

# Verint Application Triggers



## Now You Can:

- Achieve PCI compliance by automatically pausing and resuming recordings.
- Improve customer experiences by tagging interactions for quality reviews.
- Reduce the risk of penalties by providing process compliance guidance in real time to agents.
- Help meet GDPR, CCPA, and other privacy regulations by tagging interactions that contain personally identifiable information (PII).

Protecting consumer privacy and meeting government and industry regulations are ongoing struggles for many contact centers. Failure to meet these regulations could result in expensive data breaches, audits, hefty fines, loss of customers, lawsuits, and a tarnished brand image.

Verint® Application Triggers™ is an innovative, cloud-based solution that provides contact center leadership with the assurance that their center is complying with the appropriate rules, regulations, and processes. It can trigger actions based on real-time desktop events to help ensure compliance, such as pausing and resuming recording, or generating pop-up alerts with process-step reminders for employees.

Verint Application Triggers uses desktop events to initiate a variety of actions, including:

- Pausing and resuming interaction recordings to meet Payment Card Industry (PCI) security standards.
- Tagging interactions with non telephony-based data tags for easy search and retrieval in compliance audits and quality reviews.
- Providing simple reminders to accurately guide agents in real time through compliance-governed processes.

With this proven, enterprise-scale functionality, you can provide essential compliance-related information and guidance to employees at appropriate or critical points in a process. It's a proactive approach for deterring non-compliant behavior. Moreover, the data captured can also enhance your quality management processes. Specific interactions can be tagged and retrieved for targeted and effective feedback that helps improve employee performance and the customer experience.

# Verint Application Triggers

## Benefit from Proactive vs. Reactive Compliance

Verint Application Triggers can help ensure compliance by proactively carrying out actions or providing information and guidance to employees while interactions are in progress. This helps prevent non-compliant behavior from occurring in the first place, as opposed to relying on compliance staff to identify issues after the event and conduct complex, time-consuming remedial actions.

By leveraging real-time desktop events and context to trigger actions, the solution can provide a high degree of accuracy, which in turn can help reduce organizational risk and the potential for financial penalties. For example, fines for non-compliance for PCI can vary from \$5,000 to \$100,000 per month, with additional expenses required to resolve and repair potential damages.

## Increase Employee Confidence and Performance

Verint Application Triggers can provide real-time notification of process requirements and step-by-step guidance, increasing employee confidence in their ability to execute tasks correctly. Working in concert with Verint Quality Management™, the solution can help you simplify and improve quality management practices by tagging and qualifying recordings based on application data for improved employee feedback.

## Extend the Value through Integrations

Verint Application Triggers integrates with other solutions within Verint Workforce Engagement™, so you can benefit additional capabilities to support expansion and scalability as part of a unified and integrated solution.

In addition to capturing data that can be used to enhance Verint Quality Management, Verint Real-Time Agent Assist™ uses Verint Application Triggers to tie desktop activity with linguistic and acoustic data to provide contextual, real-time guidance. Verint Application Triggers also enables Verint Desktop and Process Analytics™ to create process maps based on desktop activities and establish actual, end-to-end process handle times. Verint Workforce Engagement can simplify administrative and end-user workflows and training requirements.

## Part of Verint Customer Engagement Cloud Platform

Verint Application Triggers is part of a patent-protected portfolio of cloud solutions for building enduring customer relationships. With a full set of solutions for digital-first engagement, Verint helps the world's most iconic brands efficiently connect work, data, and experiences to consistently deliver differentiated experiences at scale.



Learn more at  
[www.verint.com](http://www.verint.com)

## Verint. The Customer Engagement Company®

### Americas

info@verint.com  
+1 770 754 1900  
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](http://verint.com)



[twitter.com/verint](https://twitter.com/verint)



[linkedin.com/company/verint](https://linkedin.com/company/verint)



[verint.com/blog](http://verint.com/blog)