Value Realisation Services

VERINT®

Introducing: Value Realisation Services!

How do you make sure you're getting the most out of your Verint solution? Are you getting ROI through:

- ✓ Reduction in Costs
- ✓ Increases in Performance
- ✓ Efficiencies from Process Improvement
- ✓ Available Data and Insight

At Verint we know how to unlock these benefits. We also understand the supporting skills and processes required for long term success.

The software is only part of the solution –
let Value Realisation Services help!

Focus Areas For Success

Our Value Realisation Services focus on 3 key areas fundamental to your success.

People
- Skills
- Change
- Adoption

Process
- Strategy
- Metrics
- Outcome

Technology
- Automation
- Capability
- Insight

Why Verint Consultancy?

At Verint our Consultants all have their own hands-on experience of working with our solutions.

This direct experience is enhanced through engagements with customers all over EMEA.

- Different countries

- Different sectors

- Different industries

- Different ways of doing things

- Different ways that your challenges can be solved!

Verint Consultants have been Analysts, Planners, Managers, Insight Specialists and

have faced and conquered the same obstacles as you. We can deliver in six different

languages. We are product and process experts.

Is there anyone better to help?

Contents

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How Can We Help?

Solution Wide Capabilities

V

1. Embedded Consultancy

VRS: **Embedded Consultancy**

Do you have personnel gaps – are you looking to hire someone or are you looking for cover for short or medium-term absence?

We can provide:

- **Resource Planners** - Forecasting, Scheduling, Realtime and Reporting

- **Quality Analysts** - Evaluators, Administrators, Performance Management Specialists

- **Insight Analysts** – Analytics and Business Improvement

- **Business Analysts** – Insight, Knowledge and Content

By hiring a Verint Consultant to work in your team, you get:

- ✓ A product and process SME

- ✓ Accelerated time to value

- ✓ An opportunity to leverage their skills across your business:

  - ■ Upskill others

  - ■ Internal review and improvement

A Verint Consultant can step into a role you're looking to fill!

By onboarding a Verint Consultant as part of your team, you get the skills you need quickly – alongside unrivalled product and process expertise and experience.

Let Verint cover the roles you need.

Contact us to discuss

Success Story

Embedded Consultancy Outcomes:

A large bank employed a Verint Consultant as part of their team for an extended engagement.

The Embedded Consulting Engagement resulted in:

214s
Average call time saving

By analysing the customers Quality and Insight process, AHT drivers were identified and tackled that resulted in massive improvements.

4-6 weeks
Speed to insight improvement

Through process improvement and software capability, speed to insight was drastically enhanced.

$136k
Annual repeat call saving

Reasons for repeat calls were identified, then measures put in place to address. Great savings achieved.

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2. Best Practice Review

VRS: Best Practice Review

Are you getting the most out of your people, processes, and Verint solutions?

- Are your processes aligned to your business goals?

- Are you experiencing the right outcomes and getting the ROI you expected?

- Have you unlocked all the capability at your fingertips?

A best practice review will:

- Identify clear opportunities to drive ROI
- Benchmark existing processes against best practice
- Make clear recommendations to help you improve

If you're looking to:

- Reduce costs
- Understand and analyse insight
- Drive ESAT and CSAT
- Improve processes and efficiency
- Identify automation possibilities
- Have an engaged workforce
- Maximise the capability of the platform

Contact us to schedule a BPR

Customer Success Story

UK Insurance Provider - Best Practice Review: Outcomes

Verint Consulting worked with a UK insurance provider to assess existing versus to be processes – to look for opportunities made possible by the implementation of the Verint platform.

The Best Practice Review uncovered:

$250k
Annual savings

Savings possible through alignment of staffing with the demand.

10%
Service Level improvement opportunity

Increase in Service Level possible with existing staff.

10%
Excess resource capacity identified

Potential overstaffing reduction.

42%
Process optimization

Opportunity across all processes to improve and make efficiency gains, impacting key metrics.

V

3. Platform Capabilities: WFM

Customer Success Story

Hurtigruten

Increasing productivity, employee performance and driving business growth objectives with Verint Open CCaaS.

Results:

35% Improvement in productivity

30% Increase in SLA achievement

"…time to value was remarkable and reflected the power of Verint's open CCaaS platform…'

Case Study

VRS: **WFM Consulting**

Work with Verint to improve and elevate the role of the resource planning function in your operation

People

- Do you have the skills to get the most out of the solution?
- Can you adapt to challenges and drive positive change?
- Is your planning team trusted within the business?

Technology

- Is the technology supporting your objectives?
- Can you make successful decisions with the insight available?
- Have you automated and empowered where possible?

Do you need help with your WFM capability?

Process

- Are your processes aligned with business goals?
- Do you understand how you can drive and improve your KPIs?
- Can you work efficiently and accurately?

VRS: **WFM Housekeeping**

Is your WFM system cluttered and slowing you down?

- Are there lots of redundant items in the system that you're not sure you can delete?
- Are you struggling to identify what's in use and what isn't?
- Do you have to navigate through pages of old configuration to find what you want?
- Is the current configuration impacting your efficiency?
- Do you wish you'd set things up slightly differently?

By working together, we can:

✓ Reduce system clutter and ensure faster system navigation

✓ Improve and streamline ways of working

✓ Create a governance model that ensures tidiness and lack of duplication

Engage with Verint Consultants to review your approach:

- Complete a full WFM review – Org and Campaign components
- Identify redundant elements, and those that can be consolidated
- Create a best practice governance model – org levels, naming conventions
- Establish an ongoing housekeeping process to keep the system tidy

VRS: Capacity Planning

Do your capacity plans deliver optimal staffing levels and maintain service quality without overspending?

- Can you establish staffing requirements for complex, multi-skilled scenarios?
- Are your plans dynamic and flexible – to respond to changes in demand and market conditions?
- Can you create and adjust these plans quickly – test scenarios, impacts and cost constraints?

Accurate capacity planning means:

- Enough staff to meet your demand, at the right time
- Understanding of likely performance, based on cost constraints or skilling strategy
- Expectations can be set based on budget or demand
- A timely hiring and onboarding process

Let Verint help – we can show you how to:

- Create a flexible capacity plan that models your environment
- Improve your current hiring plan
- Factor in considerations such as time to competency or proficiencies

VRS: Forecast Accuracy

Are you forecasting accurately using all relevant data?

An accurate forecast drives agent schedule placement, so is key to delivering Service Level and happy customers.

- Are your forecasts as accurate as they could be?

- Do you measure and understand what impacts your forecast – from creation to go live?

- Are you utilizing all the available functionality to make this process as efficient as possible?

- Could you speed this process up, whilst also improving accuracy?

A best practice forecasting process means:

- ✓ Improved forecast accuracy – more reliable FTE requirements

- ✓ Better schedule accuracy – an improved Service Level delivery

- ✓ Improved decision-making capabilities – more reliable data

- ✓ A more efficient process

Review your approach with a Verint Consultant:

- Measure the process – justify the data you use and how often its updated

- Automate where possible – let the system create baseline forecasts to give you a head start

- Improve your accuracy – deliver a better Service Level

VRS: Shrinkage Validation

Do you have challenges measuring and understanding the impacts of shrinkage?

Shrinkage drives agent requirements and contributes to predicted performance. Your process should be based on modelling shrinkage, but also driving it down.

- How frequently do you review shrinkage?
- Can you split shrinkage into the categories you need for analysis?
- Do you understand the available sources of shrinkage information?
- Does your shrinkage process support accurate WFM modelling – in terms of SL prediction and required / forecasted staffing?

Effective shrinkage management will allow for:

- ✓ Clear understanding of shrinkage source data and impacts
- ✓ Accurate decision-making statistics
- ✓ Improved schedule accuracy
- ✓ More accurate schedules and forecasts

Engage with Verint Consultants to review your approach:

- Validation of shrinkage assumptions
- Process and accuracy measurement
- Shrinkage reporting best practice

VRS: **Schedule Insight**

Do you have challenges with scheduling outcomes?

An accurate schedule can be hard to design, to meet the demands of your customers and staff – whilst also minimising costs. Do you have:

- Periods of over and understaffing / issues with schedule fit?

- Variations in occupancy and service level throughout the day?

- An unhappy workforce due to shift patterns?

- Difficulty understanding root causes?

- Uncertainty about optimal schedule design or skill mix?

Customers that engage with us to typically experience:

- ✓ **Increase in schedule accuracy** – less periods of over and understaffing

- ✓ **Improved Service Levels** – a better customer experience!

- ✓ **Balanced occupancy** – a better agent experience!

- ✓ **Lower FTE requirements** – cost savings

- ✓ **Improved ESAT** – better lifestyle options

Engage with Verint Consultants to review your approach:

- Review schedule fit and measure opportunities to improve

- Understand constraints – but also possible solutions

- Ensure employee work / life needs are met

- Maintain fairness and equity

- Deliver an optimised schedule with minimal wastage/cost

VRS: Realtime Management

Effective Realtime Management ensures delivery of service level.
Are you making use of all the capabilities that will ensure its success?

- Are forecasts and schedules kept updated and accurate to drive intraday decisions?

- Are agents focused on the right tasks, at the right times?

- Are Team Leaders / Managers supported – do they have the right information to drive the Operation?

A successful intraday process delivers:

- ✓ An accurately forecasted workload and schedule – providing insight and allowing accurate Operational decisions
- ✓ Automated and time saving updates and communication
- ✓ Quick and evidence-based responses to operational requests
- ✓ Understanding of impact to delivery – of requests, changes and events
- ✓ Customer service goals – happier customers

Let Verint help upskill your intraday function:

- Review your processes – absence management, optimisation, adherence, reforecasting and reporting
- Automate where possible – let the system do the work
- Train the operation – not just the planners
- Work collaboratively and deliver the plan

VRS: **Employee Empowerment**

How can we get employees involved in the schedule optimisation process? Can we make sure our contact centre goals are met but….

- Involve employees to make them feel like they have a say?

- Give people more options to influence and change their shifts – even after they've been published?

- Automate – reduce workload but stay in control - give some ownership and empowerment to the employees?

Customers that empower their employees typically experience:

✓ Better schedule fit and Service Levels! Allowing agents to influence shifts at short notice (done correctly), improves schedule fit!

✓ Reduced workload on the Planning team – increase in automation!

