Verint Engagement Management Solution Brief

Overview of the Applications and Benefits of Verint Engagement Management

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Table of Contents

Introduction

Verint Engagement Management helps you respond to the customer service needs of 21st century customers, businesses and employees. We help our clients transform their customer service processes and provide efficient and personalized customer experience across multiple channels, such as contact center, Web, social, chat, email, self-service, mobile, branch and store. –

Verint Engagement Management helps organizations address many of today's top business challenges, including:

- Digital transformation
- Service-level agreement (SLA) performance
- Omnichannel customer engagement
- Customer service process optimization
- Employee productivity enhancements and cost reduction

Verint Engagement Management is a unique, next-generation customer service solution providing a complete approach to customer service that considers the needs of all three customer service stakeholders—the customer, the business, and the employee.

From a **customer perspective**, Verint Engagement Management's omnichannel capability provides your customers with consistent experiences across various channels (e.g.: Web, mobile, social, and contact center) as well as the ability to move between channels in a seamless way during the same visit or on subsequent visits.

From a **business perspective**, Verint Engagement Management includes industry-recognized case management functionality that helps you reduce service delivery cost while simultaneously helping manage SLA performance and maintain regulatory compliance.

From an **employee perspective**, Verint Engagement Management includes knowledge management and unified employee desktop features that support employee decision-making and help employees provide differentiated and personalized service to customers.

This document introduces the key features of Verint Engagement Management and shows how they can be used to transform your approach to customer engagement.

Verint Engagement Management Advantages

Process-Oriented Customer Service

Verint Engagement Management is designed for customer service processes that are focused on customers' goals and intent—enabling you to deliver intuitive experiences for your customers that are efficient, effective, and enjoyable. Our process-driven approach helps decrease handling time, reduce errors, and ensure better control and compliance. Verint Engagement Management can help your customer service organization design, build, monitor, optimize, and enforce agile processes at the business level—processes that adapt to context and guide users through the successful completion of tasks.

Omnichannel Customer Engagement

Verint Engagement Management is an omnichannel solution. It helps your customers have a consistent experience across channels and seamlessly transition between channels as needed. Your customers can get help in their preferred channels of communication, and your organization can gain a seamless view of all customer touch points and interactions.

Deep Contextual Awareness

User context, such as location or products owned, can provide valuable information to assist in a customer inquiry. Providing efficient, personalized customer service requires instantaneous collection and use of context for every interaction at any time. Verint Engagement Management presents the information you need from multiple sources in a single place when you need it. When a customer calls the contact center or uses Web self-service, contextual information dynamically filters results to help provide a personalized experience. Automatically filtering irrelevant information dramatically reduces resolution time and decreases mistakes.

Knowledge-Infused Processes

If "knowledge is power," then infusing it into processes adds speed and control. Verint Engagement Management seamlessly blends knowledge into your business processes and interactions, proactively delivering the right knowledge, at the right time, providing better resolutions more quickly and consistently. As an employee completes a customer service process, related knowledge is presented at each step of the process in case additional information is required.

Insight-Driven Engagement

Verint Engagement Management gives you insight into your customers' experiences by deriving sentiment and trends from activity in all channels, enabling you to continuously improve and deliver excellence for your customer. But it doesn't stop at just listening. Verint's Social Engagement feature includes an innovative, integrated approach to social response that helps you to actively engage with your customer communities.

It's All There

Verint Engagement Management provides an end-to-end approach to customer service. It delivers a unique blend of knowledge, channel, data, and process—each with deep capability and all seamlessly joined around relevant context. This gives you strength and depth in your customer service capabilities and helps you deliver the best experience to all customers, on all channels, at all times.

