



## Leveraging Branch Capacity to Drive Business Results

Many organizations struggle with a lack of understanding around how employees spend their time. What percent is spent in value-added activities, and what percent is spent idle or on activities not directly related to driving results? Which applications do employees access, when, and for how long? Do the applications correlate with employee roles and their performance objectives?

Impact 360® Desktop and Process Analytics™ from Verint® Systems can help you answer these questions — and can provide the visibility into staff activity that you may be missing today. The solution includes Impact 360 Application Analysis™ — functionality that can track and report on desktop application usage, providing managers with critical insight and ability to:

- Receive actual, ongoing data about how employees use their time by capturing the time they spend in specific applications.
- Identify productive and unproductive time.
- Observe patterns in how employees work through and between software applications.
- Understand how much capacity can be leveraged for value-added and revenue-generating activities.

With these capabilities and insights from Impact 360 Desktop and Process Analytics reports, organizations can truly drive performance and gain insight into critical questions, such as:

**Time Usage** — Are employees spending enough time in the customer relationship management (CRM) system or sales and service system relative to their sales goals? The solution's Application Timeline Reports show graphically the daily timeline for each employee, helping managers see activity trends throughout the day, including applications used, break and idle times, and daily log on/off events. This can be helpful for understanding employee behavior across teams and functions.

**Application Usage** — What is the application profile of my top performers so I can use it to train other staff? The solution's Activity Percentage Reports show individual employee application usage by presenting the percentage of time spent in most commonly used applications throughout the workday alongside average utilization for the team. This report can help managers identify performance issues, the need for training, and behaviors of top performers.

**Unused Capacity** — Where and when is there idle time (unused capacity) in my branch? The solution's User Duration Reports provide bar charts showing the distribution of time spent in various applications, as well as idle time by individual users or groups of users. By understanding who is using specific applications, when, and for how long, organizations can better align application usage with business processes and identify opportunities for improving employee effectiveness.

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– Lyn McGrath, Executive General Manager Retail Sales,  
Commonwealth Bank



### The Solution in Action

Here are some examples of how leading companies have used Impact 360 Application Analysis to help increase employee productivity and throughput:

**Commonwealth Bank of Australia** — After rolling out Impact 360 Desktop and Process Analytics to more than 12,000 desktops in its retail branch network, Australia's leading provider of integrated financial services uncovered 6,000 hours/week of teller capacity (approximately 160 FTEs) that is now being used for outbound calling and customer education activities. "Already, we have been able to realize productivity benefit uplift while increasing customer satisfaction rates significantly," noted Lyn McGrath, Executive General Manager Retail Sales, Commonwealth Bank.

**Leading Investment Management Firm** — The retail support group for a leading investment management firm improved the speed and effectiveness of onboarding new hires after discovering that new hires were using instant messaging and email as a coaching tool, instead of one-on-one support sessions, as was the defined process.

"We were amazed by the amount of time associates were using communication tools versus being active in our work imaging system," states the vice president

of Retail Support Operations. "Simply by pairing new hires with experienced team members and encouraging face-to-face coaching, we reduced idle time by 50 percent in the first 90 days after implementing Impact 360 Application Analysis."

**Large, Multiline Insurer** — A large insurer wanted to improve the efficiencies and productivity of its back-office processing groups to speed turnaround times and deliver a better customer experience. With Impact 360 Application Analysis, the company discovered a large number of people who typically met their production standards by noon, then engaged in non-work related activity for the rest of the day. By recapturing idle time and non-work related chat and Internet time, the insurer saved \$5 million dollars and was able to process 50,000 more items first year alone.

**Long-Term Care Pharmacy Provider** — A prescription fulfillment provider to long-term care facilities struggled to generate data and visibility into the actual throughput and performance of its pharmacy staff. With the insight gained from Impact 360 Application Analysis, it reduced temporary labor by 25 percent, overtime by over three percent, and overall headcount by nearly four percent. Of the decrease in headcount, 75 percent came from within the ranks of the company's costliest resources.

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