✓ Improved ESAT – positively impacting lateness, absenteeism and attrition

✓ A happier workforce

Engage with Verint Consultants to review your approach:

- Review your schedules and process – take advantage of the automated solution capabilities

- Test the impact and possibilities – be sure you still have control

- Be comfortable with 'letting go'

VRS: Outsourcers

Are you using WFM to effectively model your outsourcer process in line with contractual agreements?

- Can you establish outsourcer requirements easily?

- Can you then model the outsourcer contribution within your own campaigns accurately?

- Can you report on their contribution and see their staffing separately, as well as combined with your own?

- Can you model and understand the impact of changes to the contribution easily?

Setting this up accurately means:

- ✓ Accurate, combined schedules

- ✓ Better service level delivery and decision making

- ✓ Effective and optimised resource plans and cost control

- ✓ Improved communication processes and understanding of impact

Let Verint help:

- Ensure the system is set up to match your process

- Eliminate the need for manual, excel based modelling – automate!

- Get a holistic view of your campaign performance

VRS: **WFM Employee Training**

Does your operation understand WFM?

Involving the operation in the planning process can be an effective way of getting buy-in and collaboration – both for delivering performance targets and influencing change, and also keeping your workforce happy and engaged.

- Do agents know how they can participate in and influence the planning process?

- Do supervisors understand how they can positively impact performance and make the right decisions – are they using the tools available to them?

- Can planners explain key dependencies and assumptions that are then understood by the Operation?

Organisations that engage the operation with insight and reasoning typically:

- ✓ Improve service levels
- ✓ Increase employee engagement
- ✓ Increase ESAT
- ✓ Reduce attrition
- ✓ Reduce absence
- ✓ Make better decisions

Work with Verint Consultants to review your approach:

- Develop a program to improve WFM understanding and collaboration across your organisation

- Create an onboarding program for new hires

- Increase employee self-sufficiency and empowerment

VRS: Performance Management (WFM Focus)

Performance management scorecards come with lots of available KPIs and possibilities. Are you using the right metrics to drive agent / centre performance?

- Are you measuring agent, team, organisation and campaign / queue level metrics?
- Do job titles / roles influence KPIs and make comparisons fair and valid?
- Do different departments need different KPIs – or do KPIs need to be adjusted for some teams?
- Can you use performance data in your WFM plans?

A good performance management process ensures:

- ✓ The right metrics have the right focus!
- ✓ KPIs are accurate, comparable and fair!
- ✓ Metrics are understood and are being driven to improve
- ✓ The Operation and employees are engaged and understand how they can make a difference

Engage with Verint Consulting to review your approach:

- Determine the most influential and key metrics
- Use automation to drive coaching and eLearning
- Create a continual cycle of improvement
- Improve your performance management **process!**

VRS: Advanced Reporting

Do you need more from WFM reporting or wish you could combine one report with another?

Key Benefits:

- ✓ Eliminate legacy spreadsheet reporting

- ✓ Quicker and more detailed data insight on key metrics

- ✓ Time savings – no more exporting, stitching, manipulating data – get straight to the answer you need

Reports that support:

- Shrinkage Analysis
- Fairness Analysis
- Utilisation Reporting
- Time Off Reporting
- Exception Analysis
- Schedule Interval Data
- Lateness Reporting
- Headcount Reporting

Verint can help you create more complex reports – either through the ad hoc model, via APIs or EDI & EDH!

VRS: Health Check Review

Engage with Verint to explore solutions to your challenges:

Are you struggling to model some elements of your operation or are you still doing things manually?

- Find solutions to your challenges
- Reduce workload and manual effort
- Streamline processes and automate

Engage with Verint Consultants to review your approach

- Evaluate current processes and challenges
- Find new / better ways of doing things
- Achieve better outcomes

✓ Increase usage of all key WFM features and functions

✓ Identify areas where configuration change could provide better results

✓ Raise the profile of your resource planning function

Customer Success Story

Emergency Response Centre

Customer is back on track with a clear plan to transition away from manual processes and implement WFM best practice.

Key ROI potential opportunities identified:

- Scheduling 1248 hrs
- Overtime Planning 52 hrs
- Adherence 16640 hrs
- Request Mgt Shift Swap / Change / Flex 884 hrs
- Request Mgt Time Off 260 hrs

Overall Potential FTE Hours Savings per year 19084 hours / €300k!

Situation

The customer is transitioning from an on premise to cloud solution – an ideal time for a VRS: Workforce Management Best Practice Review. During the review, numerous processes were identified that were being performed manually.

Result

Through the BPR, opportunities were found to improve:

- Creation and adjustments of schedules to accommodate schedule preferences
- Schedule adherence %
- Processes used to manage overtime
- Processes used for managing time off, shift swaps and TOIL

… and unused capabilities unlocked to further drive ROI:

- Shift requests and changes to allow 'self-scheduling'
- Project scheduling to schedule back-office tasks
- Performance management to manage and improve schedule adherence and other KPIs
- Request management to automate time off, shift swap and flex time requests

Customer Success Story: Domestic Maintenance Provider

Partnership with Verint to identify improvement opportunities, develop best practice and create implementation plans

Results:

10%
Excess resource capacity identified
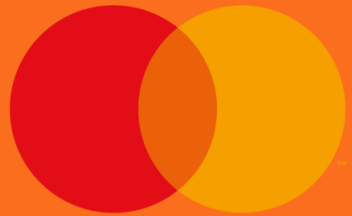
10%
Service level improvement opportunity

$250k
Annual savings

42%
Process optimisation

4. Platform Capabilties:
Interactions

V

Customer Success Story

mastercard

Watch Video

Results:

85%
reduction in agent training time

76%
faster digital transactions via improved self-service

10%
increase in quality scores

>60%
reduction in average handle time

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VRS: Interactions Consultancy

Is your quality function optimised?

Work with Verint to improve and elevate the changing role of quality management functions in your operation.

People

- Is your workforce skilled to deliver effective QM outcomes?
- Can you easily adapt QM to fast-changing business challenges?
- Does QM have influence and status to drive change within your operation?

Process

- Are processes aligned with business strategy?
- Do you have the right KPIs to deliver successful outcomes?
- Does your QM process include proactive delivery approach?

Technology

- Have you started the automation journey of the QM process?
- Is the insight accurate, understood and actionable?
- Are you making full use of the platform capability?

VRS: Interaction Library

Using example calls for your training? It's time-consuming finding good examples manually. Let analytics find them for you. Automatically find calls that demonstrate:

- Call control
- Sales closure techniques
- Difficult customer handling

There are so many possibilities – make this process easy!

Create a comprehensive interaction library:

- ✓ Define what 'good' looks like
- ✓ Save time manually trying to find 'good' calls
- ✓ Put analytics-driven coaching at the heart of the operation
- ✓ Create a continual cycle of improvement

Let Verint Consultants help you:

- Use speech and text to create your interaction library
- Enrich your training and coaching process
- Create best practice training clips to be part of your learning pathways
- Improve efficiency and quality

VRS: Quality Evaluation Review

Are your evaluation forms working for you?

- Do they provide the right business insight – are they easy to complete?

- Do they capture critical agent behaviours?

- Do they provide you with actionable insight and clear next steps for quality improvement?

- Could they be more efficient – asking less questions but getting better results?

Improving your forms means:

✓ Improved quality measurement process

✓ Increased efficiency through a more targeted approach

✓ QM that is perceived as balanced and fair – better employee engagement

✓ Best practice forms built during workshop

Work with us to:

- Review and validate form components

- Ensure you capture and can assess critical behavioural skills

- Review scoring methodologies

- Improve your process

We can even build forms for you!

VRS: QM Reporting

Are you getting all the reporting and insight you need from QM?

- Do you have specific requirements that aren't being met?
- Are you doing manual work in spreadsheets?
- Do you know all the reporting options that are available?

Establish a best practice reporting approach:

✓ Eliminate legacy spreadsheet reporting

✓ Transition your reporting method seamlessly onto Verint

✓ Ensure consistent performance through clear and timely communication

✓ Save time – no more exporting, stitching, manipulating data – get straight to the answer you need

Review your approach with Verint:

- Determine business reporting requirements
- Understand core, ad-hoc, API, EDH and EDI reporting capabilities
- Build and explore dashboards
- Improve your reporting and insight efficiency
- Analyse outputs to gain business insights

VRS: QM Calibration

Calibrating your scoring approach is essential for a fair and accurate QM process. Is your process effective and providing the results you need?

- What is the calibration process?
- How frequently should it happen?
- How long should each session take – what results should you aim for?

Improve your process:

- ✓ Achieve more accurate and fair results
- ✓ Make significant time savings
- ✓ Improve your efficiency
- ✓ Build trust in your QM process

Work with Verint to establish:

- A best practice calibration form and process
- Accurate calibration flag, folder and form assignment
- A full process workflow and insight review

VRS: QM Dynamic Inbox

How can my evaluation selections be smarter?

Evaluating the right contacts is key to accurately assessing quality. Finding the right ones can be both time consuming and tricky.

- Do you target agents based on previous performance?

- Is it based on contact topic, duration or outcome?

- How time-consuming is manual selection process?

Evaluation selection can be made much easier:

✓ Significant time / efficiency savings can be made through automated contact selection.

✓ An unbiased and fair contact selection process can be created

✓ Employee engagement improves when selection criteria is transparent

✓ Accurate selection reduces risk – improves processes in line with regulatory requirements

Work with Verint to improve this process:

- Using technologies such as speech, APIs and reporting to create your risk-based agent evaluation selection

- Remove bias or cherry picking

- Be transparent and improve confidence in your process

- Establish governance to ensure consistency

VRS: AQM as a Service

Struggling to automate your AQM process or not seeing the results you expect?

- Still doing things manually?
- Unsure of how to transition from manual to AI capability?

