

VERINT

Engagement Data Management

Drive your business forward. Gain deeper insights into how you engage with customers and what they tell you about your service.



The Importance of Engagement Data

To drive your business forward, you need to truly understand how effectively you engage with your customers and to act on what they tell you about the service you provide.

Do you have the right data to understand your customers' behavior? Doing so requires comprehensive customer engagement data. This consists of **interaction data**—records of actual interactions between customers and employees, across voice, digital, and social channels, and **experience data**—direct feedback from customers on their interaction experiences.

Easy access to all of your customer interaction and experience data, in the right format and readily available for analysis, can add significant value to your business.

“Engaging with customers in more complex ways means more than simply expanding the number and type of contact channels.”

Ventana Research 2021

The Science of Managing Interaction Data—Capturing Deeper Data for Better Customer Engagement



This report examines why making customer engagement data useful is such a challenge, and it explores the data strategies to help you see the whole story.

[Download Here >](#)

How Does Verint Engagement Data Management Work?

At the core of Verint® Engagement Data Management™ (EDM) is the Verint Engagement Data Hub. The Verint Engagement Data Hub enables you to quickly and effectively bring together, in one place, all of your interaction and experience data—from billions of engagements across different communication channels and modalities. Data that would otherwise be isolated in multiple silos, making it practically impossible for you to drive insights and value from disparate sources.

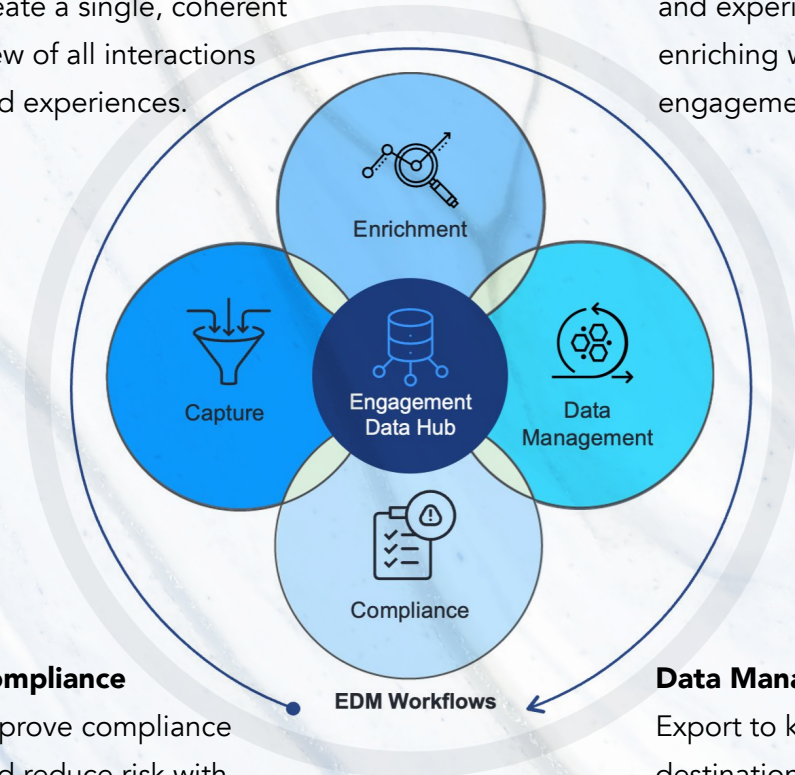
With Verint Engagement Data Management, you can consolidate, harmonize, manage, and enrich data to create a cohesive, multichannel data hub. Your collected engagement data is easy to analyze in real-time, or near real-time, and drives business metrics. As a result, you can reveal insights that were previously hidden, and make this rich source of strategic advantage available to managers, data scientists, and executives across your organization.

Capture

Break down the silos of engagement data to create a single, coherent view of all interactions and experiences.

Enrichment

Enhance the value of captured interactions and experiences by enriching with additional engagement data.



Compliance

Improve compliance and reduce risk with unified data management, governance, and security.

Data Management

Export to key destinations for easy analysis across the enterprise.

Drive a Competitive Advantage with Your Engagement Data

Your business is awash with engagement data. From voice calls, digital interactions, and customer feedback surveys. Collected in the contact center, back office, branch, ecommerce platform, and social channels.

