

[understand me]

Verint and KANA

Transforming Customer Engagement™

Fact Sheet

The acquisition of KANA® Software by Verint® Systems creates a single organisation, with the knowledge, insight and solutions to help transform customer experiences — and to make interactions more engaging, more contextual, more consistent and more personalised across every channel.

This end-to-end customer engagement model can help change the way organisations approach every contact, and can enable them to build stronger relationships, increase loyalty, reduce costs, mitigate risk and maximise revenue. It's what we call customer engagement optimisation.

The combined customer engagement optimisation solutions of Verint and KANA, A Verint Company, can provide today's enterprises with Actionable Intelligence® to address three key aspects of engagement: enriching customer interactions, optimising the workforce, and improving enterprise processes.

Enriching interactions can help organisations:

- Make customers feel valued and understood.
- Deliver personalised, efficient contact.
- Make the right answers to customers' questions quick and easy to find.
- Provide quick help and support.
- Make subsequent contact feel welcome and familiar.
- Help customers spend less time on routine tasks.

Optimising the workforce can help organisations:

- Provide real-time assistance and contextual insight, improving service.
- Match employee skills with customer needs.
- Deliver targeted guidance, prompting and feedback.
- Offer coaching and education promptly, as needed.
- Improve service quality and reduce risk.
- Provide employees with a single view of the customer — and their journeys.

Improving business processes can help organisations:

- Deliver clear insight into customer behaviour to shape future services.
- Route customers quickly to the right department.
- Provide employees with relevant knowledge and guidance in real time.
- Deliver more personalised and targeted communications.
- Create processes that are consistent across all channels.
- Share intelligence and insights with departments across the enterprise.
- Track customer preferences and use them to inform other parts of the business.

This comprehensive portfolio of solutions, backed by the experience of two market leaders, can provide businesses with new, powerful and agile methods to handle the increasingly complex demands of customers, omnichannel sales and service, and changing business and industry requirements. At the same time, workforce optimisation and greatly improved processes can foster stronger employee engagement and empower staff to better understand and serve the needs of the customer at every touch point.

What is customer engagement optimisation?

Customer engagement is the level of interaction that an individual chooses to have with an organisation over time.

Customer engagement optimisation is about providing fast, efficient service that's highly personalised and delivered consistently across whatever combination of channels a customer chooses.

It means anticipating customer needs, explaining products and services effectively, and building a rapport with customers by reaching out to them proactively to solicit their feedback and opinions — and acting quickly on their input.

By engaging customers effectively, organisations can gain competitive advantage, increase customer loyalty, enhance revenue, and better manage their operational costs.

KANA.
A VERINT Company

VERINT

Better Together

Benefit from Powerful Solutions from Proven Providers

The greater strength, global reach, investment in R&D and combined capabilities of Verint and KANA create much more than a set of complementary products. Our solution set can help organisations deliver consistent, contextual, and personalised experiences that count, no matter which channels customers use to engage. It can also enable employees to provide timely and appropriate advice to help facilitate the rapid, successful resolution of each contact.

With solutions from Verint and KANA, organisations can broaden their focus from delivering single point-in-time customer experiences to driving customer engagement, loyalty and – ultimately – revenue. The combined Verint/KANA portfolio provides targeted solutions that address the many areas of customer experience ecosystem:



Workforce Management

Forecasts staffing requirements, schedules resources, and aligns employee skills to the required tasks.



Quality Monitoring and Recording

Enables organisations to capture and evaluate voice interactions, supporting performance management and compliance.



Performance Management

Provides insight into individual and team performance and productivity, help to improve throughput, accuracy, and customer service.



eLearning and Coaching

Delivers targeted individual or group learning and coaching either on a one-to-one or remote basis.



Desktop and Process Analytics

Offers visibility into processes and employee desktop activities across different applications, systems, and processes.



Employee Desktop

Provides contextual knowledge, applications and tools to help employees better serve customers in real time.



Case Management

Helps employees handle the entire lifecycle of customer cases, with access to relevant supporting information.



Knowledge and Web Self-Service

Helps customers quickly find the answers they need by making searches easier and more efficient.



Email, Chat and Co-Browse

Provides rapid email management, online chat services and the ability to share screens with the customer.



Social Engagement

Helps enterprises monitor their brands in social forums and engage with customers in their preferred environments.



Engagement Analytics

Offers a comprehensive view of customer journeys through multichannel data capture, cross-platform analytics, and managed services.



Speech Analytics

Extracts valuable information from thousands or even millions of customer calls to reveal issues, opportunities and rising trends.



Text Analytics

Analyses structured and unstructured text to offer insight into customer sentiment, trends and brand-related issues.



Enterprise Feedback Management

Provides an enterprise survey platform that helps users gather, analyse and act on feedback to help enhance products, improve loyalty, and increase revenue.



Voice Biometrics

Helps reduce risk and fraud-related losses in the contact centre by screening calls to detect the voices of known fraudsters.

Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimisation, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organisations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at www.verint.com.

KANA, A Verint Company

KANA®, A Verint Company, is a leading provider of cloud and on-premises customer service solutions. KANA helps global organisations – including many of the Fortune 500, mid-market businesses and public sector agencies – optimise their engagements with consistent and contextual customer journeys across agent, web, social and mobile experiences. Using KANA solutions, organisations can reduce costs, increase resolution rates and improve brand loyalty. Learn more at www.kana.com.

✉ info@verint.com

✉ info.emea@verint.com

✉ info.apac@verint.com

🖥️ verint.com/ceo

🐦 twitter.com/verint

☎️ 1-800-4VERINT

☎️ +44(0) 1932 839500

☎️ +(852) 2797 5678

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