Interaction reductions

KPI score improvement

Handle time improvements

Increase Sales

Process enhancements

Complaint reduction

CX, First Time Right

Increase use of compliance scripting
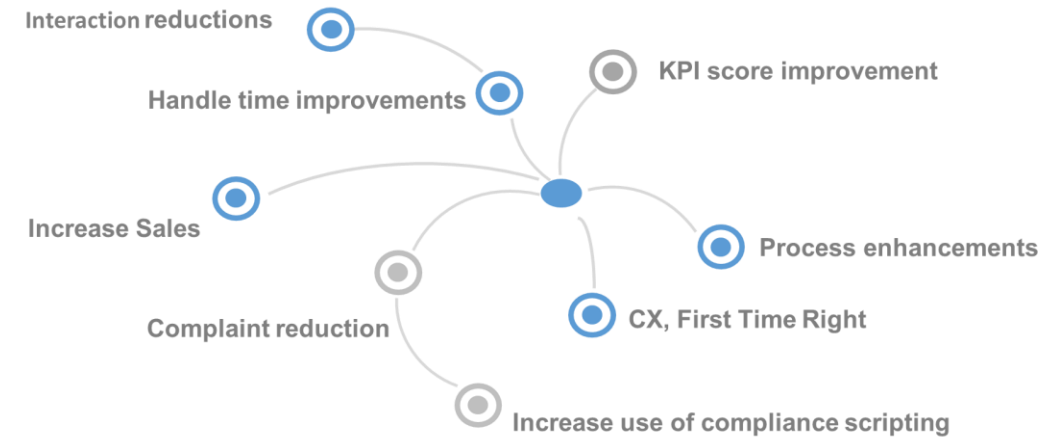
By letting Verint Consulting create your AQM process you will:

✓ Have a best practice process set up by an SME

✓ Identify and drive ROI through improvements in key areas:
FCR, AHT, sales, complaints etc

✓ Free up resources to focus on coaching and improvement

✓ Accelerate the time to value on your QM automation journey

Let Verint do this for you

- Determine AQM components

- AQM build

- AQM roll-out support

- AQM findings and analysis

- AQM handover to administrators

VRS: AQM Best Practice Governance Model

Establishing a framework to deliver ongoing and accurate results is key for long term success. Knowing what to target, when and how is essential for maximising your investment in this capability.

- You have AQM – how can you embed it in your organisation?
- How do you set up a model?
- What are the benefits of automation?

Language & Data Validation   Accuracy Testing   Pilot

Requirements Gathering   Application Configuration   Phonetic Boosting   Roll Out
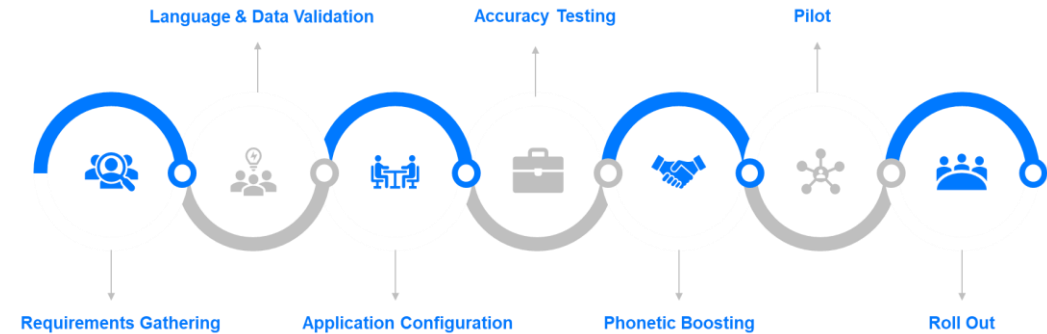
Customers that engage with us to do this typically experience:

✓ Faster transition into QM automation

✓ Increased efficiency by setting up an end-to-end process embedded within the different layers of the company

Engage with Verint Consultants to review your approach:

- Determine AQM processes
- Prioritise, build and test
- Roll out AQM process
- Continuous improvement of scoring rules
- Success communication and celebration

VRS: Performance Management (QM Focus)

Do you have a performance management process that is driven by your QM scores, includes accurate and timely feedback and incorporates employee coaching and improvement plans?

- Are you using the right metrics for each area?
- Are employees engaged?
- Are you seeing improvement?

A successful program will:

✓ Increase quality scores

✓ Improve employee engagement and ESAT

✓ Ensure consistent, clear and timely communication

Work with Verint Consulting to establish your program:

- KPI design
- Establish coaching and performance plans
- Automate notifications and triggers based on scores

See a tangible improvement in your quality program

VRS: QM Agent Feedback and Challenge Process

Establishing a feedback loop for agents and evaluators is fundamental for engagement and trust in the QM process.

How is this process viewed in your organisation?

- Do employees have trust in the process? Is it transparent and fair?
- Is the process consistent – does it leave you open for challenges?

Improving this process:

- ✓ Increases transparency
- ✓ Improves morale
- ✓ Increases employee engagement
- ✓ Increase process efficiency and saves time
- ✓ Improves quality

Review your approach with Verint:

- Benchmark your feedback and challenge process – establish best practice
- Understand and incorporate all viewpoints
- Build a transparent evaluation dispute process
- Build trust in your process

Customer Success Story

A financial institution:

Automated Quality objective and consistent Quality Assurance with Verint

Situation

- Customer supports 3.9 million customers across 460 branches
- As their digital engagement rises, they needed an automated, innovative way to monitor and ensure a consistently rewarding customer experience across all interactions and channels

Solution

- Verint® Automated Quality Management
- Value Realisation Services
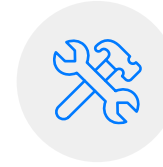
Result

- Agent measured KPI performance increased by 10% in five months
- Promotion of digital channels rose from 22% to 36%
- Paraphrasing rose from 30% to 65% in 11 months
- Risks reduced by automating the entire quality management process
- Objective and consistent quality assurance

Benefits

- Adherence to standard is monitored and identifies where coaching should be implemented
- Agents and their managers can view individual scorecards and therefore feel empowered to achieve personal goals
- Real-time actions are driven to ensure each customer has a seamless engagement experience

5. Platform Capabilities: Analytics

Customer Success Story

Elite airline – multiskilling transformation
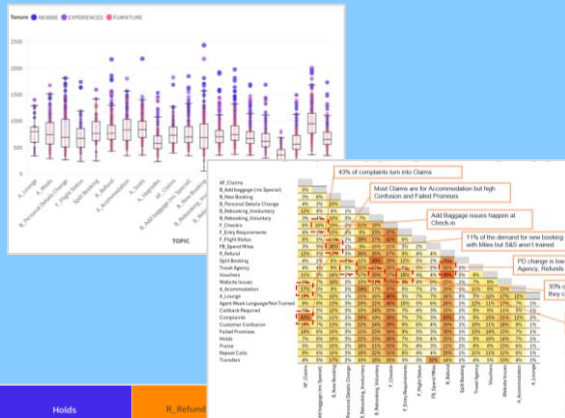
Situation

Airline handling ~2million calls per year from across the globe from customers with high expectations from this elite brand. Existing indicators and measurements of performance didn't give a detailed insight so asked Verint VRS to see if this was possible with analytics

Solution

- Verint Transcription Bot
- Verint Speech Analytics
- Extraction of ~50k voice interactions over a 2-month period
- Verint VRS package "Actionable Intelligence" custom package combing FCR and handle time analysis focus

Result

- >€0.5 million worth of savings in handle time within just 50k of calls
- Analytics injected into the coaching and performance process day to day
- Analytics findings identified 'quick fixes' which were internal misunderstanding/coaching for routing the right calls to the right people, clarifying customer validation policy and customer call back policy. Also uncovered opportunities to optimise customers use of self service and improving customer digital communication to avoid repeat calls and customer effort.

VRS: Analytics Consultancy

Are you realising all the benefits of analytics?

People

- Do you have the skills to get the most out of the solution?
- Are you using the data to drive change in your operation?
- Are you using methodology that will show clearly ROI / benefit?
- Do agents trust analytics to measure and coach their performance?

Process

- Are processes aligned and enhanced by analytics technology?
- Do you have the correct measures for success?
- Do you have an effective business insight reporting cycle in place?

Technology

- Have you automated and empowered where possible?
- Is the data accurate, understood and actionable?
- Do you have the right insight to make the right decisions when you need to?

Use all the analytics tools to elevate and automate your operation

VRS: Speech Analytics: AHT

Do you understand what drives your call durations?

Wasted time on calls comes at a great cost – using analytics to find the drivers can bring massive savings

- Do you know why and how much of your handle time is wasted on silent time or on hold?

- Do you understand what's driving this and how you can eliminate it?

Analysing your AHT through analytics gives you:

- ✓ Efficiency savings from a single business study

- ✓ Insight to increase CSAT and ESAT

- ✓ Reduced AHT – and in turn FTE requirements

- ✓ Improved service levels

- ✓ Insight to qualify, quantify and eliminate 'wastage'

- ✓ The ability to generate 'cheat sheets' for newer or lower performing employees to learn from

Verint Consulting can help you:

- Methodology training – how to conduct this analysis…

- …we can also do it for you and provide the results!

- Provide clear and actionable insights to reduce call length

- Create dashboards to reveal call performance and wastage

VRS: Speech Customer Journey Analysis

Do you understand your 'moments of truth'?

Measuring the customer journey can provide key insight into engagements that can massively impact the sentiment and decisions of your customers.

- Have you established your customer expectations and are you meeting them?

- Can you measure each step of your customer's journey with all relevant metrics?

- Which 'moments of truth' influence retention, sales, satisfaction etc?

By measuring the journey, you will:

- ✓ Establish actionable insight to increase customer retention, sales and CSAT

- ✓ Refine and increase accuracy of any existing journey maps with real CX metrics

- ✓ Create maps adapted for different customer personas

- ✓ Influence your CX design and create CX training for your agents

Engage with Verint Consultants to review your approach:

- Create or enhance a customer journey map

- Measure importance and quantify the success of each step

- Determine an improvement plan

- Improve your customer journey

VRS: Speech Customer Experience Analysis

Are your surveys telling you the whole story?

Conducting surveys is a great way to measure customer experience – sometimes its hard to get the response rates you need

- Are your responses low?
- Do you want to assess the experience of all customers?
- Do you understand the causes of customer complaints?
- Do you understand how to make customers happy?

Use analytics to provide equivalent analysis:

- ✓ Find actionable insight to increase customer retention and / or CSAT
- ✓ Measure and track ongoing trends for 100% of your customers CX
- ✓ Influence your CX design and create CX training for our agents

Let Verint show you how!

- Find the root cause of impacts to your customer experience program
- Use data from agents, customers and processes
- Correlate results against other survey sources
- Get a holistic view across your business functions
- Improve your CX

VRS: Speech First Call Resolution

How do we improve first call resolution (FCR)?

Repeat calls are a symptom of issues with your contact centre processes and communication strategies. They are a drain on resources and can be directly addressed, if you understand the cause:

- Why are repeat calls happening?

- Are repeat calls caused by behaviour or process or both?

- Why do some customers tell you they have called before, and some do not?

