

Verint Branch Sales Effectiveness

Although your bank or credit union may be under considerable pressure to increase sales revenue, how effectively do the activities in your branches support this goal? Are employees using their selling time productively, or are they distracted by other activities? Are they working efficiently and following recommended processes? How do you know for sure?

Verint® Branch Sales Effectiveness™ can help. This practical solution combines best-practice consulting with proven software to help financial institutions address a variety of productivity concerns, including:

- Defining and monitoring effective sales processes.
- Reducing or preventing sales time from being redirected to other activities.
- Determining how sales associates and universal bankers spend their time within each branch.
- Monitoring individual employee performance against key performance indicators.
- Keeping employees informed on how well they are meeting their goals, and how their performance compares to their peers.
- Sending alerts to managers and scheduling coaching automatically if individuals do not meet performance goals.
- Monitoring compliance to established sales processes.

With Verint Branch Sales Effectiveness, you can gain the insight you need to help enhance sales productivity and drive revenue – within each branch or across the entire branch network.



Verint Branch Sales Effectiveness can help your financial institution drive sales and enhance revenue in its branches by offering insight into employee sales behaviors and performance.



Key Benefits

- Helps drive revenue by enhancing sales productivity and effectiveness across your branches.
- Provides better visibility into employee sales behaviors and performance, so that you can take corrective actions quickly – even from remote locations.
- Compares the actual sales process to the preferred sales process, identifies areas for improvement, and delivers coaching to help employees work more effectively.

Benchmark Sales Productivity and Plan for Enhancements

Verint Branch Sales Effectiveness includes a productivity assessment — a services engagement to evaluate your current branch sales productivity, provide comparisons to industry benchmarks, and make recommendations on the approach and solutions that might best help your institution achieve its sales goals.

Our experienced consultants will work closely with you to obtain the necessary data and establish a timeline for the project. Then, they'll examine your current processes, interview stakeholders, and observe your operations to learn more about the proportion of time spent face-to-face with customers, your specific proactive sales initiatives, and the activities that may prevent sellers from focusing on sales.

At the conclusion of the engagement, you'll receive an analysis of Verint's findings, along with comparisons to industry benchmarks for future performance. This information can serve as a baseline against which to measure improvements. Our consultants will also provide a scope for the implementation phase of the project, including recommended solutions, specific configurations to address your particular business challenges, and a timeline for implementation.

Implement Solutions to Obtain Actionable Insight

Following the productivity assessment, our consultants will work with you to implement solutions that can offer valuable insight into the activities and performance of your branch staff, including:

- **Verint® Desktop and Process Analytics™** — Transparently monitors the employee desktop and tracks which software applications individuals use, how they perform different activities, and how they execute sales processes. The solution offers insight into staff utilization, individual sales productivity, and average time spent per activity. It can also help expedite the sales process by auto-populating data across applications and delivering personalized guidance to employees via on-screen instructions, launching a sequence of steps automatically, or alerting a supervisor.

Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, 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. Learn more at www.verint.com.

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