

**VERINT.**

**Verint Customer Engagement  
Cloud Platform** elevates every  
experience with an open approach  
to customer engagement.



# Close The Engagement Capacity Gap

As consumers shift to digital channels, brands are facing an increasing number of interactions and skyrocketing expectations. Most businesses have a limited set of resources to engage with customers. This widening gap between expectations and results is the Engagement Capacity Gap™.

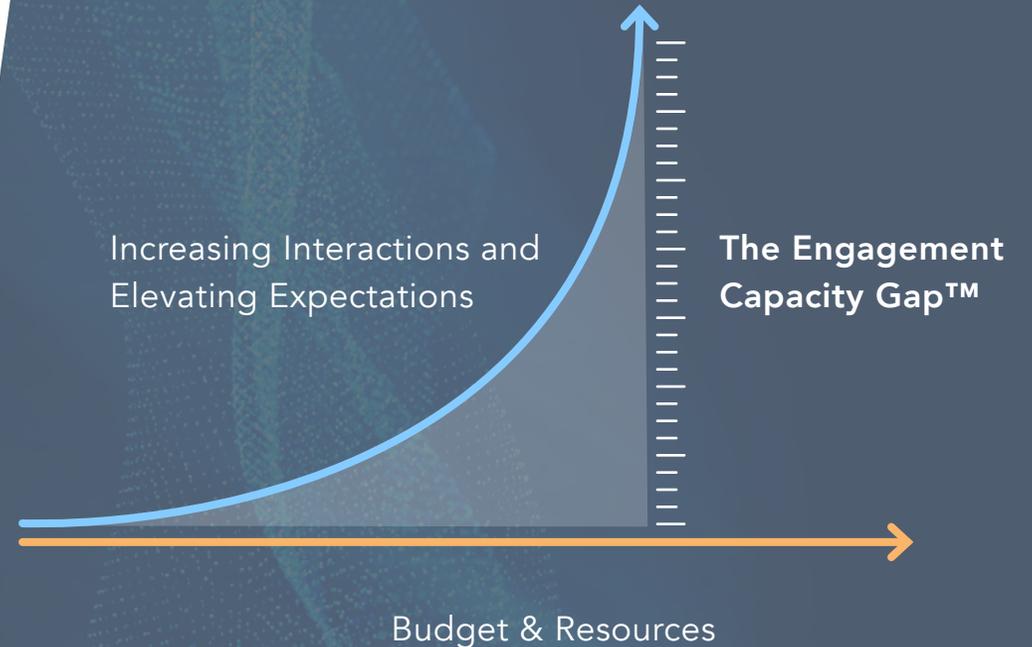
Verint Cloud Platform closes the Engagement Capacity Gap by enabling organizations

to quickly adopt automated, best-in-class solutions that can delight customers throughout their journey and on their terms—when and where they want to purchase, interact, and receive service. It connects your data across the enterprise to provide much-needed clarity into your performance on how you're engaging with customers and finding ways to put your employees' talents to best use.