Do you take advantage of all this customer engagement data to drive competitive advantage for your business?

Here are some of the ways you can power-up with EDM:

- **Contact Center Insights** – Break down the data silos in your contact center and bring all your interactions and survey data together. View and analyze customer engagement in one place to quickly understand why customers are calling or why they are dissatisfied. Exceed your contact center goals and drive value from the insights into customer interactions and feedback that EDM unlocks.
- **Enterprise Insights** – Drive superior enterprise analytics from engagement data captured across your business. Analyze data from UCaaS/CCaaS and other voice calls, face-to-face interactions from branches, and back office. Expand and enrich the data from customer feedback and your CRM. Use these insights to improve processes and performance, enhance customer experience, and improve customer loyalty.
- **Customer Journey insights** – View and understand customer experience and behavior across all channels and touch points. Correlate interaction and experience data with customer identities to understand individual customer sentiment and channel preferences and to drive selling opportunities. Improve journey experiences and personalize at scale.
- **Behavioral Compliance Insights** – Reduce the risk of fines and reputational damage. Review 100% of customer interactions across every touch point to understand script adherence, policy violations, compliance with data privacy mandates, and potential fraud. Use behavioral insights to reduce the cost of compliance assurance, support compliance investigations, and mitigate issues in real-time.

Are You Struggling to Close the Engagement Capacity Gap?

The Engagement Capacity Gap™ is the gulf between interaction volumes, customer and employee expectations, and your ability to deliver the service you aspire to within the same, or even reduced, budget and resources.

To meet customer expectations and grow your business, you need detailed analysis and deeper insights across every customer engagement. Verint Engagement Data Management is part of Verint Cloud Platform, designed to help you close your organization's Engagement Capacity Gap.

**Interactions &
Channel Growth**

**Customer
Expectations**

**Workforce
Dynamics**

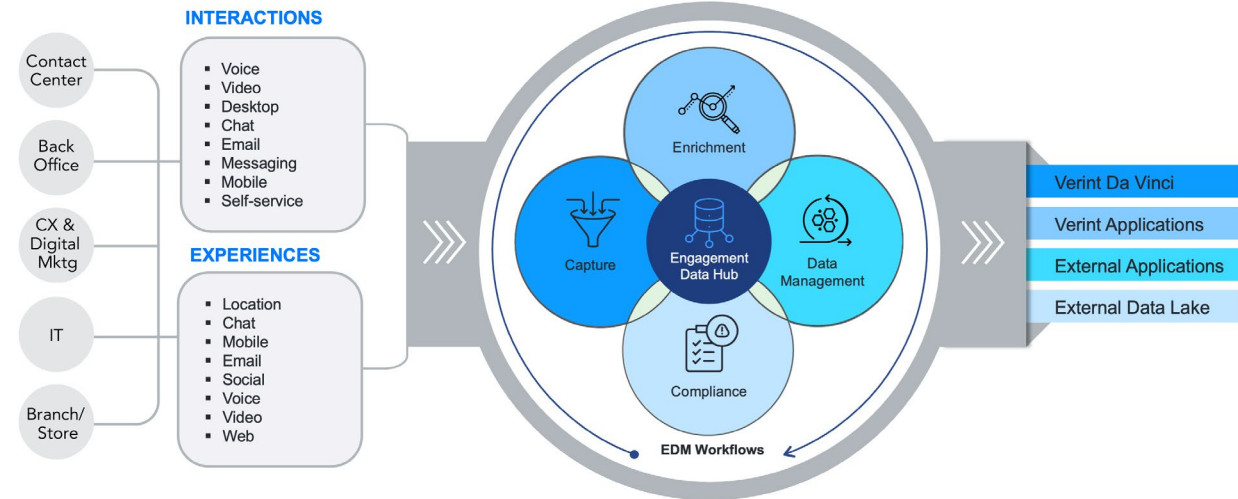


To learn more about the Engagement Capacity Gap, download our global research study.