Flexible Licensing and Deployment Choice

Verint Engagement Management can be delivered in the cloud, on-premises, as managed services, or as a hybrid. This gives you total flexibility in deployment models, helps you to achieve lowest cost of ownership, and provides a quick return on your investment aligned with your preferred deployment option. Thinking long term, you may want to leave your options open, and start with one kind of deployment, then move to another over time. With Verint, you can—without having to change your solution or retrain your staff.
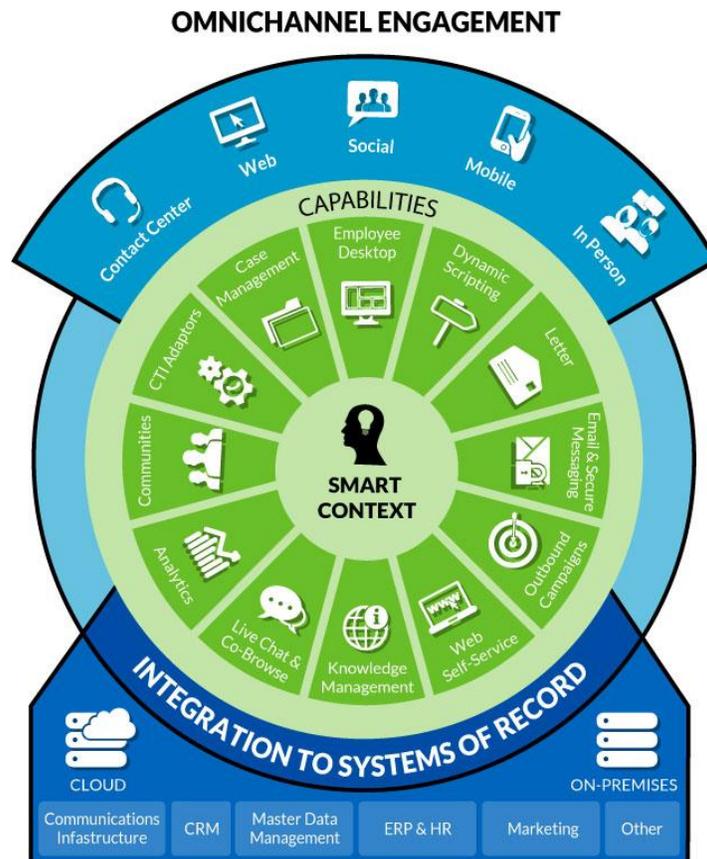
Verint Engagement Management Architecture and Applications

Verint Engagement Management provides a unified solution with integrated services, applications, and coverage for all customer service channels. By design, this powerful arrangement of integrated components gives you everything you need to design and deliver customer service as you want it, in line with your brand and customer experience strategy.

High-Level Architecture

Proven at some of the largest contact centers in the world, the Verint Engagement Management solution supports more than 10,000 concurrent users. A range of services are used by the different products and components of the solution. The services include data management, a process execution engine, case services, and the Customer Experience Designer. Integration services handle the exchange of information with external enterprise applications, databases, and a variety of communications channels. This architecture helps ensure the security, resilience, availability, and scalability of the unified solution.

For additional information, please refer to the Verint Engagement Management Architecture Brief.

Verint Engagement Management Solution Overview

The BPM engine helps you design your processes visually and then execute all processes to support dynamic case management. It enables the rapid modeling, building, and automation of customer services processes. It also helps the enterprise manage and monitor the progress of customer service processes in real time.

Case Management

Verint Engagement Management has advanced, dynamic Case Management capabilities that handle the full life cycle of customers' cases. The application supports unstructured, dynamic, and ad-hoc requests. Cases are processed by the process engine and managed via service-level agreements (SLAs). Case Management leverages Verint Knowledge Management to enable users to access information relevant to the context of the case and profile of the customer. The relevant information comes to the employee automatically, rather than requiring the employee to break stride and search for it.

Verint Engagement Management provides out-of-the-box business objects and cases that can be used by organizations for quick-start configuration. Business objects include extendable entities that allow you to model business objects to match your real-world scenarios. Likewise, case steps and rules can be modeled, helping ensure your business processes can be followed precisely. Cases can be linked with other cases and business objects (people, addresses, bank accounts, etc.). In the Employee Desktop, employees can easily create, update, view history, monitor progress, add a sub-case, add/change associations, and close a case.

*Verint Case Management*

Knowledge Management

Verint Knowledge Management is a contextual knowledge base that helps organizations provide consistent answers to customers' queries, regardless of the channel (phone, Web, email, mobile, social, and more). Organizations can create and manage rich content with predefined templates, a graphical

editor, sophisticated entitlements and a configurable approval workflow. Employees and customers can search content from the knowledge base, as well as external sources like websites and communities, using keywords or natural language. In addition to searching, users may also use browse trees, bookmarks, guided process flows, and contextual knowledge. In this way, users can find knowledge in a way that suits their needs. Because most users only type one or two words in their search query, the product leverages contextual information such as location or products owned to dynamically filter results and proactively present the most relevant results. For more complex queries, users are guided through interactive decision trees to resolve their issue.