By analysing repeat calls you can:

- ✓ Obtain insight to eliminate barriers to first call resolution

- ✓ Reduce repeat calls – reduce FTE requirements and improve service levels

- ✓ Create actionable insight to improve your overall volume and cost to serve

Verint Consulting can:

- Analyse the root cause of repeat calls – understand the drivers

- Provide metrics on repeat call rates, average number of calls to resolve, journey complexity and customer effort by demand

- Suggest ways to eliminate them

- Improve FCR

VRS: Speech Omni-Channel and Self-Service

Do customers have the same experience on all channels?

Providing a consistent service across all channels is key to CSAT, FCR and many other key metrics. Do you understand and have you addressed the challenges on each?

- Do you know why customers choose webchat, email or phone?
- Are customers utilising the self-service options available to them?
- Are customers seamlessly transitioning from each channel?
- Are there broken processes or costly repetition when switching channels?

Use analytics to assess your channel strategy:

- ✓ Provide Insights to drive reduced overall contact volume
- ✓ Promote and Increase self-serve
- ✓ Analyse and improve user experience

Verint Consulting can help you:

- Create a visual map of customer channel choice and navigation
- Determination of reasons behind customer channel choices
- Improve channel efficiency and key metrics such as FCR

VRS: Predictive Analytics

How can we predict customer behaviour and feedback?

Understanding likely customer behaviour can help you solve problems before they occur. Analytics can help!

- How do you prevent poor NPS scores?

- Can we determine likelihood of contract renewals?

- Do we have mechanisms to determine risks?

Use analytics for predictive analysis:

✓ Improve NPS

✓ Improve predictions of customer behaviour

✓ Improve management of risk

Let Verint Consulting show you how to:

- Establish a predictive analytics program

- Analyse historical contact data to look for common causes of negative outcomes

- Address those causes – measure tangible improvements

VRS: Insights - Sales

What drives customer buying decisions?

Conversion rates are critical in a successful sales organisation – do you understand what influences a customer to buy or renew?

- How do we use agent performance to enhance outcomes?
- How do we establish and maintain consistent conversion levels across teams?

Use analytics insights to:

- ✓ Improve customer outcomes
- ✓ Increase opportunity identification
- ✓ Gain a clear understanding of outcomes

Verint Consulting can show you:

- How to analyse successful and unsuccessful outcomes
- Find opportunities for improvement
- Share successful agent practices across the team
- Use insights to create KPIs for your agents

VRS: Transfers

Why are calls passed around your network?

Transferred calls can be a symptom of many different failed processes. Getting calls to the right person in the first instance can lead to great savings in the contact centre. Analysing these calls can give you the insight to improve this process.

- Do customers reach the right agent straight away? Are there training issues?
- Do they make multiple requests in the same call?
- Are the transfers warm or cold?
- What requests to customers usually make to result in a transfer?

Using Analytics to analyse transferred calls you can:

✓ Better understand customer behavior

✓ Identify improvement opportunities

✓ Reduce FTE requirements and improve both FCR and SL

✓ Improve CSAT – get calls to the right person straight away

Verint Consulting can help you:

- Create a visual map of customer transfers
- Understand reasons behind cold and warm transfers
- Understand and address issues with routing set up, agent knowledge or skills
- Improve your CX

VRS: Operational Insight Strategy

Are you maximising the operational value of your analysis?

Effectively communicating insight is an absolute requirement for influencing change.

- Are you providing value to your stakeholders?
- Are you effectively communicating challenges and recommendations?
- Do you have the right data to make informed decisions at the right time?
- Are you providing actionable insight, or being overwhelmed with data?

Let Verint give you the tools to succeed

- Expert insight analysts will host workshop and create bespoke outputs
- Specific, actionable recommendations based on your organisation's goals
- Seamless integration – outputs will fit your needs

What do you get?

Verint will review your existing insight outputs and provide documented recommendations and a bespoke best practice example output.

- **Immediate impact** – template to implement changes right away
- **Long-term savings** – implemented recommendations lead to cost reductions and efficiency gains
- **Empowered team** – your team gains the knowledge to sustain improvements independently
- **Improved accountability** – stakeholder management considered and reviewed
- **Increased confidence and clarity** - make informed decisions with greater assurance, backed by analysis

VRS: Vulnerability & Risk

Are you protecting vulnerable customers?

You are bound by regulation to protect vulnerable customers – use analytics to automate and increase monitored sample sizes and to support these commitments.

- Are you doing all you can for vulnerable customers?

- Do you want to develop a proactive approach to monitoring regulatory risk?

- Are you doing this manually – does it take up a lot of time?

Using Analytics to measure Vulnerability and Risk you can:

- ✓ Reduce risk of compliance failures and regulatory fines

- ✓ Create a framework for ongoing protection

- ✓ Create employee KPIs based on TEXAS drill

Verint Consulting can help you:

- Build a risk level profile and identify high risk interactions

- Design a proactive monitoring process and risk assessment for each customer

- Understand behavioral patterns

Customer Success Story

Healthcare provider - the dynamic inbox solution

Situation

A healthcare provider performs 16,000 quality evaluations per month. A 'risk based' quality methodology exists, where an individual's evaluations quota is created based on previous evaluation performance. Coaches manually search for relevant call types to fulfill the quota which includes rework if the selected call was not suitable.

Solution

- VRS team defined a bespoke evaluation process using 8 different parts of Verint WFE framework; EUM API, Speech Analytics, Inbox, Flags, DPA, Dashboards, Reporting, Audit Viewer

- User Management API used to update monthly 'group' membership for high, medium, low risk-based quota across three lines of business

- Speech categories build to capture call types such as Complaints, Dissatisfaction, Declined Claim, Pre-Authorised Claim, Claim on Hold

- 24 shared inboxes pushed custom 'quotas' of these call types to QC teams

Result

- Satisfies the regulation body as a 'fair' process with a non-bias AI-based selection

- Save 5mins searching for call types for 16,000 evaluations per month, saving 1,333 hours per month (2k days annually) for quality coaches

- Automated KPIs presented to coaches and agents in scorecards and dashboards

Customer Success Story

Customer services outsourcer – using agent tenure to optimise efficiency
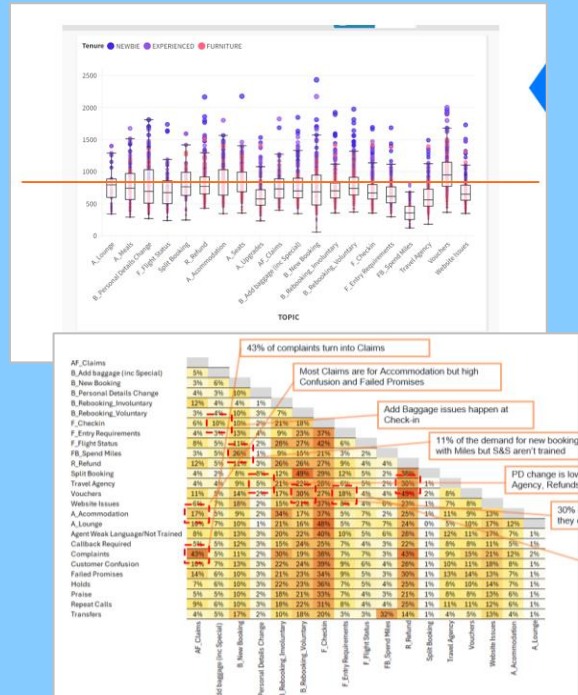
Situation

European customer services outsourcer - 600k calls per year. They asked VRS to take a sample of their voice traffic and use Speech Analytics to investigate if average handle time savings could be found, whilst maintaining high CSAT scores.

Solution

- Verint Transcription Bot
- Verint Speech Analytics
- Extraction of ~100k voice interactions for 284 agents over a 3-month period
- Verint VRS package "Actionable Intelligence: AHT, Silence, Hold and Call Wastage"

Result

- ~€0.5 million worth of savings in handle time from just one line of business.
- VRS / analytics' findings used an agent's company tenure to identify the best / quickest ways to complete customer tasks and created 'cheat sheets' to give to inexperienced agents – speeding up their time to value when joining the company – whilst also assisting others..
- Being rolled out across all other LOBs

6. Platform Capabilities:
Experience Management (XM)

V

Customer Success Story

DB

Read the full story

Situation

With 50m+ visitors per month to bahn.de website, Deutsche Bahn needed to understand website user behaviour using continuous monitoring. Requirement to also enable A/B testing as a supplementary measure.

Solution

Verint Digital Behavior Analytics

Results

- Used scroll, click and conversion maps, form analysis, and session replays to obtain anonymous information about how customers interact with a website.

- Moved DB closer to its customers.

- Reduced risk of unsuccessful adoption of web page innovations.

- Increased search queries for journey options by three percentage points.

- Approx. 54,000 additional requests per month.

- Reduced interaction time with the input screen for journey searches by two seconds.

- Provided timely, accurate insights into user behaviour.

VRS: **Experience Management Consultancy**

Consultancy and support through all aspects of a CX program – from design and implementation to insights, CX recommendations and program development

A full package of consultancy, build support and post-implementation analysis.

People

- Does your CX team need support socialising data and achieving executive buy in across the organisation?
- Do you need help designing / developing your CX program to maturity?

Process

- Are you getting feedback from the right customers at the right time?
- Do you need help with customer journey mapping and aligning CX insights?
- Do you simply look at a KPI as an individual score?

