

Verint Personalized Guidance

Today's contact centers often use decision-support tools to help agents resolve customer issues at first contact. But typically, these tools aren't designed to detect and correct fundamental problems, such as agent skill gaps, broken processes, and issues and delays in the back office. In situations such as these, agents need more than tools — they need direct guidance.

Verint® Personalized Guidance™ is an analytics-driven, real-time guidance solution that can help you identify the root cause of suboptimal customer/agent interactions, provide in-the-moment guidance to agents, and surface and analyze insights from those calls. By using analytics to understand the root causes of less successful interactions, your organization can take action to correct and prevent them, helping you achieve quality metrics more consistently while enhancing customer experience and process optimization efforts.

Verint Personalized Guidance leverages proven solutions from the Verint Workforce Optimization™ suite, including Verint Performance Management™, Verint Speech Analytics™, and Verint Desktop and Process Analytics™. It's a practical solution that can help you align activities in your contact center more tightly with enterprise business and customer service strategies.

The Wrong Guidance Can Be the Worst Guidance

Although real-time guidance solutions are intended to optimize every interaction, they're typically designed to present next steps based on correct processes, a logical call flow, and a baseline level of agent expertise.

But calls don't always go as planned, and internal processes, agent skills, cultural issues, unforeseen situations and topics of conversation, and many other latent problems can make a blanket, one-size-fits-all approach to delivering guidance risky. Without analytics to identify the types of interactions most critical to your customers and the factors that can detract from their quality, there's a real danger of providing agents with irrelevant or inappropriate guidance — and adversely impacting customer relationships, contact center performance, agent confidence, and costs.



With Verint Personalized Guidance, you can design, implement, and measure real-time guidance strategies for improving customer interactions and critical key performance indicators.



Key Benefits

- Helps enhance customer service, improve performance, and reduce costs by delivering tailored, real-time guidance to your contact center agents.
- Facilitates creation of a guidance strategy that complements your workforce optimization initiatives.
- Offers insight into guidance events that can be integrated quickly into operations to help enhance customer satisfaction, average handle time, and other critical key performance indicators (KPIs).

Deliver Guidance to Agents in Real Time

Verint Personalized Guidance provides speech and desktop and process analytics tools to help you examine the the root cause of specific problems or scenarios from both sides of an interaction. You can gain deeper insight into what customers tell you about problems or complaints, as well as what agents are doing to help resolve them during calls. Armed with this information, you can pinpoint problems, identify the best way to resolve them, and design an alert that provides the agent with the appropriate guidance.

Make a “Moment of Truth” an Exceptional Experience

With Verint Personalized Guidance, you can enhance the quality of customer interactions as they occur, helping you turn potentially problematic interactions into exceptional experiences. Real-time alerts can provide guidance to agents based on information about a customer’s organization or demographics, the agent actions, or what the customer is actually saying.

The solution provides data propagation tools that can populate screens with existing customer data, helping to prevent missed keystrokes. It can also alert employees in your back-office operations to next steps by sending email messages in real time – and can even send the customer an email to confirm future steps before the conclusion of the call.

In addition to providing real-time guidance to agents, Verint Personalized Guidance can help your contact center:

- Clarify customer needs by consolidating data from multiple sources on a single screen during interactions.
- Alert supervisors or managers when calls do not comply with regulations.
- Trigger back-office process in real time to address a customer need.
- Enhance sales by suggesting special offers and promotions that are relevant to customers.

Since Verint Personalized Guidance includes Verint Advanced Scorecards™, you can easily monitor the improvement of agent performance metrics and other KPIs. By comparing interactions leveraging Verint Personalized Guidance with all interactions in your contact center, you can measure the success of current quality programs, develop insights into the customer experience, and enhance or create initiatives to meet your organization’s strategic goals.

Personalized Guidance – A Verint Business Impact Solution

Personalized Guidance is a Business Impact Solution™ within Verint’s suite of customer engagement optimization solutions. Enabled by Verint Services, the solution is built on the company’s unified workforce optimization framework and can be extended with other solutions in the suite as business needs evolve, without the need to integrate disparate technologies. Used separately or together, Verint workforce optimization solutions offer the convenience and benefits of a single platform, simplified systems administration and maintenance, and reduced cost of ownership.

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.

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