Email Management

The Verint Email Management application allows the organization to efficiently manage email communications and meet customer expectations. The capabilities include enhanced pre-processing, routing, and delivering the inbound email to the correct user group. It also supplies customer service agents with all available information and tools, including templates and knowledge base articles to provide an efficient, high-quality response. Authorized employees can prioritize and manage the workload and control email by using SLAs.
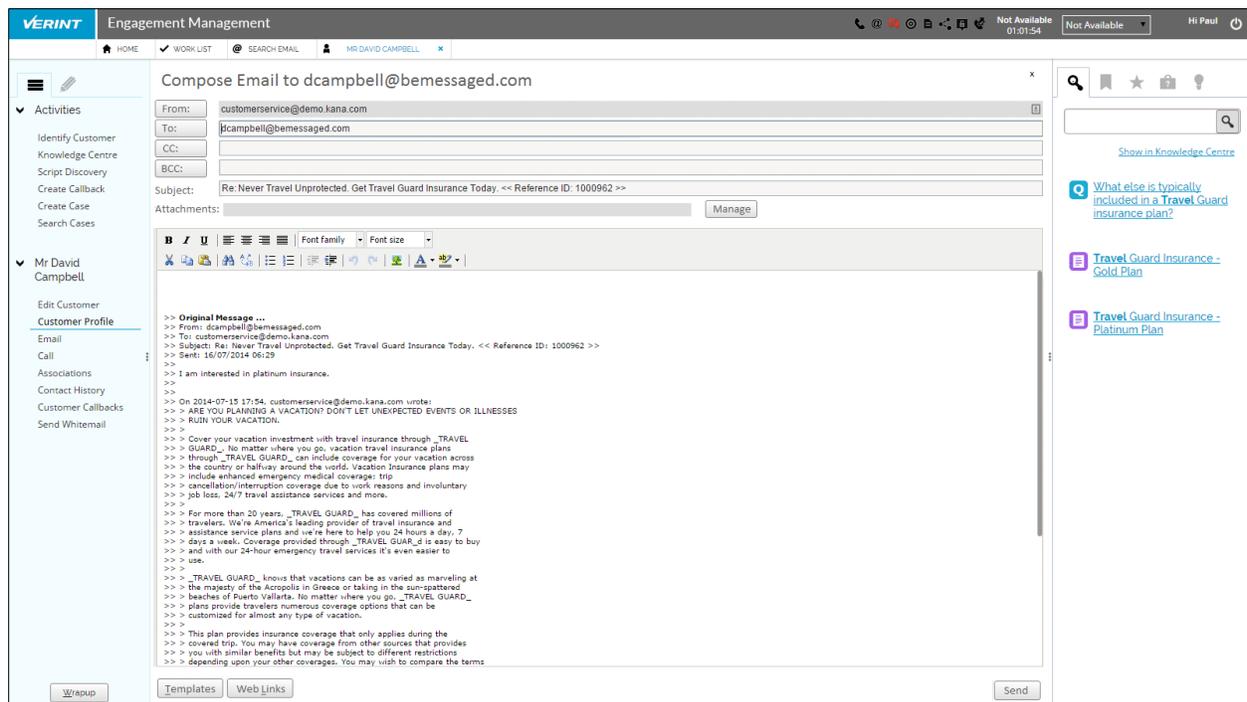
Verint Email Management

Secure Messaging

Verint Secure Messaging addresses the security limitations of email. Secure messaging is a server-based approach to protect sensitive data when it's sent beyond the corporate borders. This provides compliance with industry regulations, such as HIPAA, GLBA, and SOX. Secure Messaging focuses on security and ease-of-use by combining the simplicity of email management with secure Web portals. The solution allows your customer service agents to interact securely with customers and partners—without having to install any software nor obtain or distribute costly encryption/decryption applications. Secure messages provide non-repudiation as the recipients are personally identified and transactions are logged by the

secure email solution. Verint Secure Messaging does not include any sensitive data in email messages. Instead, the solution uses standard emails that include hyperlinks to a secure, personal portal. The email messages can include links to secured information placed anywhere on your website, such as knowledge base articles.