Technology

- Does the technology support your process and goals?
- Are you making full use of the capabilities available to you?
- Is your CX program more than just a survey process?
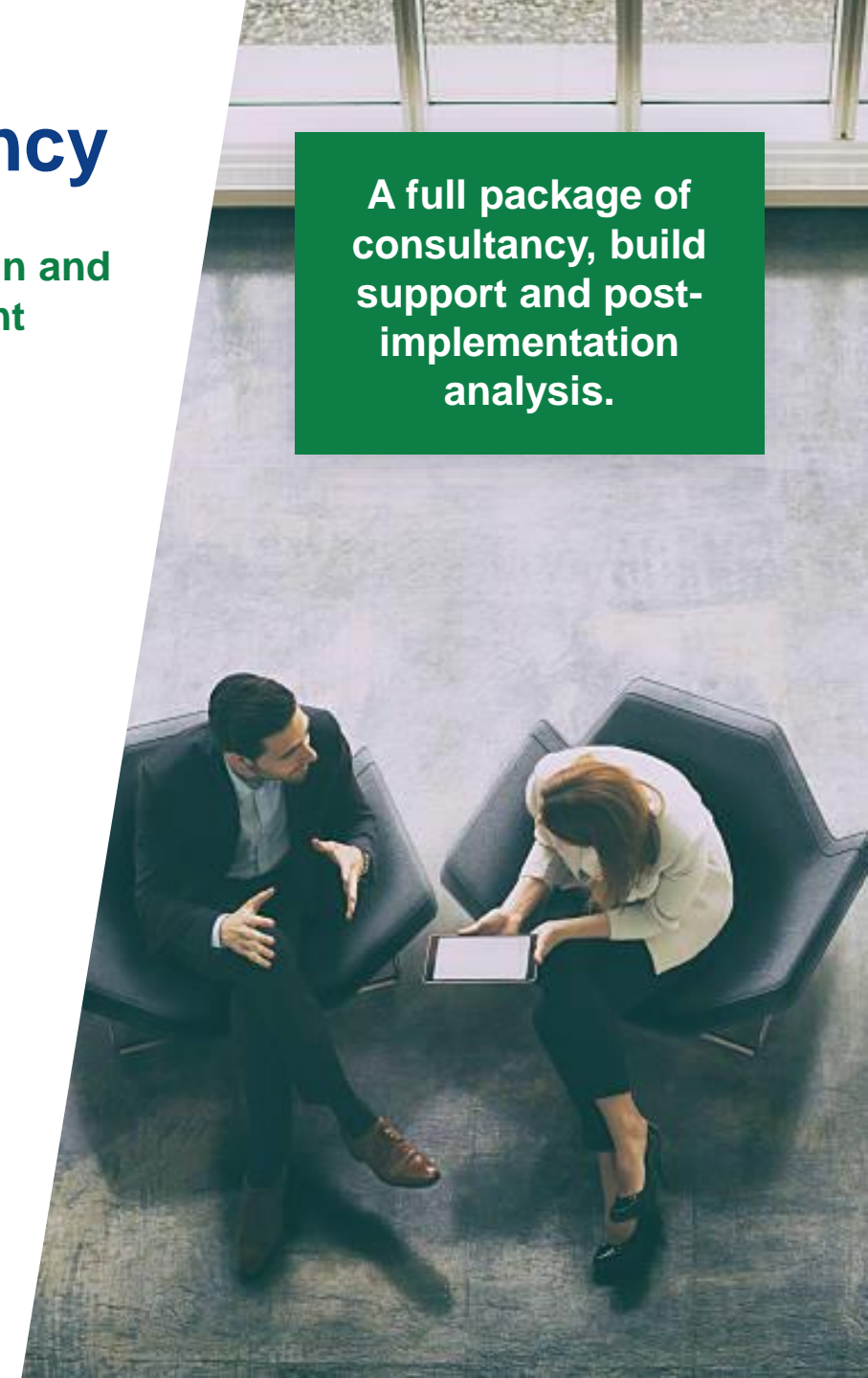
VRS: XM Maturity Assessment

Are you looking to build or refine your CX program?

A CX program is key to improving the way your business interacts with and provides value to your customers – understanding your customers is essential to delivering world class CX.

- Does your CX program align with corporate strategy?

- Are you listening to customers at the most critical touchpoints?

- Are you making use of the available technology to get the insights your teams need to drive improvements?

A world class CX program delivers:

✓ Organisational engagement and buy in

✓ An in depth understanding of the customer journey

✓ Attention to and insight across channels and formats

✓ Data that is insightful and actionable

Verint Consultancy can help ensure you're going in the right direction. We will:

- Provide an assessment of your organisation's maturity path

- Interview key stakeholders across functions

- Review current surveys, KPIs, and outputs

- Provide a roadmap for next steps
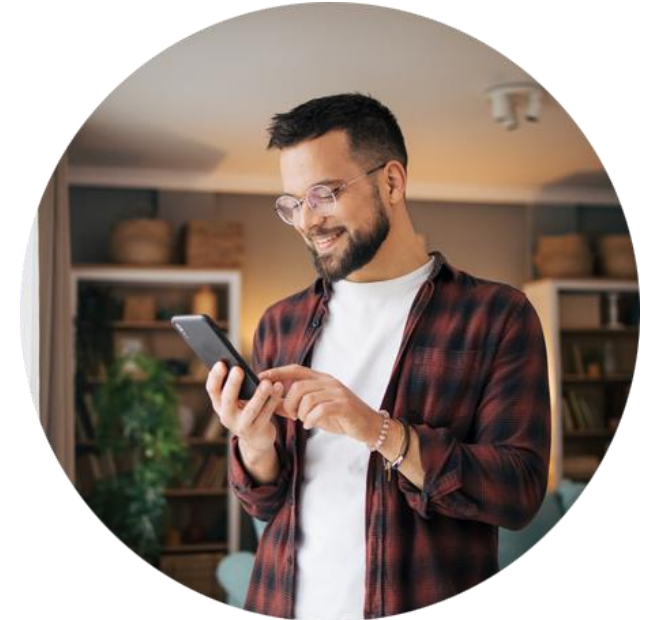
VRS: XM Persona Development

Are you targeting CX Insights on key personas?

Everyone is different. Persona identification and tailoring enables you to improve CX with everyone you engage with

- Do you understand the different personas that engage with your organisation?
- Do you have insights into key personas and their experiences?
- Are surveys designed to facilitate analysis of different personas?
- Do you need to add or modify surveys to get better results?

Developing a persona-based approach will allow you to:

- ✓ Identify methods to more effectively target CX enhancements and communications
- ✓ Gather the right data and insights from the right customers, at the right time
- ✓ Improve conversion rates

Let Verint Consulting help:

- Review the personas that engage with you
- Build relevant personalised experience improvements
- Target survey responses
- Improve customer relationships

VRS: XM Digital Relaunch Advisory

Need help or advice about a website or app relaunch?

If you're relaunching your website or app – getting it right is of paramount importance. Verint can help you ensure success.

- How do you evaluate the success of a relaunch?

- How can you develop your CX surveys, technical configurations and CX dashboards to gather feedback and insights required?

- What KPIs and customer segments should we focus on?

A successful relaunch means:

- ✓ A great experience for your customers

- ✓ UX issues can be quickly resolved

- ✓ Areas to be addressed can be prioritised

Verint Consulting will:

- Create a custom CX project plan aligned with the relaunch

- Give you confidence in success

- Deliver a tailored CX relaunch insight report, including:
  - Relaunch benchmarking
  - Key issues and areas for improvement

VRS: XM Usability Audit Review

Is your visitor experience optimised?

Having an easy-to-use website and app massively influences both customer satisfaction and the success of your organisation.

- Are your web and mobile interfaces providing a positive customer experience?

- Are customers struggling online or do you have high struggle detection scores?

- Has the Verint data raised an area of concern that requires usability insights to drive improvements?

Addressing usability challenges means:

✓ Web and mobile user experience improvements

✓ Customers can easily find (and buy) the things they need

✓ Less frustrated customers – more sales

✓ Customers are more likely to return

✓ Improved CX

Engage with Verint Consultants to review your approach:

- Heuristic evaluation of the web or mobile user interface conducted by an experienced usability analyst.

- Report includes descriptions of usability issues and recommendations for changes to the site and user experience

VRS: XM Strategic Analysis

Are you using CX data effectively?

Knowing what to do with the data you have can be a daunting task – how do you provide the right insight and draw meaningful conclusions when there is so much data?

- Do you have a wealth of CX data but struggle to convert this to cross channel insights and strategic recommendations?

- Do you find it difficult to connect insights across journeys and touchpoints?

- Would you benefit from an independent and expert analysis of your CX data?

Having the right approach to data analysis means you can:

- ✓ Unlock actionable insight

- ✓ Improve customer satisfaction scores and NPS across touchpoints

- ✓ Make conversion improvement

- ✓ Improved self serve online and reduce traffic into contact centre

Let Verint help! We can provide:

- An independent analysis of voice of customer data

- Tactical and strategic recommendations

- Clear understanding of business benefits

- Next steps that improve your CX

VRS: XM Spotlight Reports

Looking for some Insight, quickly?

If you have an upcoming strategy meeting and need some insight, but don't have time – we can help. Or do you need specific analysis done regularly – we can help with that too.

- Do you need CX insights to help support business or strategy meetings with your stakeholders?

- Is there a specific hot topic area in your business, process change or enhancement online that you need some quick insights about?

- Do you know of upcoming reporting requirements that you could do with help with?

Using Verint for Spotlight reports gives you:

- ✓ Focused insights from your XM Consultant

- ✓ Better understanding of customer experience around your key topic

- ✓ A quick and easy way to get insight

Let Verint help:

- Receive a snapshot and commentary of key trends or insights relevant to your business

- Visual reports to socialise insights across the organisation

- Tailored analysis of key trends from your CX data

VRS: **XM Scorecards**

How can you track, present and socialise key data to stakeholders?

Using a scorecard to present insight is an easy and effective way to distribute and highlight XM performance across your organisation.

- Do you have a way of distributing key metrics to internal stakeholders?
- Do you have a socialisation strategy – is it hard work?
- Do you need to help your business keep a laser focus on the right KPIs?

Using XM Scorecards gives you:

✓ A single source of key insight across the company

✓ Removal of silos

✓ Organisational buy in

✓ Sharing CX with everyone

✓ Visible, actionable insight

Verint can help you implement this strategy:

- Tailor your scorecard design
- Focus on the right KPIs
- Show the right data to the right people
- Gain trust and buy-in in your CX strategy

VRS: XM Executive Briefing

Do you need a high-level overview of touchpoints from recent analysis?

Throughout the year your analyst team will be providing insight across many touchpoints – understanding what to focus on can be confusing – what needs to be prioritised?

- Do you need to align your leadership team on the next best actions?
- Do you want to achieve executive buy-in to CX objectives and targets?

Benefits of Executive Briefings:

✓ Greater leadership buy in to CX objectives and targets

✓ New opportunities to develop and enhance the XM program

Verint Consulting will provide:

- An overview of all touchpoints included in the XM program
- Benchmark comparisons and segmentations
- Business benefit analysis
- Best practices

VRS: XM Competitive Study

How does your business compare to the competition?

Understanding how you benchmark against competitors can provide real guidance and next steps on your CX journey.

- Do you need to develop understanding of how your CX scores compare to your competitors?
- Would your business benefit by understanding and eliminating competitive blind spots?

