

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® Advanced Scorecards™** — Displays employee performance metrics in role-appropriate scorecards, offering managers and employees visibility into objective, data-driven assessments of performance and empowering staff to self-correct behaviors. You can choose from an extensive set of predefined key performance indicators (KPIs) or create your own to reflect specific organizational goals. KPIs can be calculated for individuals or the branch as a whole and rolled up, based on the hierarchy of your organization. Coaching sessions can be triggered automatically when performance scores fall below set thresholds, helping supervisors provide attention to the employees and teams that need it most.

Monitor Performance from Mobile Devices

For added convenience, you can augment Verint Branch Sales Effectiveness with **Verint Mobile Workforce Optimization™**, a native mobile app that can deliver convenient, secure access to individual, team, or branch scorecards on mobile devices, without requiring access to a computer. Available as an option, the solution can help your managers stay on top of sales performance, even when they're out of the office.

Branch Sales Effectiveness – A Verint Business Impact Solution

Branch Sales Effectiveness is a Business Impact Solution™ within the Verint Workforce Optimization™ suite. Enabled by Verint Services, Verint Business Impact Solutions help organizations identify and quantify key aspects of operational performance and prioritize activities to help maximize productivity.

Benefit from World-Class Consultants

Verint Consulting Services can help you get the most from your investment. From strategy, customer research, and business impact consulting to implementation, training, customer support, application consulting, and change management, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

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.


Americas

 info@verint.com

 1-800-4VERINT


Europe, Middle East & Africa

 info.emea@verint.com

 +44(0) 1932 839500

Asia Pacific

 info.apac@verint.com

 +(852) 2797 5678

 verint.com

 twitter.com/verint

 facebook.com/verint

 blog.verint.com

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice. Features listed in this document are subject to change. Not all functionality is available in all configurations. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners. © 2014 Verint Systems Inc. All Rights Reserved Worldwide. 10.2014