. Enabling organizations to collect, analyze, measure, and report on the structured and unstructured data in multiple text sources, these analytics can be combined with other contact center, branch, and back-office operations intelligence for a more holistic picture of enterprise performance.
- **Impact 360 Data Analytics™** analyzes the structured data generated by customer interactions to uncover the root causes and hidden quality, service, and performance issues and

opportunities that exist in customer service operations today. By analyzing contact, productivity, quality, customer experience, and speech analytics metrics, it can help determine the factors that can have the greatest impact, provide insights into understanding why issues arise, and help determine corrective action.

- **Impact 360 Customer Feedback™** uses short, context-sensitive, dynamic surveys to capture customer opinions on products, processes, staff performance, and loyalty and satisfaction levels. The software also offers insight into the effectiveness of companies' people, products, and processes, providing valuable "outside in" perspective that can be put into action.

With Verint Customer Interaction Analytics, organizations can experience the benefits of an "early warning system" that helps surface customer insights, behaviors, and other dynamic business trends internally before they become widespread issues or discussion topics on web and social media channels. For any initiative that requires perspective into customer sentiment, it can provide an essential focus group on demand into what customers are saying on the phone, online, and in other text interactions.

Verint Customer Interaction Analytics are part of the unified, analytics-driven, enterprise-enabled Impact 360 Workforce Optimization suite from Verint. Featuring native business integrations to the full range of Impact 360 software — including quality monitoring and recording, workforce management, desktop and process analytics, performance management dashboards and scorecards, and eLearning and coaching — it brings workflow and optimization gains that can be experienced company-wide to improve business operations, proactively address customer service concerns, introduce newfound process efficiencies, and heighten the ultimate customer experience.

Learn more about Verint Customer Interaction Analytics and the full Impact 360 Workforce Optimization suite at [www.verint.com](http://www.verint.com).



## Verint. Powering Actionable Intelligence.®

Verint Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence solutions and value-added services. More than 10,000 organizations in over 150 countries use our workforce optimization and security intelligence solutions to improve enterprise performance and make the world a safer place. For more information, visit [www.verint.com](http://www.verint.com).

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