

2009 SERVICE AWARDS

“SERVICE” continues to confound the CRM industry: Is service a goal unto itself, or a means to an end? True CRM leaders recognize that service is really neither—and both; service is now (and in fact has always been) part of a bigger picture, a holistic customer relationship. The ongoing expansion of social media means customers are now helping to set the parameters of that relationship, forever altering the notion of customer service. Last

year, we refined our seven categories for the customer care marketplace—contact center infrastructure, contact center search, interactive voice response, outsourcing, Web interaction management, Web self-service, and workforce optimization suite. This year, as the industry’s collective ear becomes better attuned to the Voice of the Customer, we’ve added an eighth: enterprise feedback management.

The results for those eight categories are based on a blend of weighted criteria comprising analyst ratings (of each company’s reputations for customer satisfaction, depth of functionality/services, and company direction), corporate advances, and financial strength throughout the past year. | BY THE EDITORS OF CRM MAGAZINE

WORKFORCE OPTIMIZATION SUITE	REPUTATION FOR CUSTOMER SATISFACTION					REPUTATION FOR DEPTH OF FUNCTIONALITY					REPUTATION FOR COMPANY DIRECTION					TOP 3 VERTICALS
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Aspect Software	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	FINANCIAL SERVICES, TELECOMMUNICATIONS, RETAIL
Nice Systems	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	HEALTHCARE, FINANCIAL SERVICES, INSURANCE
Verint Systems	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	FINANCIAL SERVICES, INSURANCE, TELECOMMUNICATIONS

THE MARKET

The workforce optimization (WFO) suite—with analytics, e-learning, performance management (PM), quality monitoring (QM), and workforce management (WFM)—is in its second year as one of our Service Leader categories, and analysts agree that it’s here to stay. “It’s something that has come from being just a theoretical technology to one that’s proven and viable in organizations,” says Gartner Research Director Jim Davies. Saddletree Research Chief Analyst Paul Stockford says we can expect to see smaller vendors trying to corner niche markets, especially with small and midsize businesses (SMBs). “That historically underserved market has had to be satisfied with partial solutions in the past, but now garners the attention of several companies with products aimed squarely at [its] unique needs,” he explains.

THE WINNER

Verint Systems takes the top spot among WFO players for the second straight year, although the company led only two of the three scores compared to last year’s clean sweep. “Verint is the cream of the crop in WFO,” John Ragsdale, vice president of technology research for the Service and Support Professionals Association, says.

Stockford agrees, adding that the vendor “continues to be a market leader in every sense of the word.” Verint continues to shine in depth of functionality, a perfect score there blitzing the rest of the leaderboard thanks to its Impact 360 package—further enhanced with the October 2008 release of its Impact 360 Coaching product. “The level of integration is the tightest in the industry,” Dick Buccu, senior consultant at the Pelorus Group, says. “Users can easily transition from one application to the other, and information is automatically shared among the various [components].” While a customer satisfaction score of 4.1 is hardly weak, it was only approximately a tenth of a point away from landing in third place among other leaders. Verint may need to improve on that point if it hopes to score a three-peat next year, but help may come in the form of its new Impact Services product, aimed at helping clients achieve customer-centric goals in the contact center from both a technology and process standpoint. —*Christopher Musico*



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CRM

CUSTOMER RELATIONSHIP MANAGEMENT

2008 Service Awards

“Service with a smile”

is a longtime goal for how companies should deal with their customers.

With the fifth annual *CRM* magazine Service Awards, we pay special attention to the vendors delivering that level of service, enabling their clients to do the same. The following reflects the very best that the service-and-support industry has to offer—from point-solution providers to integrated-suite developers, self-service to full service. We profile four Rising Stars and spotlight four Elite implementations—but, most important, we reveal the results of our comprehensive survey of seven industry categories. Please join us in congratulating all the leaders, winners, and honorees. —*The Editors of CRM magazine*

WORKFORCE OPTIMIZATION SUITE

	REPUTATION FOR CUSTOMER SATISFACTION	REPUTATION FOR DEPTH OF FUNCTIONALITY	REPUTATION FOR COMPANY DIRECTION	TOP 3 VERTICALS
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	
Aspect Software	██████████	██████████	██████████	FINANCIAL SERVICES, TELECOMMUNICATIONS, RETAIL
Nice Systems	██████████	██████████	██████████	OUTSOURCING, FINANCIAL SERVICES, TELECOMMUNICATIONS
Verint Systems	██████████	██████████	██████████	FINANCIAL SERVICES, INSURANCE, TELECOMMUNICATIONS

THE MARKET

Consolidation is all the rage in workforce optimization (WFO), the umbrella term that includes quality monitoring (QM), workforce management (WFM), performance management (PM), and e-learning. Verint Systems’ acquisition of Witness Systems, as well as Nice Systems’ acquisitions of IEX and Performix, has led to monumental shifts in the WFO market—and to the Service Awards landscape. QM is no longer its own category, due to the trend toward suite solutions encompassing all (or most) aspects of WFO. “People are talking about the suites right now,” explains Paul Stockford, chief analyst at Saddletree Research. “Workforce management, like most other markets now, has very few point solutions out there.”

THE WINNER

Verint Systems takes the winner’s position in this category, sweeping all three ratings, but analysts are careful to note that it’s

about more than just the Witness Systems acquisition—it’s *how* Verint handled the acquisition and the integration. “Considering what could have been a really ugly situation, you just didn’t even know anything was happening,” Stockford explains, adding that the company “never missed a beat, kept right on moving, came out quickly with a strategy, and brought in some additional capabilities like the caller satisfaction survey.”

Depth of functionality is a tremendous strong point for Verint; its 4.8 score led the pack—a half-point ahead of the closest competitor. “Verint has strong offerings in each WFM application,” Bucci explains. “They are the market-share leaders in interaction recording, PM, and e-learning—and the overall market leader in combined WFO sales. Its solutions are noteworthy for breadth of functionality, seamless integration, and easy-to-use, intuitive user interfaces.” After a meteoric rise to the top of the WFO market, watch closely to see if Verint can stay in the winner’s circle next year. —*Christopher Musico*



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