

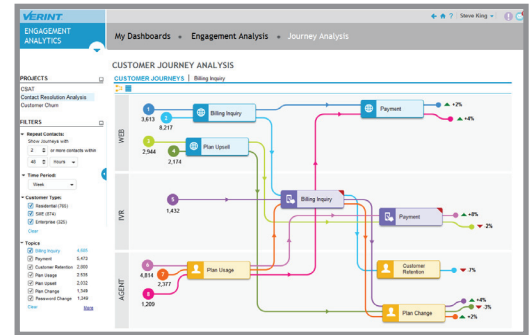
Verint Engagement Analytics

Customers are using more channels than ever to interact with your business, but what kind of experience are you providing them? Is it consistent and contextual? Do you have visibility into customer journeys that may span multiple channels, systems, and functional areas? And can you use this insight to enable and empower your employees, processes, and systems to enhance customer loyalty, engagement, and revenue?

Verint® Engagement Analytics™ can help. This innovative, cloud-based software and services solution is a robust analytics platform for capturing, analyzing, and correlating customer interactions and behaviors across all channels, so you can gain a single view of the customer experience, pinpoint areas of opportunity and deficiency, and develop strategies to address them.

Verint Engagement Analytics captures customer, employee, transaction, and interaction data from different channels and systems and consolidates it. Powerful algorithms and visualizations reveal key drivers and root causes of consumer behavior and deliver Actionable Intelligence® and cross-channel metrics, such as customer effort and satisfaction. Armed with this information, you can gain a deeper understanding of your customers and better predict engagement outcomes.

When combined with Verint Workforce Optimization™ and KANA® interaction management solutions, Verint Engagement Analytics can help deliver insights where they matter most, empowering your organization to engage more effectively with its customers and employees.



Verint Engagement Analytics can provide your organization with end-to-end views of customer journeys and business outcomes.



Key Benefits

- Helps organizations gain a deeper understanding of the end-to-end customer journey.
- Consolidates customer interaction, profile, and other data from different communication channels and internal systems into a single view of the customer.
- Creates cross-channel metrics, and delivers Actionable Intelligence to help organizations understand customer behaviors and predict outcomes.
- Helps organizations personalize customer interactions, operationalize engagement strategies, and achieve measurable business results.

Create a Better Customer Experience

Verint Engagement Analytics can work seamlessly with the solutions within the Verint Workforce Optimization™ portfolio, as well as with employee desktop, Web self-service, and mobile solutions from KANA®, a Verint Company. The solution can capture and aggregate structured and unstructured customer data from different channels and sources, including:

- CRM systems
- Voice channel audio and IVR activity
- Survey responses
- Email, chat, and social media text data
- Web self-service data
- Mobile app data
- Case notes

Designed with business users in mind, the solution provides cloud-based analytics to help you measure performance against key metrics across multiple channels, such as customer health scores, customer effort, and satisfaction. Dynamic dashboards and advanced data visualizations – including digital journey mapping – can help you understand customer behavior, surface the root causes of churn, and identify next best actions to help your staff create more personalized engagements that can cultivate customer loyalty.

Add Functionality as Your Needs Evolve

At Verint, we understand that your organization is under pressure to realize value quickly. That's why we've designed the Verint Engagement Analytics platform to easily scale, enabling you to add channels, key performance indicators, and operational integrations as your business needs evolve.

Regardless of the number of channels you choose to analyze, you can benefit from the solution's dashboard, journey maps, strategic managed services, and more.

With Verint Engagement Analytics, your organization can:

- Segment, target, and track customer journeys across interaction channels to understand how to create a better customer experience and enhance revenue.
- Use previous customer interactions and predictive outcomes to deliver contextual, highly personalized service.
- Manage and resolve customer issues at any point in the customer journey.
- Take action on information you already collect in various areas of your business to surface insights and determine where to focus customer engagement efforts to gain the most impact.
- Deliver next best action guidance to employees to help improve responsiveness and increase revenue opportunities.

Verint Engagement Analytics – Part of Verint's Customer Analytics Solution

Verint Engagement Analytics is part of Verint Systems' patent-protected portfolio of customer analytics solutions. These solutions combine software and services to provide an omnichannel view of customer journeys, identify their drivers and root causes, and facilitate action to enhance customer engagement.

Benefit from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Application Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge 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. © 2015 Verint Systems Inc. All Rights Reserved Worldwide. 06.2015