Letter Management

The Verint Letter Management application helps organizations process inbound paper documents and protects them from backlogs of unanswered requests, missed service levels, and unhappy customers. PDF images of the inbound paper documents can be captured and placed in a configurable location where they are treated as work items, forwarded to the employees' work queues for processing. It provides the tools that reduce employee effort and enable employees to compose high-quality personalized responses using enhanced templates. The rich editor helps ensure that responses are properly formatted and spell-checked. Letter Management also includes a keyword search across the subject and body of the response. The user interface provides a threaded view of mail chains, and all communications are automatically associated with the customer record.

Live Chat

The Verint Live Chat application provides online customers the ability to chat with agents over the Web to get assistance with online activities. Customer service agents can have multiple concurrent chats and supervisors have the ability to monitor and move available representatives from one channel to another dynamically. Proactive chat is available to invite customers to chat sessions based on predetermined criteria. Your organization can set up calendars for the availability of chat services. The application also supports chat from a variety of mobile devices.

Co-Browse

Verint Co-Browse allows customers and customer service representatives to share a computer screen. The representative can easily guide the customer through activities, such as how to complete a form or navigate to a page. This increases the usage of Web self-service and helps decrease abandonment. Employees also can initiate a co-browse session while chatting with a customer or while on the phone. During chat and co-browse, employees also have access to the customer profile, which allows them to see previous interactions that may affect an inquiry, as well as personalized responses.

Social Engagement

Verint Social Engagement enables organizations to monitor, analyze, listen to, and respond to social media posts, such as Twitter, Facebook, or other social networking sites. It uses Natural Language Processing to make sense of what customers are saying in their own words and categorizes customer communications for topics and sentiment. Employees can view and respond to messages directly from the Social Engagement application. Additionally, business rules flag specific messages that warrant customer service intervention and these messages can be escalated directly to the Employee Desktop. In the same way a customer service representative would handle an inbound email or chat, the social post enters as a case with relevant information, including the sentiment and topics in the message. Armed with this data, the employee is able to access any case history as well as context-based knowledge pertaining to the topic of the post. The customer service representative can then respond to the individual in the social channel with the information needed to adequately handle the situation.

Community

Verint Community provides a forum for your organization and your customers to join forces and exchange information. Customers can interact with each other to share experiences and employees can contribute or add insight to the process. Customers can leverage the community knowledge to resolve issues, which increases zero-contact resolution by taking advantage of crowd sourcing. Community forums also help improve overall customer experience.

Employee Desktop

The Verint Engagement Management Employee Desktop is designed to empower contact center representatives and other employees with knowledge management, case management, and productivity enhancements tools. The adaptive desktop dynamically responds to the needs of your employees during each service interaction. Omnichannel and context-driven, the Employee Desktop provides access to all of the disparate applications, tools, and knowledge needed to help resolve an inquiry on the same screen.

Employees don't need to move between different screens or applications to access relevant information, or copy and paste from one application to another. Knowledge-infused processes guide the employee from one step to another, to ensure process efficiency and completeness. This enables employees to provide the right answers quickly, helping ensure better service and improved customer satisfaction while reducing average call time and improving productivity. This also helps reduce the time required for training, particularly when the organization has a complex and evolving portfolio of services and products. Dynamic scripts also guide the employee and suggest the best next action in the context of the customer's queries for service and sales.

Verint Engagement Management Employee Desktop

Smart Engagement

Smart Engagement™ is a component of the Verint Engagement Management Employee Desktop that focuses on the delivery of work to customer service agents and employees. It provides a unified approach to managing and delivering work across email, letters, secure messages, live chat, case work, and social media. Through Smart Engagement organizations can maintain a consistent level of service across all channels of communication, pairing each customer with the employee best suited to handle each issue.

A robust rules engine analyzes incoming work based on any combination of conditions, such as channel, customer profile information, message details, and current work volume. When conditions are met, work can be routed, acknowledged, categorized, and prioritized. By matching work item characteristics with employee skills, capabilities, and availability, organizations are better able to match the right work, with the right employee, at the right time. The rules editor provides a business-friendly way for administrators to add and change these rules at any time.

Activity Streams

Activity Streams are a component of the Verint Engagement Management Employee Desktop that help organizations address the collaboration needs of today's contact center workforce. The activity stream viewer is located within the Employee Desktop and users can subscribe to objects, such as cases, notifications, user posts, and more. Once subscribed, events on that object are published to the individual user's activity stream where they can watch and monitor items of interest, as you would do with any popular social site.