[Read the eBook >](#)

Unlock Your Data Silos

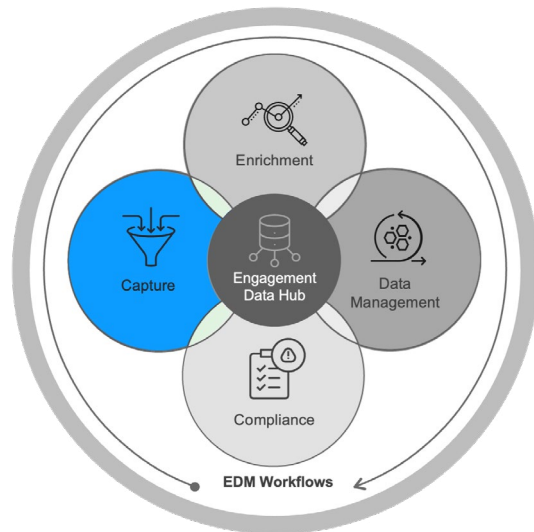
While voice calls are still a primary channel for customers, interactions and customer feedback are also increasingly digital. But digital interactions can also drift back into voice calls and bounce across other channels, spreading data across multiple systems and unconnected data silos.



Verint Engagement Data Management makes it easy for you to resolve the issue of disparate data silos by capturing interaction and experience data from all sources. You can use the built-in, market-leading Verint recording platform or standard integrations to most popular contact center, CCaaS, digital-first, and customer experience solutions. Open APIs allow you to connect to other external systems and archives—eliminating integration costs and protecting your data strategy against future changes in your communication platforms.

Capture Everything

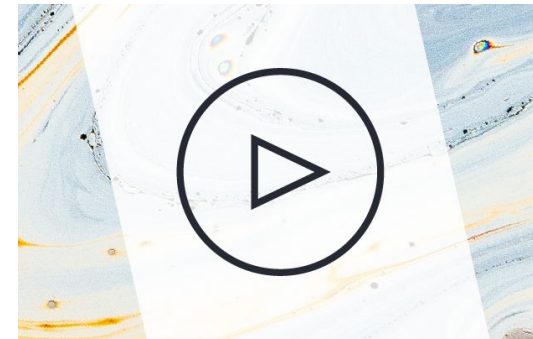
Recording voice calls is no longer enough. Customer interactions are taking place across an increasing number of channels and systems. Can you record and capture voice, video, text, social messaging, Microsoft Teams, Zoom, and other channels? Even if you can, you probably end up with data in different formats, spread among many different silos—making it difficult to manage and analyze.



Capture

Break down the silos of engagement data to create a single, coherent view of all interactions and experiences.

“Through 2022, one-half of organizations will have data silos in their contact centers that prevent them from achieving a complete view of the customer.”



Are you struggling with data silos?

Check out the 15-minute Ventana Research video on “The Challenges of Managing Customer Data.”

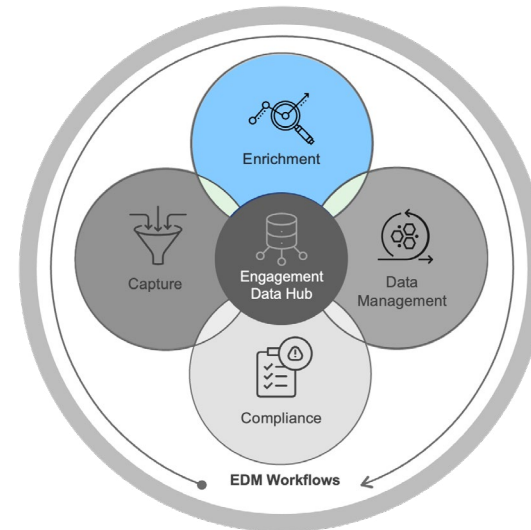
[Watch Recording >](#)

Power-Up Your Customer Engagement Data

Unlock the true value of your engagement data with additional analysis and insights. Enriching your engagement data hub with information from other sources will add color and depth to the business insights you generate. Verint EDM's open APIs allow you to add additional data such as customer ID, orders and products purchased, account profiles, and more. Use your chosen business intelligence tools to generate analysis from your data and add it back into the data hub to share across your business.