Understanding what you're competing against gives you a real advantage:

- ✓ Develop your competitor strategy
- ✓ Understand of strengths and weaknesses compared to key competitors
- ✓ Develop and celebrate competitive advantage

Verint can produce this analysis for you:

- Create a tailored report to help the business understand strengths and weaknesses against competitors
- Visualise business ranking
- Progress with next steps to create competitive advantage

VRS: XM Web and Mobile SDK

Do you embed surveys into your website?

Embedding surveys into your website and mobile app typically delivers higher response rates than other survey methods.

- Customers can provide feedback, answer questions, and participate in surveys without being redirected to a separate platform or page
- Feedback can be provided at the click of a button

Use website surveys to:

- ✓ Get quicker and timely feedback from your target audience
- ✓ Achieve higher response rates compared to other surveying methods
- ✓ Improve the customer surveying experience

Let Verint help:

- Embed surveys in your website easily
- Create mobile app activity triggers
- Provide digital CX best practices and insights you need to drive improvements to your customers' digital experience

Customer Success Story

Experience Management, Predictive Insights & XMSA with Verint VRS

Situation

- A UK retailer with over 7.5 million visitors monthly across all digital channels.
- More than 5% do not convert despite having intent to purchase.
- Customer need to better understand online customer experience, their priorities and difficulties to help drive consistent best in class experience across all digital channels, online conversion and reduce traffic to contact centre.

Solution

- Verint® Predictive Experience and Survey Management Platform.

Result

- CX insights demonstrated opportunity to drive online revenue by £170k per month through actionable search recommendations.
- Other actionable recommendations across the digital experience, including; basket, checkout, delivery booking, general navigation, filters and club card experience.
- Day to day tracking of digital customer satisfaction across touchpoints and general feedback.

Benefits

- Improve online conversion.
- Reduce traffic to contact centre.
- Drive CSAT and business outcomes.
- Identify areas of concern before becoming significant issues.
- Connected feedback across business units.

7. Platform Capabilities:
Operations Manager (OM)

Customer Success Story

Service Department ROC Graph

Claims Department ROC Graph
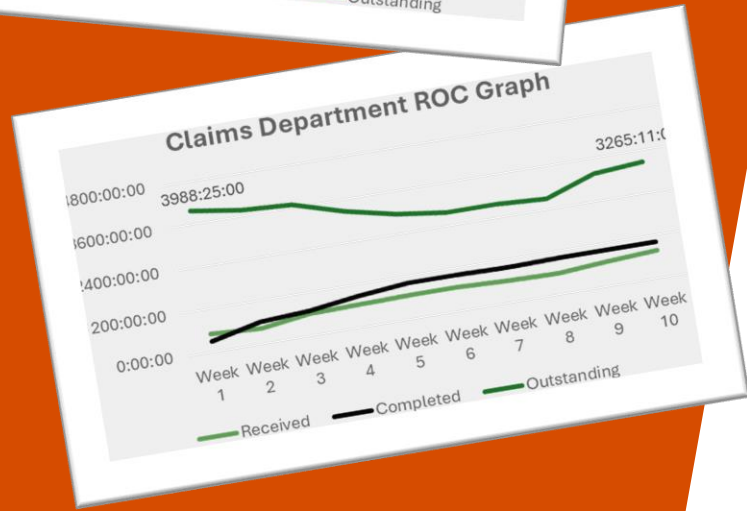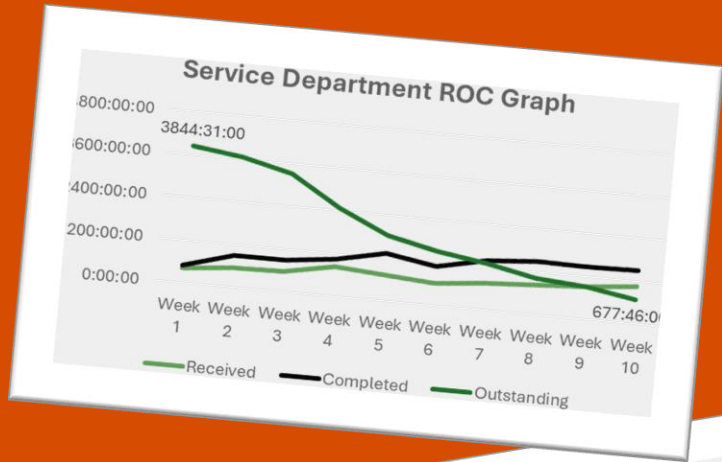
Situation

A major financial services provider implemented Operations Manager within their mortgage management business unit with the aim of identifying capacity to meet added demand.

Solution

Verint Operations Manager along with full operational management VRS training and coaching support.

As part of the implementation daily capacity planning meetings, weekly reviews and intra-day monitoring were put in place, utilising real time data from Operations Manager to drive performance across the teams along with data from the capacity planning function to proactively identify capacity and shortfalls.

Result

Through the implementation of the Operations Manager software and supporting management principles Verint Consultants helped the customer to:

- Reduce backlogs by 50%
- Increase service level achievement by 34%
- Identify capacity savings of 90 FTE

VRS: **Ops Manager Consultancy**

Struggling with your back-office planning?

People

- Do you have the skills to get the most out of the solution and continue to drive benefits?
- Are you able to adapt to changing business demands?
- Do managers have the trust and confidence to use OM to drive performance?

Process

- Do your processes align to and support business goals?
- Do you have the correct measures of success?
- Can you use the KPIs produced to drive positive change?

Technology

- Are you utilising the latest tools and features of the Operations Manager application?
- Have you automated allocation and reporting processes where possible?
- Does the technology support and drive your process?

Work with Verint to improve and elevate the role of the resource planning function in your operation

VRS: Work Allocation

Are you finding work allocation a difficult task to get right?

Allocating work can be a time consuming and draining task.

- Are your back-office managers spending an excessive amount of their day manually assigning work to employees?

- Are crucial work items being neglected or lost amidst the chaos?

- Would you like to automate this approach?
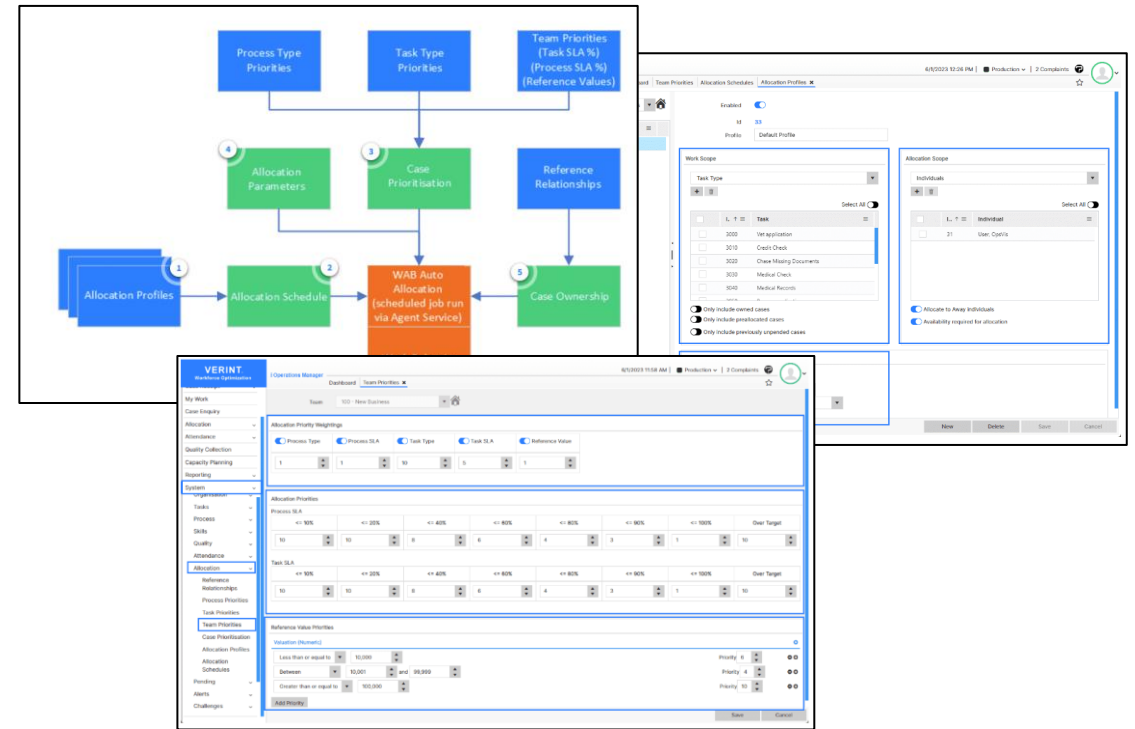
Automate your approach to work allocation:

✓ Increase employee productivity

✓ Increase SLA achievement

✓ Reduce time spent manually allocating work

Verint can help you save time! We provide:

- Training on configuration of priorities and allocation – get the right work to the right people, quickly and without manual requirements

- Post-training support - analyse prioritization and allocation requirement

- Improve your service levels and save people time

VRS: OM Quality Collection

Is automatic sampling part of your quality approach?

Checking the quality of work at each process step is key to customer satisfaction and prevents rework.

- Does your quality reporting provide actionable insights, along with incorporating checking and rework activities in the end-to-end process flow?
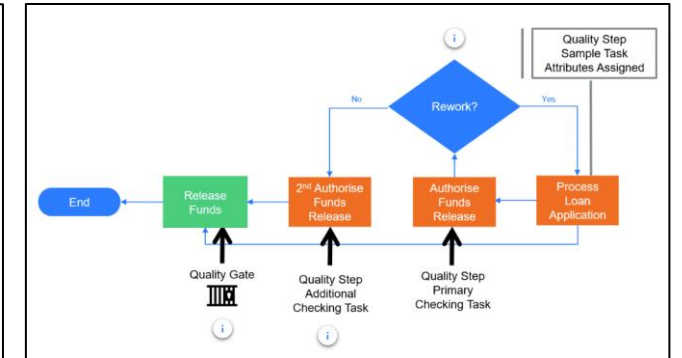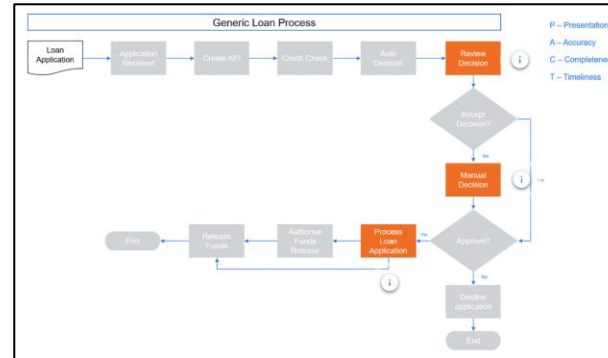
Using Quality Collection will ensure you:

✓ Are able to automate quality sampling and save manual effort

✓ Reduce rework due to robust quality checking process

✓ Can target training plans based on quality reporting

Engage with Verint Consultants to:

- Enable your teams on quality attributes, quality gates, sample rates and detailed reporting

- Review quality approach and requirements for integrating into wider OM, and support in building quality modules

VRS: Capacity Planning

How can you proactively manage resource to demand?