## Verint partners with thousands of iconic brands

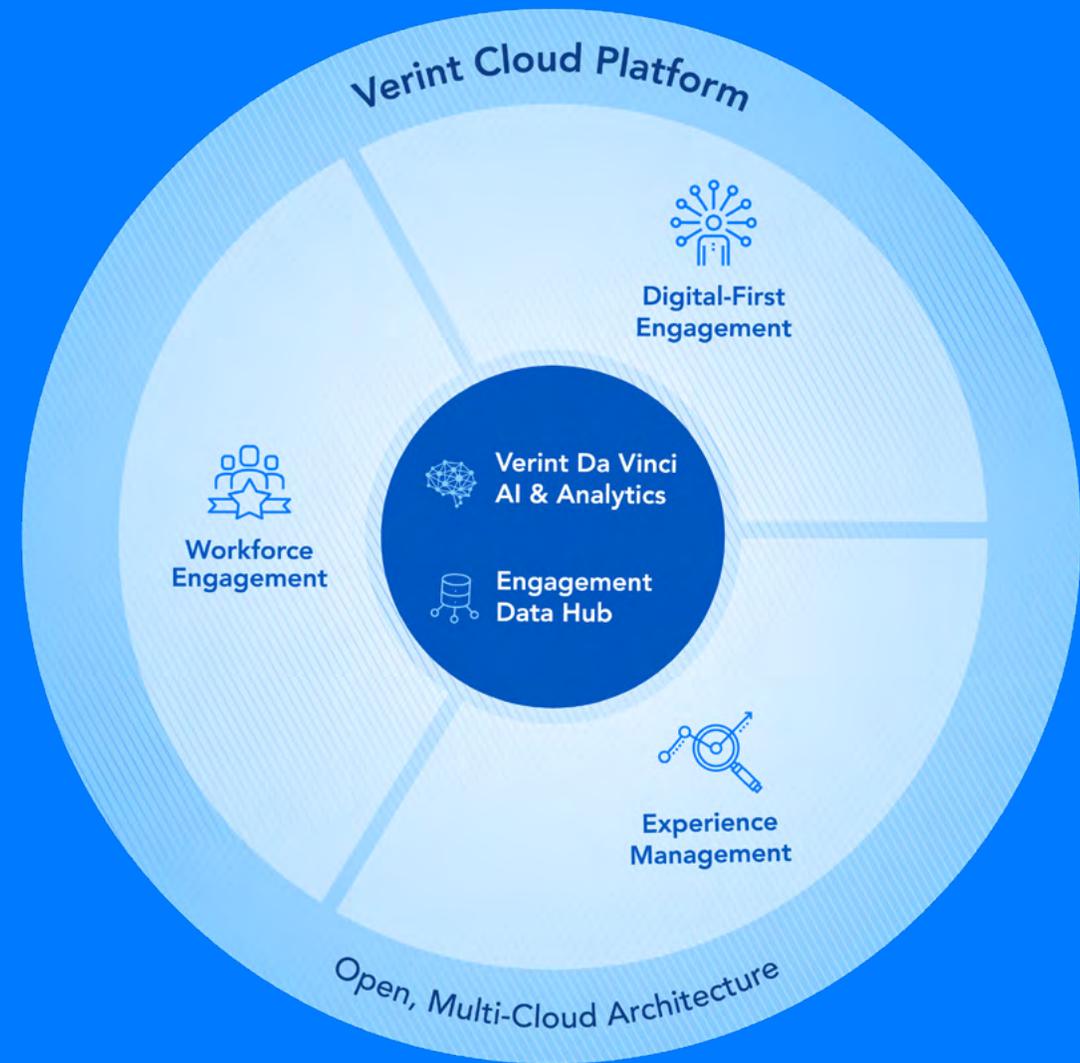


## Consumer Shifts Widen the Engagement Capacity Gap



## With Verint Cloud Platform, you can:

- Drive personalized, proactive connections with Digital-First Engagement.
- Seamlessly combine humans and bots with intelligent Workforce Engagement.
- Create a CX-focused culture across your business with Experience Management.
- Harness data to drive insights and action with Verint Da Vinci AI & Analytics™ and Engagement Data Hub.



## Take A Truly Open Approach To Customer Engagement

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While it's optimized for Verint's cloud-based solutions, Verint Cloud Platform seamlessly connects to your unique enterprise cloud ecosystem and extends capabilities to suit your business goals and user needs by sharing data across operations.

The open extensibility architecture allows you to easily integrate and augment your existing CRM with Verint's best-in-class solutions. You can connect data across multiple platforms with the ability to change at any time—all without any loss of functionality.

The Verint Cloud Platform is also agnostic to any infrastructure choices. This means that the platform can work with your existing CCaaS, UCaaS, and CPaaS solutions (both on-prem and cloud-based). Another flexible feature of the platform is its integration with data lakes to help brands better understand their customer interactions.

### Verint Cloud Platform opens your brand to boundless possibilities

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Easily integrate with leading communication infrastructure solutions.

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Augment your CRM solution to enable richer engagement.

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Connect the Verint platform with your full enterprise ecosystem through a rich set of APIs.

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Unlock the value of your interaction and experience data, and easily combine with data across your enterprise.

## Next-Gen AI Powered by Verint Da Vinci AI and Analytics

Verint Da Vinci AI & Analytics is infused with advanced machine learning models, natural language processing, intent recognition models, predictive modeling, and analytics engines, and is embedded in Verint Cloud Platform. Built on market-leading customer engagement data from billions of real-world interaction every year, and constantly innovated with expertise from Verint AI Labs, Verint Da Vinci drives a broad range of solutions within the platform.

It kickstarts your ability to interact with customers and employees, as well as process large amounts of data to learn so you can connect, grow, and innovate, all while aligning your operations with your business goals. The data can be reviewed through analytics that are offered in a real time and near-real time environment for quick access to your data.

Verint Da Vinci provides understanding, intelligence, and automation – empowering you to:



Convert unstructured data to intelligence and action.



Use machine learning to improve business processes.



Understand customer and employee sentiment, and spot trends and opportunities.



Determine customer intent of a verbal or written conversation.



Detect anomalies in data and take action.

## Unify Data Across Your Business

Included in the platform is the Engagement Data Hub™—a purpose-built, unified data hub that brings together all the interaction and experience data from different sources in one place. It allows for out-of-the-box integrations with a pre-built, open foundation for building new apps and workflows.