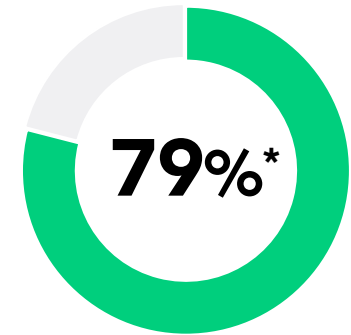
You can also select from a menu of Verint enrichment options, including:

- **CTI Integrations** – Add IVR and call-related data including customer identity, call holds, transfers, and duration.
- **Speech Transcription and Enhanced Speech Transcription** – Gain greater insight into the nature and content of interactions.
- **Audio Quality Statistics** – Identify gaps or audio quality issues for quality assurance and compliance.



Enrichment

Enhance the value of captured interactions and experiences by enriching with additional engagement data.



Data Challenges Span the Enterprise

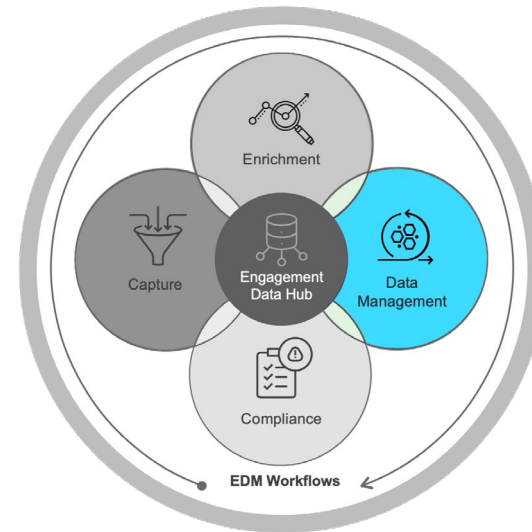
Decision makers concerned with having a unified view of customer engagement data and overcoming data silos.

*Source: Verint Global Survey, 2021 of CX/CE decision makers spanning 8 industries, 10 countries.

Crack the Customer Engagement Data Challenge

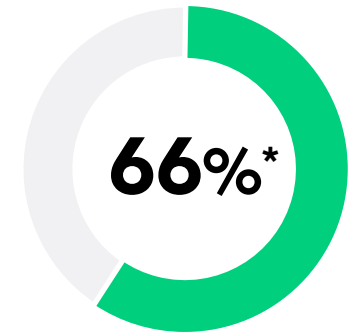
Managing huge quantities of customer engagement data—for data access, retention, security, and export—can be hard. If you need to do so in multiple systems, the complexity and risks increase exponentially.

Verint Engagement Data Management takes the hard work out of data management. It brings together—in one place—engagement data from all channels and modalities. Now you can use a single set of tools to manage granular controls for data lifecycles and data access rules. Verint Engagement Data Management also provides configurable workflows to audit data access and manage data retention. Your policies are applied and monitored across voice, digital, and cross-channel interactions and experience data while comprehensive APIs and adapters allow free export to your data lake and other applications.



Data Management

Export to key destinations for easy analysis across the enterprise.



“Two thirds of organizations manage their customer engagement data using multiple platforms, leading to a lack of coherent data to drive meaningful insights.”

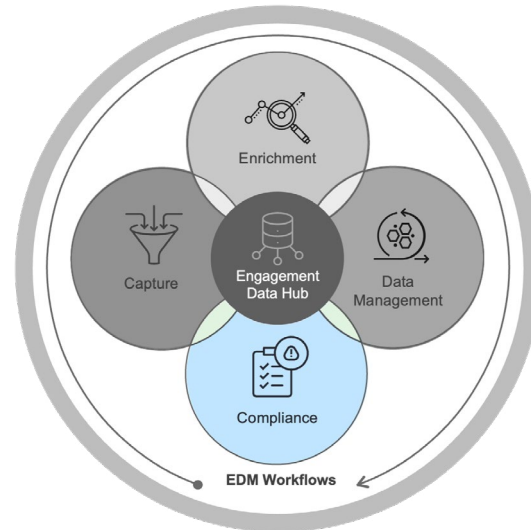
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Build a Culture of Compliance

Whether you're addressing data protection regulations such as the CCPA and GDPR or applying industry-specific rules, non-compliance can be painful and expensive! Ensuring compliance is much easier when you do so in one place.

Verint Engagement Data Management does just that, with unified data management, governance, and security helping you improve compliance and reduce risk. Configurable workflows help you to manage data access, storage, and retention and preserve data for litigation hold, investigations, and regulatory audits.