A robust capacity plan ensures you have enough people to complete the work – and highlight shortfalls and surpluses – enabling you to act.

- Unsure if you have enough resource?

- Are you struggling to produce accurate backlog clearance plans?

- Can you identify future capacity misalignment and the impact that will cause?

Having an accurate capacity plan means:

✓ An improvement in efficiency through accurate resource allocation

✓ An increase in SLA achievement as a result of proactive loaning of resource

✓ Improvement in backlog planning process

✓ Happier customers

Let Verint review your approach:

- Verint can provide training and support to implement Capacity Planning as part of your daily and weekly routines to effectively balance resources.

- Create a process to assess and measure its accuracy

- Understand when to make changes before issues occur

Customer Success Story
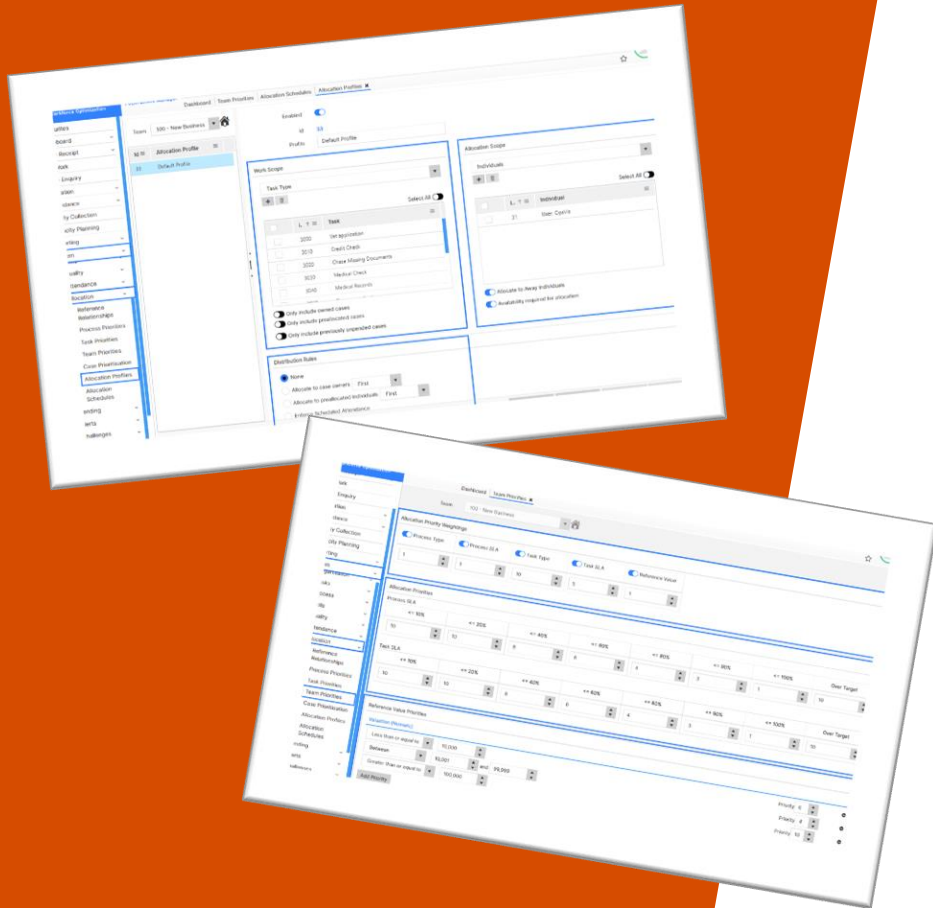
Situation

A leading financial services company needed to automate the prioritisation and allocation of work to drive benefits for their teams.

Solution

Through consultant led training and VRS the customer's business administrators were upskilled on how to configure and maintain the Work Allocation Bot.

Following the training business administrators were then responsible for working with operational teams to establish their prioritisation and allocation requirements. Verint Consultants also supported in recommendations regarding specific scenarios.

Result

Implementation of the Work Allocation Bot across several operational teams created capacity for team managers support through:

- 80% reduction in manual allocation of work, particularly to early starters
- Reallocation of priority tasks when users were unavailable

The additional capacity then allowed team managers to spend more time on:

- Performance management
- Team member training support
- SLA control

8. Platform Capabilities:
Digital First Engagement

V

VRS: DFE Consultancy

Review Business Processes, Systems and Content

People

- Has the technology you have available been adopted fully by both your organisation and your customers?

- Do you need help defining operational roles & responsibilities to support ongoing administration and optimal use of your solutions?

Process

- Do you have governance processes in place?

- Are you able to identify and action new opportunities for customer self-service / containment through automation?

- Are you using available data to influence change?

Technology

- Are your customers and employees able to quickly get answers to all their questions?

- Have you got a 360-degree view of your customer and their interactions with your organisation?

- Are you using automation to interact with your customers?

In-depth and best practice support for:

- **Current implementations to ensure your DFE applications are being used optimally and support your organisation and your customers**

- **Expansion or further rollouts to your operation**

- **Adding new integrations or automation to your solution**

VRS: Optimise (all solutions)

Is your DFE solution performing optimally?

To ensure you realise ROI, it's important that the solutions you have and the processes you follow are aligned to your business goals.

- Do you understand application or process adoption amongst your user base?

- Are you using all functionality available to you - are you measuring the business benefit?

- Are you still following associated best practice?

- Are you considering automation opportunities and don't know where to start?

- Are you looking to expand through additional business areas or channels and need guidance?

By fully utilising the technology you have at your fingertips, you can:

- ✓ Automate or change configuration that generates ROI – improve employee and customer experience

- ✓ Demonstrate value through support for business cases for future expansion projects

- ✓ Understand opportunities, time scales and costs

An Optimise engagement with Verint Consultancy can help ensure you're on the right path. We will:

- Perform a full enterprise engagement or tailor to a specific objective

- Provide analysis and write-up

- Present findings and recommendations

- Identify quick wins alongside a full opportunity assessment

- Provide next steps that make a difference to your business

VRS: Knowledge Management (KM) Strategic Consulting: Strategic Blueprint

Need support with your KM strategy?

A clear KM Strategy underpins the success of a knowledge program. Prior to implementation it is essential to create a framework for KM that aligns with your organisation's goals and objectives.

- Do you have success criteria defined for your knowledge program?
- Do you have funding, exec sponsorship and organisational buy-in?
- Are your business goals and KM goals clearly defined and aligned?
- Do you have a plan which accounts for your organisation's collective knowledge and all target audiences?

An effective KM Strategy ensures you:

- ✓ Have a better understanding of how and where KM can add value to your organization
- ✓ Plan a wide reaching, organisation-wide KM Program
- ✓ Gain organisational buy in – we can demonstrate ROI that support funding for KM program approvals
- ✓ Can deliver a world class service to your customers

Verint can work with you to create this strategy. We can:

- Define a KM strategy which includes associated practices, capabilities and value measures linked to your goals
- Define a KM program approach tailored to your organisation; including recommended future state
- Develop a go-forward strategy to achieve knowledge competency and excellence
- Define key metrics allowing you to monitor and drive ROI

VRS: Knowledge Management (KM) Strategic Consulting: Program Governance

Need support with defining your Knowledge Program Governance model?

Having a detailed governance model is key for ensuring efficiency within your Knowledge Program. Prior to implementation it is essential to clearly understand all processes and roles required to make it a success.

- Have you identified roles, resources, standards, processes and program assets required to drive an effective approach?
- Do you have a plan that outlines how you will capture, store, share and leverage your organisation's collective knowledge?
- Do you need a roadmap with recommendations for knowledge competency and excellence?

An effective Knowledge Governance model ensures you:

✓ Plan a wide reaching, organisation wide KM Program with appropriate resources to enable success

✓ Gain organisational buy in – we can demonstrate ROI that support funding for KM program approvals

✓ Increase efficiency – save time / reduce effort

✓ Can deliver a world class service to your customers

Verint can work with you to create this strategy. We can:

- Define and support the implementation of a best practice KM Governance model fitting for your organisation
- Assist with defining global structures and local controls as appropriate; supporting the transition towards a 'knowledge-centred' program
- Identify roles, resources, standards, processes and program assets required to drive an effective approach

VRS: KM Governance Consulting

Do you have a governance model supporting your knowledge management process?

- Do you have KM specific roles and expectations of how knowledge is managed?

- Do you receive optimal content from all sources?

- Do you have a process of continual improvement?

- Is content compliance quickly established? Are the right people contributing?

- Are you able to identify and quickly respond to knowledge gaps?

Customers that have KM governance:

✓ Reduce costs for content maintenance

✓ Continually improve their knowledge base

✓ Have a process for encouraging and ensuring people contribute

✓ Have a streamlined and compliant content authoring processes

Work with Verint to improve your process:

- Create approval workflows

- Establish content authoring roles and responsibilities

- Measure improvements

- Highlight actionable insights for ongoing knowledge health

VRS: KM Best Practice & Content Modelling

Is your content contributing to successful knowledge management?

Staying in control of the accuracy and relevancy of your content is essential for a successful program.

- Are content authoring guidelines in place and being adhered to?
- Can your employees and customers quickly find the answers to questions?
- Is your content consistent and accurate, and updated in a timely fashion?
- Is your content channel and audience specific?

Organisations that follow best practice:

- ✓ Improve the agent experience
- ✓ Improve CSAT
- ✓ Reduce internal transfer / hold time
- ✓ Reduce AHT

Verint Consulting can help optimise your content:

- Implement knowledge best practice supported by application features
- Define content authoring guidelines
- Provide content review and direction
- Provide guidance on implementing effective multi-channel knowledge

VRS: KM Architecture Review

Is your knowledge architecture reflective of your organisation?

Maintaining an effective architecture means that Knowledge is searchable, in context and accurate.

- Can agents quickly filter and find appropriate knowledge?
- Are contextual knowledge results accurate?
- Do you have defined content types / categories?
- Do you restrict content to specific audiences?

