

Verint Contact Center Desktop and Process Analytics

Although most contact centers are familiar with recording and monitoring the quality of telephone interactions, data privacy regulations increasingly are requiring them to distinguish the types of information they *can* record from those they can't. Centers need the ability to retrieve specific interactions quickly — and have insight into all agent desktop activities, including after-call work.

Verint® Contact Center Desktop and Process Analytics™ can help address data privacy requirements while capturing employee desktop activity. It complements screen and voice recording by enabling the processes associated with customer service operations to be tracked, measured, analyzed, and refined. Your contact center can use this insight to improve efficiency, reduce costs and liability, and enhance the customer experience.

Verint Contact Center Desktop and Process Analytics offers functionality to help centers protect private information, limit liability, and gain visibility into desktop activities by:

- Avoiding the capture of sensitive data during customer interactions.
- Tagging recordings with information to facilitate easy retrieval.
- Identifying issues in calls and corresponding desktop activities, and providing immediate drill-down to help reveal root cause.
- Identifying agent and system behaviors that do not comply with industry regulations and company practices.
- Revealing the successful behaviors of top performers.
- Improving productivity by showing how employees use applications and systems to perform their work.
- Collecting and centralizing the contributions from one or more employees to a particular work item or case, helping you pinpoint where processing irregularities may have occurred.
- Detecting flawed processes and process variations.

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Now you can:

- Facilitate compliance with consumer protection regulations by helping contact centers avoid capturing sensitive customer data.
- Provide visibility into agents' desktop activities, application usage, processes, and schedule adherence to help reveal hidden capacity and increase productivity.
- Use data captured at the desktop to populate performance-based scorecards.

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Identify Issues and Take Immediate Action

Verint Contact Center Desktop and Process Analytics provides a broad range of available functionality, including:

Advanced Desktop Analytics — Provides data capture, event triggering, and analysis of desktop application usage through:

- **Triggers** — Provides user-defined, screen-based desktop triggers to automatically detect select events and activities conducted across agent desktop applications. You can capture specific types of interactions or particular business functions. For example, you can set a trigger to stop recording when customers provide their credit card information or access specific customer accounts.
- **Path Manager and Studio** — Enables you to add screens and triggers quickly and develop workflows that are simple for users to modify as needed. Use pre-defined templates or create your own to group DPA triggers together for capturing workflows and comparing processing paths.
- **Application Analysis** — Tracks and reports on all application activities on the agent desktop, showing which applications your agents use—including how they use them, when, and for how long. You can observe patterns in workflow and computer usage, and identify non-work related activities and idle time that can have a dramatic impact on service levels and capacity.

Strategic Desktop and Process Analytics — Provides the functionality of Advanced Desktop Analytics, along with:

- **Collections** — Collects the activities (contributions) performed by individuals or teams on a single work item or case in a central repository for quick review and evaluation. You can

easily search and evaluate the contributions of front- and back-office employees from a single, easy-to-use workspace.

- **Process Analysis** — Enables you to define specific processes, then track the volume and status of work. Reports show which processes have been completed, how long they took, who performed them, and the steps involved. You can even spot incomplete processes, transaction values, and account data at given steps.
- **Process Discovery** — Graphically maps, step by step, how agents execute processes based on their actual desktop activities or based on activity log files. The solution can capture data and create process diagrams in Microsoft Visio® automatically without interrupting work, interacting with critical corporate systems, or requiring predefined process flows or integration with other applications.

For even greater value, Verint Desktop and Process Analytics can be enhanced with optional solutions, including:

Verint® Process Assistant™ — Helps employees complete tasks faster by providing guidance and automation wizards that overlay applications, showing staff exactly what to do, preventing them from proceeding in some situations, and even performing the work for them in others. The solution can automatically provide agents with “Guide Me” or “Show Me” scripts, and pre-populate data across applications to help increase accuracy and productivity.

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 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.

The Customer Engagement Company™

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