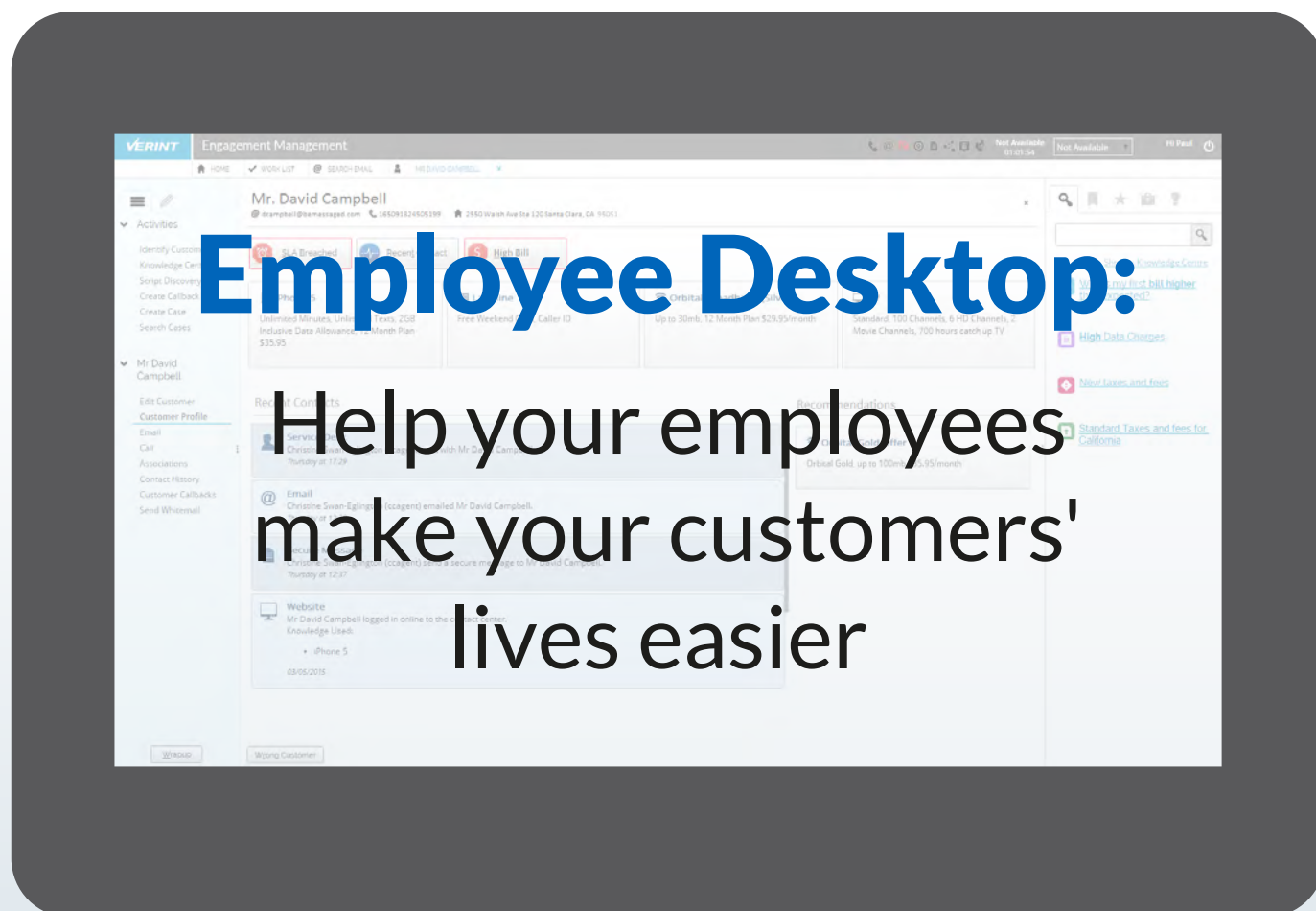




[understand me]



THE INSTRUCTOR:

Video/multimedia files help support identification and troubleshooting of issues remotely and guide customers through unfamiliar tasks.