Customers who have an effective knowledge architecture suited to their organisation:

- ✓ Improve the agent experience
- ✓ Improve AHT
- ✓ Improve FCR
- ✓ Reduce internal transfer / hold time

Let Verint Consulting review your architecture to provide better results:

- Tagset optimisation
- Implicit tagging
- Contextual knowledge
- Multi channel content
- Best practice definition and clear recommendations

VRS: Content Authoring Support

Do you need help planning or reviewing content?

Knowledge content is a critical success factor for any KM program; effective content combined with technology drives results. High quality material needs to be created and be accessible, engaging, factual and educational.

- Do you have a content creation plan in place?

- Do you know what content to prioritise?

- Are you confident you are following knowledge best practice?

- Are you making the most of the authoring features available to you?

An effective authoring process ensures:

- ✓ A reduction in content creation effort

- ✓ Content is more likely to be right first time

- ✓ Trust and buy-in in the content process

- ✓ You have the ability to plan optimal knowledge expansions

Verint can review your process:

- We can review existing knowledge content

- We can help with planning your content creation activities allowing you to understand and allocate resource

- We can provide content authoring guidance and best practice

- We can provide expansion planning and identification of critical content categories for focus

VRS: Automated KM Consulting

Are you using automation with your KM?

KM automation opportunities can benefit authors, agents and customers and reduce time spent on creating and searching content.

- Do you use contextual knowledge?

- Are you unsure of what sources you could use to auto present knowledge to users?

- Are you using knowledge in conjunction with a chatbot?

- Are you using our KM bots?

Customer who automate KM typically experience:

- ✓ Increased containment and contact deflection

- ✓ Reduction in agent time to resolution (TTR)

Let Verint review your approach. We can provide support and guidance for:

- Contextual knowledge sources and integrations

- Desktop rules

- KM bots

- Expansion planning
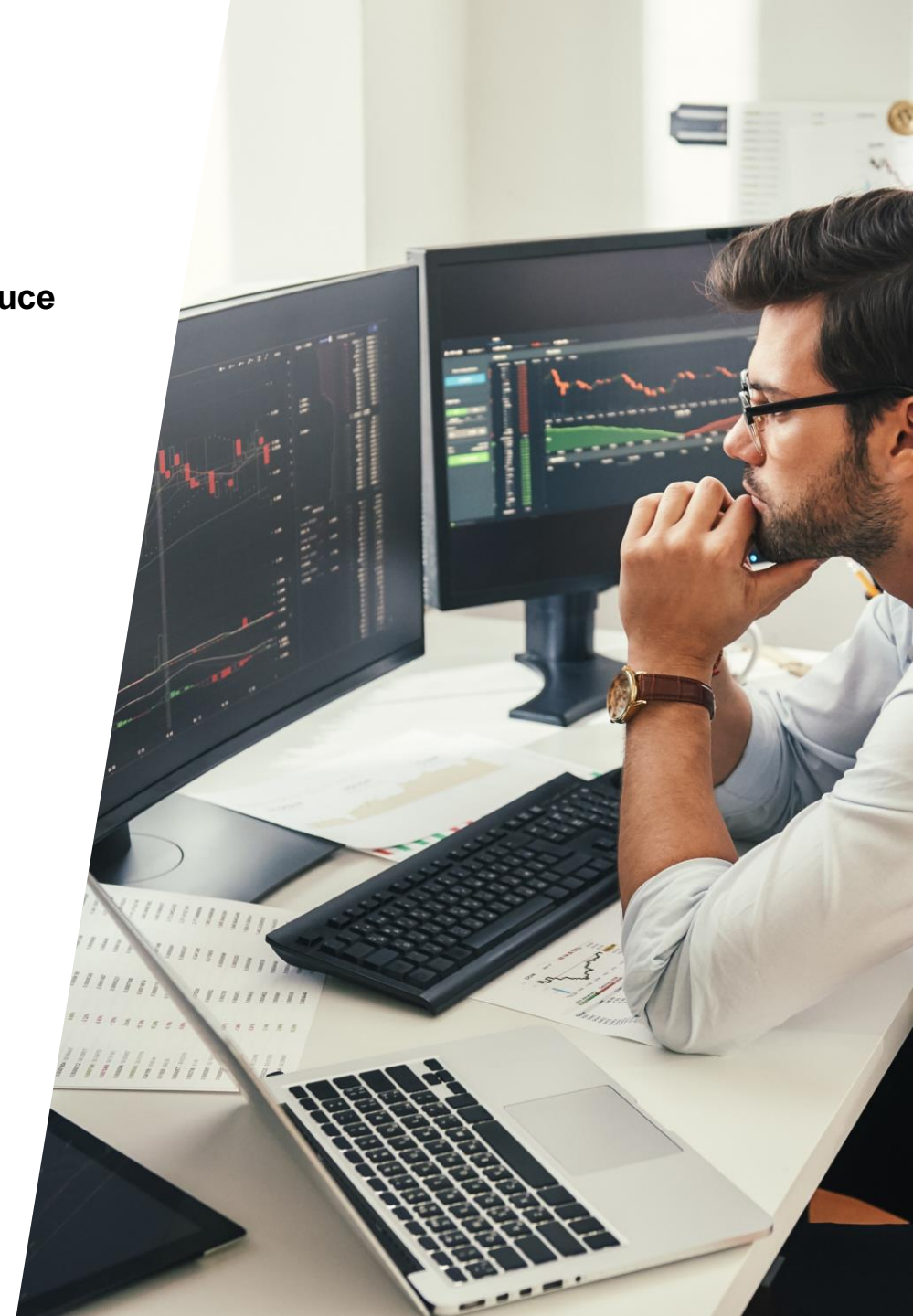
VRS: Desktop Rules Consulting (Channel Automation)

Are you using desktop rules in conjunction with channel automation (CA)?

Desktop rules connect features within channel automation and knowledge management helping speed up and automate the agent and customer experience.

- Do you tailor agent experience based on what they are doing in channel automation?
- Are you automating wrap up additions?
- Do you use contextual knowledge management?
- Do you proactively suggest cases to agents?
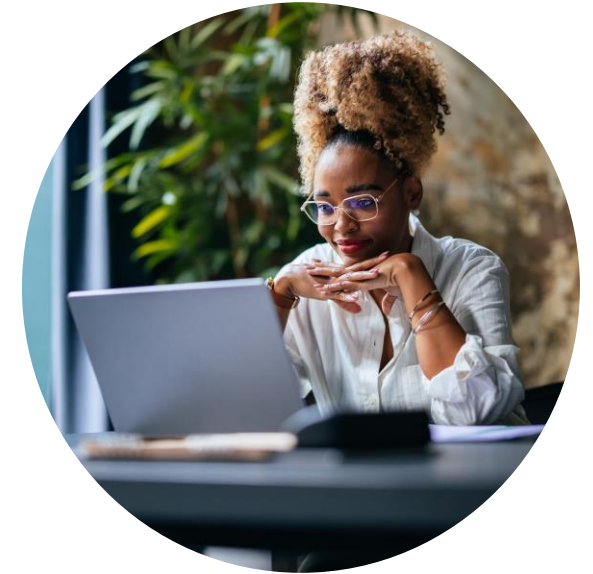
By using desktop rules alongside CA, you can:

- ✓ Improve processes and increase automation – saving time and effort
- ✓ Provide the ability to self serve further enhancements
- ✓ Provide better insight into organisational performance

Engage with Verint Consultants to review your approach. We can:

- **Review channel and routing rules**
- **Implement desktop rules**
- **Find possibilities for automation**
- **Implement bots to augment your workflow**

VRS: Case Configuration Design (Channel Automation)

Are you looking to update or add new processes within case management?

Keeping config up to date ensures your system and processes are effective.

- Are your current case types still meeting your needs?
- Have some processes changed but the related case types haven't been updated?
- Do you wish to add an additional department to an existing process?
- Do you need help defining case configuration?

Keeping the configuration up to date can ensure:

- ✓ Process improvements and increased automation
- ✓ Ability to self serve further enhancements
- ✓ Better insight into organisational performance

Verint can help:

- Existing case review
- Case configuration design
- Configuration support

VRS: Conversational Design Consulting

Need help with your Verint messaging or IVA implementation?

Conversational design is an essential part of bot flow design and successful messaging and IVA customer experiences.

- Do you have the skills and knowledge to design new or improved bot flows?

- Do you confidently understand conversational design and associated best practice?

- Do you want an SME to review your flow design reviewed prior to configuring?

Effective conversational design allows for:

- ✓ Happier customers

- ✓ Stronger likelihood of containment

- ✓ A successful customer outcome

Let a Verint SME guide you on:

- Conversational design best practice

- Existing conversation flow review

- Bot flow design

- Future self serve flow changes

VRS: Bot Managed Services

Are you managing your existing bots and identifying new opportunities?

Contacts handed over to agents can indicate issues with Bot conversations or process gaps.

- Is your bot sufficiently managing containment vs agent handover?
- Can you identify opportunities for new or improved flows?
- Are you measuring process improvement possibilities?
- Do you need help making configuration changes, or validating design?

Improving your Bot performance will:

- ✓ Increase your containment rate
- ✓ Improve CSAT
- ✓ Reduce cost per contact
- ✓ Provide customers the ability to self serve future changes
- ✓ Reduce staffing requirements

Engage with Verint Consultants to review your approach:

- Review successes / pain points of bot containment versus agent handover
- Assist with agent workspace configuration design
- Review bot flow design
- Assist with conversational design best practice
- Configure additional channels or bot updates

Customer Success Story

**Large Bank –
Knowledge Management
Best Practice Model**

Situation

Large bank - four phase implementation approach for delivery to contact centre and customer web self-service. Customer required a best practice program for knowledge management – its usage, authoring and governance.

Solution

Verint KM Consulting (full VRS project including Current State Assessment, Content Best Practice, KM Architecture, Organisation Design & Content Authoring Support) repeated to support the customer for each market rollout of a global solution.

Results

- ✓ 10% reduction in hold time
- ✓ 20% reduction in internal transfers
- ✓ 20% improvement in FCR
- ✓ 10% increase in CSAT
- ✓ 30% improvement in self-service containment
- ✓ 15% reduced attrition
- ✓ 25% reduced cost of support
- ✓ 20% economies of scale
- ✓ 30% reduction in training time
- ✓ Omni-channel consistency

Thank You

If you are interested in any of these VRS offerings, or how Verint Consulting can help you with any of your challenges, please email our Centre of Customer Operational Excellence

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