

IMPACT 360®

Data Analytics

Data Analytics		Description: General Customer Service Calls	
Contact Metrics			
Average Talk Time	12.8% ▲ 0:23	2:27	<= 2:00 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
Average Number of Transfers	29.0% ▼ -0.07	0.32	<= 0.25 0.01
Productivity Metrics			
Contacts Handled per Agent per Day	34.6% ▲ 7.3	57.3	>= 50 3.8
Percent Talk Time per Day	31.4% ▼ -0.0%	62%	>= 70% 5.9%
Quality Metrics			
Use Selling	34.0% ▼ -0.7	4.3	>= 5.0 0.4
Security Check	4.0% ▼ 0.4	9.5	>= 10 0.3
Attention Calls - Flagged	39.0% ▼ -0.9	4.1	>= 5.0 0.1
Total Quality Score	1.3% ▲ 1.2	92.2	>= 90.0 2.3
Customer Experience Metrics			
First Contact Resolution	3.1% ▼ 2.6	82.4%	>= 85 4.4
Customer Satisfaction	3.8% ▲ 3	89.0	>= 80 6.9
Intellified Categories			
Emotions	16.0% ▼ 0.5%	3.5%	<= 3.0% 1.3%
Customer Retention	24.9% ▼ 1.2%	4.2%	<= 5.0% 1.4%

Impact 360 Data Analytics provides a smart scorecard that tracks metrics on contacts, productivity, quality, customer experience, and Impact 360 Speech Analytics call content categories.

Now You Can:

- Leverage the structured data generated by customer interactions to uncover hidden service and quality issues and opportunities in your contact center.
- Understand why issues are arising — and easily estimate how specific actions might correct them.
- Reduce costs and improve productivity and service by pinpointing actions that impede efficiency.
- Benefit from a lower total cost of ownership, increased security, greater return on investment, and other advantages from a solution that's part of the unified Impact 360 Workforce Optimization suite.

Today's contact centers have a wealth of data on what happens there each day — but very little information on why. Without the resources to analyze the sheer quantity of data, center managers can miss opportunities to enhance efficiency and service, improve sales, and understand the key issues impacting first-call resolution.

Verint® Witness Actionable Solutions® can help. Our **Impact 360® Data Analytics** solution can mine the data associated with calls to reveal specific scenarios that can help or hurt your overall contact center performance. Used in combination with **Impact 360 Workforce Optimization**, **Impact 360 Quality Monitoring**, **Impact 360 Speech Analytics**, and **Impact 360 Customer Feedback**, Impact 360 Data Analytics is a key component of a multi-channel analytics strategy that can help surface the root cause of performance issues. It's like having an army of analysts examine your contact center metrics to find the factors that can have the greatest impact on your bottom line.

Look Beyond Key Performance Indicators

Impact 360 Data Analytics leverages Verint's patented data mining technology and all of the structured data associated with a call to uncover hidden issues and opportunities in your center. It can analyze a variety of call metrics, including:

- **Contact Metrics** — Data attributes of the contact, such as average talk time, average hold time, number of holds, and number of transfers.
- **Productivity Metrics** — Data about agent/contact center service levels, such as contacts handled per agent per day and percent talk time per day.
- **Quality Metrics** — Evaluation scores, form components, and flagged contacts. These can include total quality score, performance in the opening/closing, security check, and more.
- **Customer Experience Metrics** — Assessment scores and customer surveys. Common metrics include first-call resolution and customer satisfaction scores.
- **Speech Analytics Categories** — Business issues that have been categorized by speech analytics, such as complaints, emotional calls, and customer retention calls.



WITNESS ACTIONABLE SOLUTIONS®

Gain Insight and Competitive Advantage from Recorded Calls



Impact 360 Data Analytics can display call scenarios that can significantly influence metrics, such as average talk time.

Designed for non-technical business users with no data-mining experience, Impact 360 Data Analytics displays contact center key performance indicators (KPIs) graphically, making it easy to determine how well your center is performing against its goals and business objectives.

Then, Impact 360 Data Analytics goes even further by indicating if it has uncovered call scenarios, or findings, that are positively or negatively impacting your metrics. Better still, it shows how changing processes or behaviors might help center performance fall above or below set goals. With a single mouse click, you can see a graphical representation of how taking a specific action may impact overall center performance for a given metric. This can help you make informed decisions and prioritize which action items to address first.

With Impact 360 Data Analytics, your managers can focus on the subsets of data that are most relevant to them, such as geography, line of business, and other criteria. They can also set permissions to empower supervisors, team leaders, and other members of the organization to access the information, helping to drive decision making across the enterprise.

Benefit from Integrations with Other Impact 360 Solutions

Impact 360 Data Analytics can provide extended value through integrations with other Impact 360 solutions. For example:

- When used with Impact 360 Speech Analytics, Impact 360 Data Analytics can provide a multi-channel comparison of the spoken dialog of customer interactions with other transaction data to surface trends or conditions you might be unaware of.
- Through integration with the Impact 360 recording platform, Impact 360 Data Analytics can provide one-click drilldown to sets of calls in which specific call conditions exist.
- When used with Impact 360 Quality Monitoring, Impact 360 Data Analytics can help you improve the consistency of your quality programs by analyzing completed evaluations and alerting you to statistically significant differences among evaluators. This can help you automatically detect calibration errors that standard calibration techniques might miss.

Impact 360 Data Analytics — Part of the Impact 360 Workforce Optimization Solution

Impact 360 Data Analytics is an optional, add-on function for Impact 360, a workforce optimization suite from Verint Witness Actionable Solutions. Impact 360 brings together quality monitoring, TDM and IP recording, speech and data analytics, workforce management, performance management, eLearning, and customer feedback surveys into a unified solution for analyzing customer interactions, improving workforce performance, and optimizing service processes. With Impact 360, your contact center, branch offices, and back-office operations can capture, share, and act on enterprise information, helping you make better decisions faster — and benefit from a single, coordinated source of support, service, and maintenance.



Receive Guidance from World-class Consultants

Verint Impact Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions® is the leader in analytics-driven workforce optimization software and services. 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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