Compliance
Improve compliance and
reduce risk with unified
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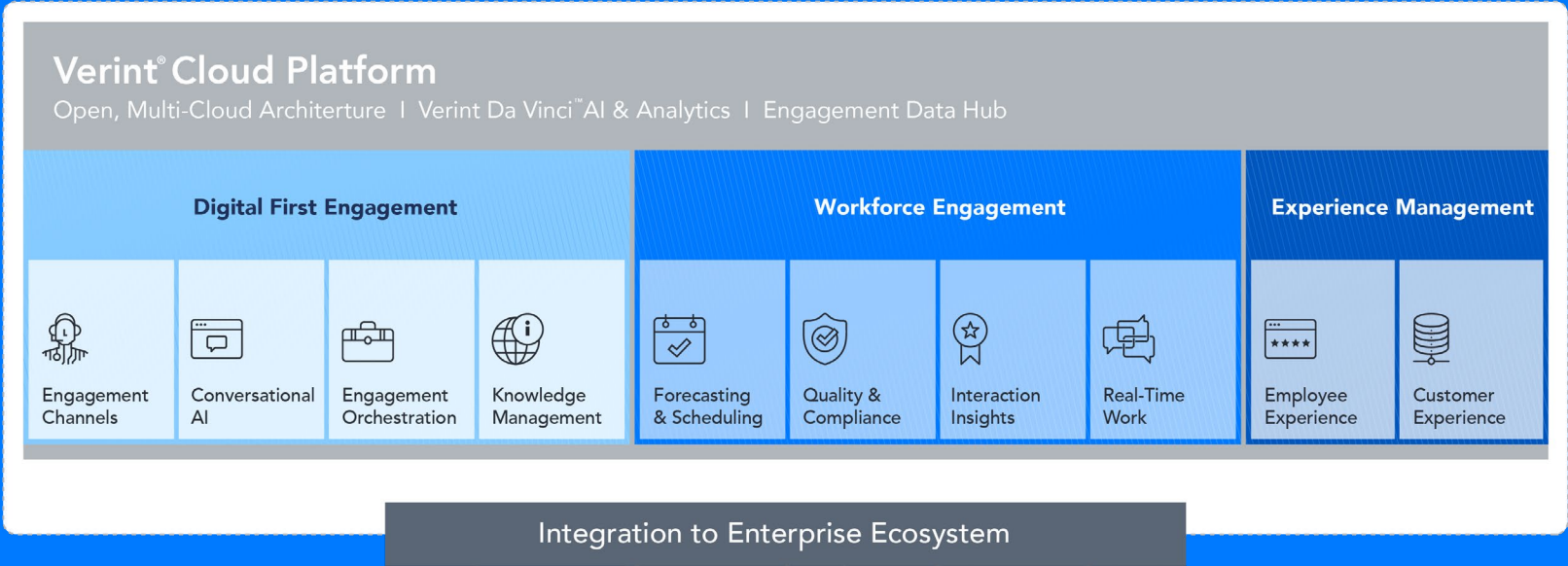


Strengthen compliance with Verint EDM's optional modules and other applications on Verint Cloud Platform

- **Passive Voice Biometrics** – Provides customer and employee authentication based on voice prints.
- **Automated Recording Verification** – Checks that calls are recorded as required and alerts you to errors and discrepancies.
- **Verint Automated Quality Management** – Automates the end-to-end quality process across digital and voice channels, humans, and bots.
- **Speech and Text Analytics** – Help you understand compliance issues and analyze employee actions.
- **Application Triggers** – Automates contextual actions, including control of interaction recording start, stop, pause, and resume.

Part of the Verint Customer Engagement Cloud Platform

Verint Cloud Platform elevates every experience with an open approach to customer engagement. Powered by Verint Da Vinci AI and Analytics™, the platform delivers best-in-class applications and services—including Workforce Engagement, Digital-First Engagement, and Experience Management. As a result, the Verint Cloud Platform works with your existing ecosystem to close the Engagement Capacity Gap while seamlessly delivering experiences across engagement channels and uniquely supporting the modern, distributed workforce of humans and bots at scale.



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