

The 2011 CRM SERVICE AWARDS



ANY CUSTOMER STRATEGIST knows that good customer service goes a long way to improving customer retention and revenue. It can positively influence customers' views of a company's brand, their confidence in the organization, and their willingness to recommend it to a family member, a friend, or a colleague.

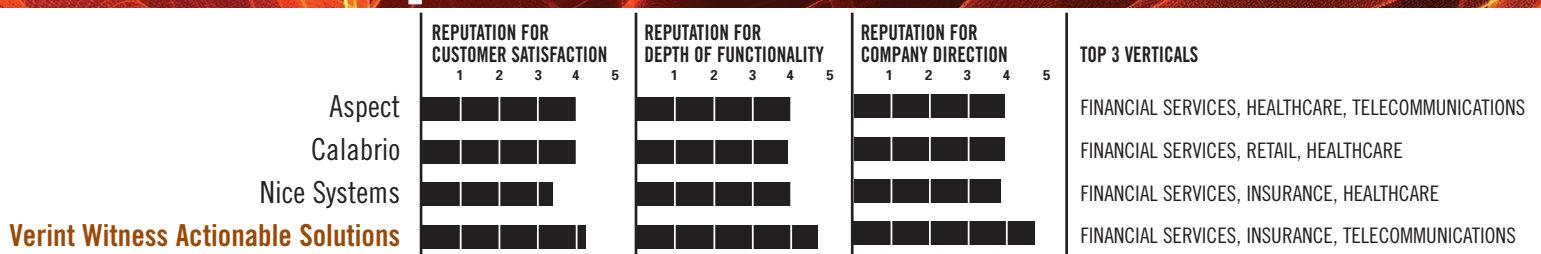
What is good customer service? Many experts agree that consistently delivering positive customer experiences across multiple channels is the hallmark of success. However, when considering all of the people, processes, and technologies needed to achieve that goal, the path to success can be daunting.

Fortunately, every year innovative customer service vendors and practitioners are up for the challenge. And, their efforts often yield creative ways to meet and even exceed ever-shifting customer demands by using some of the latest technologies, services, and strategies available to them.

Our eighth annual CRM Service Awards honor this year's best customer service companies and initiatives by showcasing the top vendors in each of seven Service Leader categories, four Rising Stars with innovative approaches to customer service, and four impressive CRM implementations worthy of the CRM Elite award.

—THE EDITORS OF CRM MAGAZINE

Workforce Optimization Suite



THE MARKET

Workforce optimization (WFO) took a financial hit during 2010 because of the sluggish economy. Still, many companies saw double-digit growth, as end users realize the personnel savings that these solutions could bring. To speed up those savings, however, the industry has seen growing demand for more sophisticated and real-time analysis. WFO products, available as suites that include analytics, coaching, e-learning, performance management, quality assurance, scheduling, and staffing management, continue to see traction outside the contact center.

THE WINNER

There was no doubt among analysts that **Verint Witness Actionable Solutions** is the clear leader in WFO. The vendor received a combined score of 4.6, more than sevenths ahead of its nearest competitor. Verint again took the leadership position in all categories. The company's Impact 360 solution is seen by analysts as the gold standard by

which all other WFO solutions are evaluated. "Verint is the pinnacle of the WFO market," Ian Jacobs, a senior analyst of customer interaction technologies at Ovum, says. "They do everything there is to do. They do everything you could possibly want. They are the most well-situated of all vendors."

Paul Stockford of SaddleTree Research agrees. "On the WFO side, nobody can touch Verint," he says. They are "an established leader with a clear vision for the future and the proven ability to execute on that vision."

However, despite taking the title in each of the past four years, Verint has not been resting on its laurels. "Verint (then Witness) produced the first fully integrated WFO solution in 2005 with the launch of Impact 360," says Dick Bucci, senior consultant at Pelorus Associates. "Over the years, the company has continued to make improvements, particularly in the areas of analytics and ease of use. Verint serves all market segments and has a solid reputation for innovation and customer care." —Leonard Klie



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