Users have the option to comment on the objects shown to them and see comments from other users viewing the same objects. Through these capabilities, knowledge is quickly shared among employees across all of your contact centers. Employees across regions and shifts are able to help one another and leverage tribal knowledge. With access to this shared knowledge, every employee can be your best employee. In addition, team leaders or supervisors can post important notifications to employees on the activity stream, such as information on a key product issue. To ensure employee awareness, these notifications can be pinned to the top of the stream for a set period of time.

Verint Activity Streams

Web Self-Service

Verint Web Self-Service makes it very easy for online customers to do business with your organization. Whether customers are shopping, looking for information or assistance, knowledge-based processes help customers navigate much more effectively and swiftly to the information that best meets their needs. As customers search, the solution will not only understand the user's language (using intelligent natural language search), but will also understand the context of the search, such as the customer's profile, their location, and the products they have. Any available profile information will be leveraged to automatically personalize the results, thus providing customers with personalized messages appropriate to the context of their search. In addition, if the customer is unable to resolve their issue with self-service, he or she can easily escalate to an assisted channel, such as email or live chat. The customer service representative will have access to the customer's self-service session and can pick up the issue where the customer left off.

Mobile Self-Service

Your customers are on the go and outfitted with smart phones and tablets that give them access anytime, anywhere to your customer service offerings. With Verint Engagement Management, the self-service capabilities are extended to mobile devices with form-fitting user interfaces that take advantage of each device's size and features, while leveraging the back-end power of the Verint solution.

From fast answers in the knowledge base, to chatting with a representative, to reporting issues, customers can always be in touch, making efficient use of snippets of time to get help or resolve an issue. For today's customers, this is the new standard for business relationships and Verint Engagement Management gives you the power you need to do it well.

Reporting and Analytics

The Verint Engagement Management solution includes a set of reports and analytics for supervisors and administrators to gain insight across the breadth of their customer service environment. Out-of-the-box reports track data across case management, knowledge management, operational performance, and channel usage. Case Management reports provide details on case creation, closure, time in each state, and knowledge articles used. Knowledge Management reports show top searches, knowledge usage, ratings, gaps, and workflow status. With operational performance reports, supervisors can track handle time, wrap-up time, hold time, first-call resolution, and more. Finally, channel usage reports and dashboards provide details of customer service inquiries through various channels, such as email, social, and live chat.

In addition to the out-of-the-box reports, the Visual Report Designer gives administrators the capability to create new reports covering any data stored in the system. Verint Reporting and Analytics was built on a star schema database model. This industry-standard design is optimized for storage and retrieval, ensuring reports can be generated quickly, even on large data sets. Data stored within the database can also be accessed directly or extracted into an external business intelligence tool.

Verint Engagement Management Reporting and Analytics

Visual Design Tools

Your brand—and how you present it to your customers—is central to your image and success. Verint Engagement Management has a rich set of tools to let you create processes and screens with drag-and-drop ease to discreetly display branding elements that align with your customer service practices, including:

- Modeling tools for displaying processes, cases, cases, forms, and data flows

- Scripting tools for defining dynamic scripts for agents

- User interface design tools, allowing you to modify the look and feel without coding

- Visual report design tools to create ad hoc reports without writing SQL queries

You are in control with Verint Engagement Management. We'll help you create experiences that are uniquely yours and achieve your objectives.

Transform Your Customer Service

Organizations are under enormous pressure to retain current customers and attract new ones. Good customer service differentiates your brand in the market. Innovative customer service organizations that take a holistic approach across all channels and leverage technologies to provide differentiated customer service ensure their customers' loyalty and build a leading brand.

As a recognized leader in customer service and customer experience management solutions, Verint has leveraged years of experience with more than 900 clients globally to build Verint Engagement Management for organizations desiring innovative solutions for customer service. Verint Engagement Management helps you transform your customer service, deliver personalized customer experiences that differentiate your brand, and help you stand out from the crowd.

Verint Engagement Management provides an end-to-end solution for customer service. It delivers a unique blend of knowledge, process, data, and channels—each with deep capabilities all working seamlessly for you and your customers. It gives strength and depth to your customer service capabilities and helps you to deliver the best experience to all customers, on all channels, at all times.

Verint. Powering Actionable Intelligence.®

Verint® is a global leader in Actionable Intelligence® solutions for customer engagement, security intelligence, and fraud, risk, and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place.