### Engagement Data Hub Empowers You To:

- Normalize interaction and experience data from different sources.
- Add value and enrich data from other sources.
- Compliantly integrate and manage data.
- Build new apps and workflows.
- Export to make data ubiquitous across your organization.

Verint Cloud Platform closes the Engagement Capacity Gap and powers better customer engagement for some of the world's most recognizable brands. Our years of experience have made our solutions extensible across industries and use cases. Here are some of the industries where Verint Cloud Platform is currently in use:

### Industries



Financial Services



eCommerce



Government



Healthcare

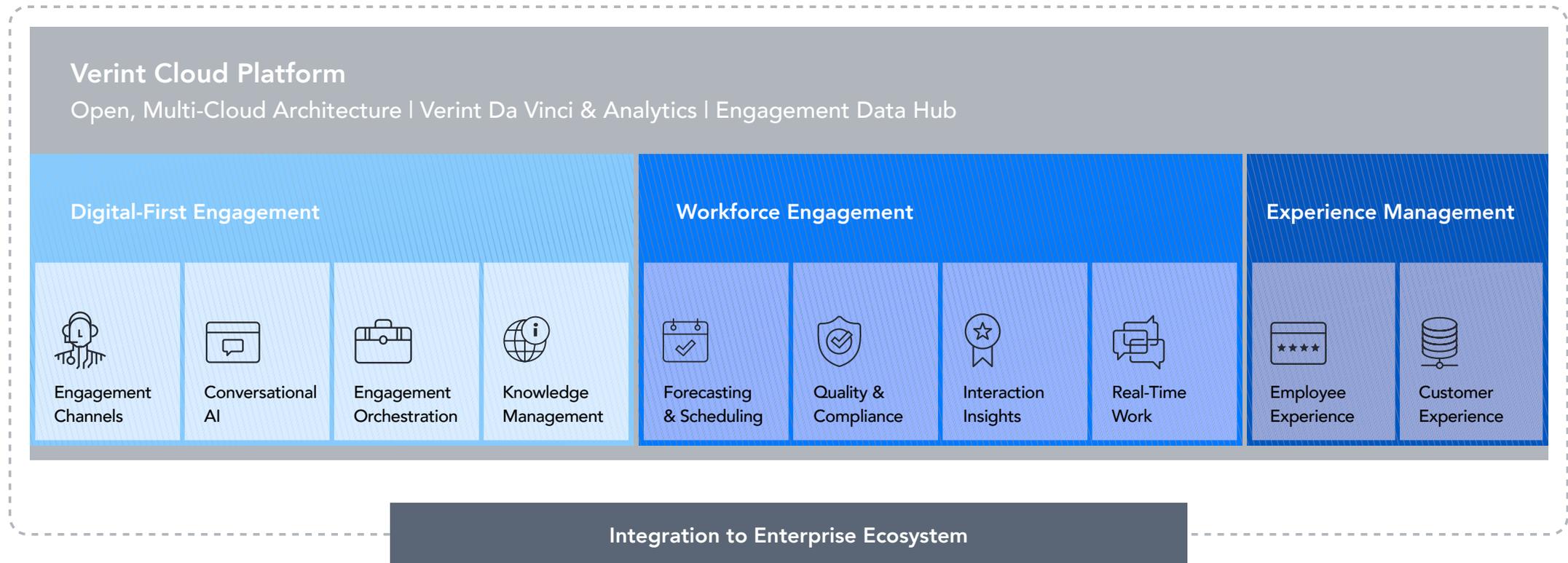


Retail



Travel

**Verint® Customer Engagement Cloud Platform** underpins our award-winning applications for Digital-First Engagement, Workforce Engagement, and Experience Management—and it's architected to integrate into enterprise ecosystems.



## Get Immediate, Impactful Results

With the Verint Cloud Platform, customers can see wide-ranging, measurable, and immediate results when they embrace Verint's world-class AI technology and partner with our team of experts. Here are some of the ways in which our customers are closing The Engagement Capacity Gap with Verint:\*

**\$42**

million cost savings  
from improved contact  
center management

**44%**

reduction in customer  
engagement costs

**20%**

improvement in  
employee productivity

**23%**

reduction in  
employee turnover

**391%**

ROI after three years

\*All statistics from The Total Economic Impact™ Of Verint from Forrester, June 2021.

# VERINT.

The Customer Engagement Company™

## Americas

[info@verint.com](mailto:info@verint.com)

1-800-4VERINT

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## Europe, Middle East & Africa

[info.emea@verint.com](mailto:info.emea@verint.com)

+44(0) 1932 839500

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## Asia Pacific

[info.apac@verint.com](mailto:info.apac@verint.com)

+(852) 2797 5678

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