Verint Engagement Data Management

Is it difficult for you to build a comprehensive view of customer interactions? Does the growing range of customer engagement channels make it even more complex? Does unstructured data from multiple modalities — video, voice, text — complicate deriving value from your interactions?

Now You Can:

- Easily build an interaction data hub that breaks down data silos, simplifies data management and governance, and brings order to unstructured data from any customer engagement channel.

- Enrich your interaction data so that you can gain new and deeper insights into customer engagement.

- Make your interaction data freely available to your data lake and across your organization.

- Benefit from usage-based pricing, out-of-the-box workflows, and open APIs for data ingestion and export as part of the Verint Cloud Platform.

The staggering growth in the number and variety of customer interactions extends far beyond the traditional contact center, into your back office, branches, stores, and digital channels. Interaction data may reside in disparate systems, departments, or even fragmented segments, creating silos that undermine data mining, AI, or business intelligence initiatives.

Crucial business insights can go unrevealed, hampering decision making. Exponential data management costs, complexity, and effort also exact a heavy toll. While you may be building data hubs to feed your data lake and analytics, building an interaction data hub is especially difficult because of the range of communication channels and modalities, and the unstructured nature of the data.

Verint® Engagement Data Management™ is the industry's first offering designed to help make this task easy and affordable. Now, you can build an interaction data hub to feed your analytics tools and enterprise data lake. You can bring structure to unstructured interaction data across voice and digital channels, while reducing data management costs. And you can enrich your data to drive even deeper insights from it.

Our open approach eliminates the hard work of creating an interaction data hub. APIs and adapters allow you to freely import and export data, so you can bring together, manage, and enrich interactions from a variety of channels and modalities.

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Verint Engagement Data Management

Build an Open Interaction Data Hub

Verint Engagement Data Management offers out-of-the-box, open adapters and APIs, so capturing interaction data from many different channels, modalities, and systems — voice, video, instant messaging, chat, collaboration tools, and more — is simple and quick to achieve. It can dramatically reduce the cost, complexity, and time needed to build an interaction data hub and integrate a range of collaboration platforms.

Add Value to Your Data for Deeper Insights

Your interaction data hub can normalize, organize, and manage interaction data seamlessly, giving you a single view of all interactions across the contact center, back office, digital channels, and branch locations. You can unlock the true value of that data, with additional analysis and insights. Use your analytics tools of choice to enrich the 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:

- **Speech Transcription** — Transcribe speech to text.

- **Audio Quality Statistics** — Identify gaps or audio quality issues for quality assurance and compliance.

- **Interaction Reconstruction** — Assemble interaction segments in preparation for export.

Simplify Data Management and Export

Simplify interaction data management with configurable workflows that take the hard work out of managing and auditing retention and access. Open APIs and adapters allow you to freely export data to feed your data lake, and to other applications.

Improve Data Security and Compliance

Managing interaction data storage, access, retention, and compliance in one place makes it easier to enforce the requirements of PCI, HIPAA, GDPR, CCPA, and other regulations. Rules and configurable workflows audit data access across users, and preserve data for litigation hold and regulatory audits.

Pay for What You Use

As part of the Verint Cloud platform, the solution provides usage-based pricing, so you pay only for what you use[1], and transfer of data from and to external systems is free of charge. Now, you can extend interaction capture to more areas of your business cost effectively, adding value and depth to your engagement data.

Part of the Verint Customer Engagement Cloud Platform

Verint Engagement Data Management is part of the Verint Customer Engagement Cloud Platform that drives strategic impact across the enterprise.

[1] *Minimum commitments apply.*

Learn more at
www.verint.com/engagement

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