THE REVENUE DRIVER:

Guidance on handling calls and suggested up-sell and cross-sell opportunities drives revenue.



THE TRAINER:

Embedded knowledge base reduces ramp time, and simplifies and streamlines continuous learning.



THE STREAMLINER:

Clean, modern user interface surfaces relevant information from cumbersome legacy systems, improving speed and ease of access.



THE INTEGRATOR:

A mashup of all relevant information from various systems presented in one place eliminates toggling between screens.



THE VIRTUALIZER:

Information always within arm's reach even half-way around the world provides ultimate workforce flexibility.



THE PROTECTOR:

Process guidance supports compliance and corporate governance and reduces risk and errors.



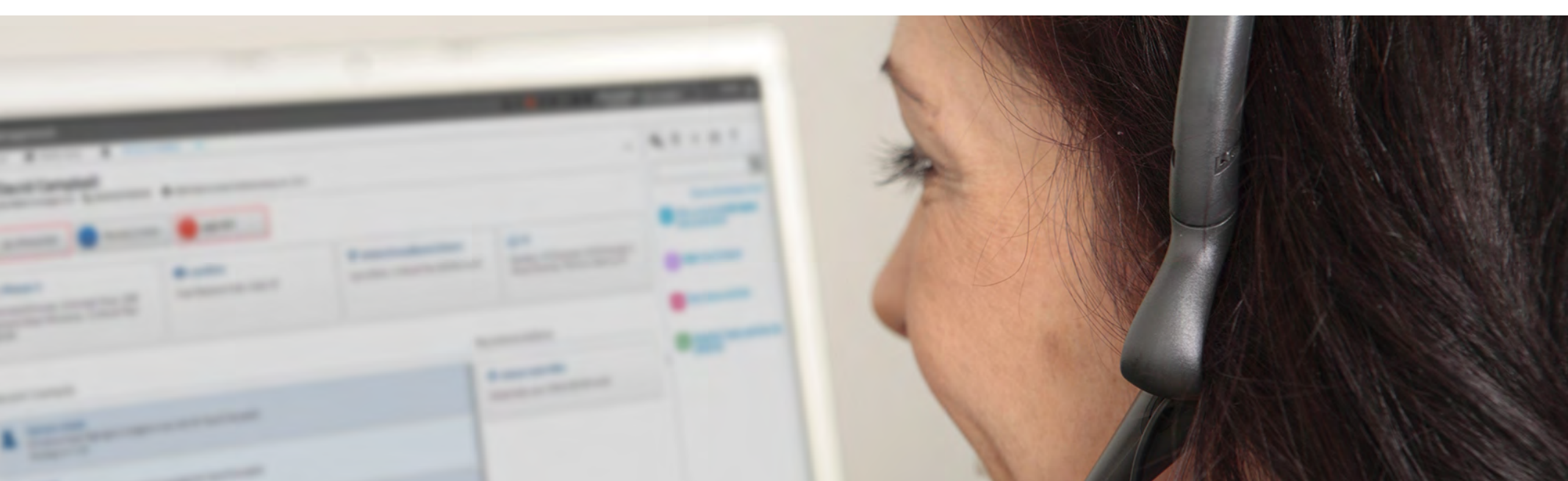
THE PREDICTOR:

Routing and analytics discern the type of issue a customer has in advance to focus resources and speed agent resolution.



THE TRANSLATOR:

Access to multilingual content localizes resources to each customer's preferred language.



Employee Desktop brings customer information and employee action together seamlessly to empower the Seriously Smart Organization to deliver more personalized engagement, and better outcomes with less effort.

Best-in-Class contact centers that provide employees with access to all customer information on a single screen/desktop enjoy:



 **Learn more** about how Employee Desktop can help you on your journey to becoming a Seriously Smart Organization.

Source: The Business Value of Integrating the Contact Center within Your Omni-Channel Strategy, March 2014, Omer Minkara.