

OpenText™ Qfiniti Optimize

Improve customer experience and contact center efficiency with desktop analytics and agent guidance

Contact center performance—both from a customer service and workforce management perspective—is paramount to the success of your business. When you have the right technology and features in place to consistently deliver the highest level of customer service, the contact center becomes one of your most effective competitive differentiators. As part of the comprehensive OpenText workforce optimization (WFO) product suite, Qfiniti Optimize improves the customer experience by providing agent guidance, process automation and workflow measurement.

Measure Agent Activity for Quality Assurance

Today's contact centers cannot afford the cost of any hidden process or performance issues. Undue customer effort, abandoned workflow steps, poorly understood activity step timings, unknown application activity, or unidentified outlier behavior whether positive or detrimental—all contribute to greater inefficiency and therefore higher costs to the organization.

Answers to questions like the following are no longer nice-to-haves but rather indispensable insights:

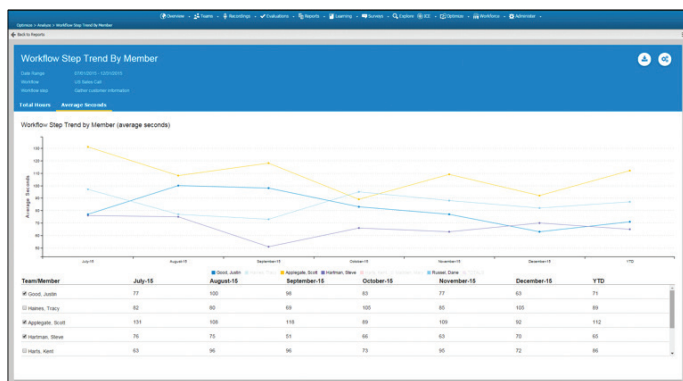
- Which agents take too long or not long enough to complete workflow steps?
- Which applications and websites do your agents use the most and which do they use the least?
- When and how frequently are my agents using certain applications and websites?
- What websites are your agents visiting and how much time does this take?
- How often do your agents not finish workflow steps?

The ability to measure desktop and workflow activity at a granular level is, in itself, a significant analytical and budgetary advantage. With its advanced measurement capabilities, Qfiniti Optimize enables you to uncover the hidden issues behind these questions by automatically capturing and cataloguing agent application usage patterns within your multichannel enterprise contact center. Full-time measurement and reporting on desktop activity allows supervisors to assess agent productivity within a given workflow with unprecedented granularity and precision. Measurement capabilities include:

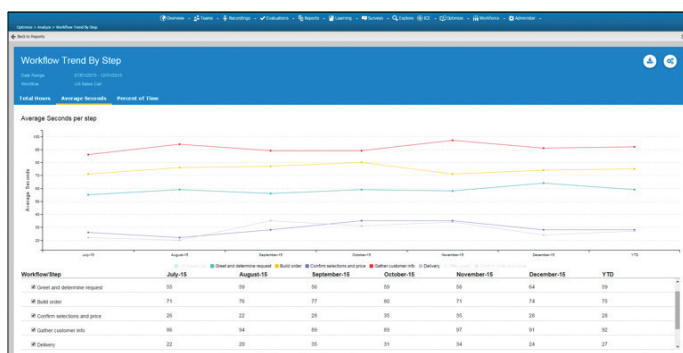
PRODUCT HIGHLIGHTS

- **Measurement of agent desktop activity:** *assess agent productivity with unprecedented granularity and precision*
- **Exceptional ROI:** *deliver impressive cost savings by optimizing workflows through agent guidance and desktop automation*
- **Workflow analysis:** *measure workflow activity across the entire workforce or filtered by group, team, or region*
- **Robust process analytics:** *track the details of process sequences that affect business KPIs and/or contact center benchmarks*
- **Real-time trend reporting:** *view immediate snapshots of average handle time and trend reporting by workflow step*

- **Performance analysis:** Understand precisely how your agent pool is performing specific workflows such as new order completion, customer correspondence, or cancellation processing.
- **Workflow optimization:** Automatically identify workflow step outliers, understand underlying performance drivers and improve your average workflow performance in terms of completion time, completion rates, and outcome.
- **Control of key performance indicators:** Track performance metrics to control key performance indicators (KPIs) such as average handle time (AHT) through views into specific steps in a process.
- **Workforce module integration:** With highly integrated functionality across modules, easily feed user activity data into the Qfiniti Workforce module for back-office forecasting and scheduling or for analysis in third-party data analytics tool kits.



Easy-to-understand reports enable managers to track desktop application usage across the entire workforce or down to the team or individual agent level.



Qfiniti Optimize gathers desktop and workflow information from across the entire enterprise, aggregates reporting and enables filtering to review by group, team, or region, with available drill down into individual user performance. Armed with this knowledge, quality management managers are able to implement process improvements based on accurate baseline and benchmark measurements. Once improvement measures are implemented, workflow reports can be utilized to measure the impact of any improvements.

Guide Agent Activities and Automate Desktop Activity

Despite your excellent training and quality programs, contact center agents can only be as efficient as the applications they use to complete their routine tasks. Instead of focusing on the customer, many contact center agents today spend too much attention and energy working with inefficient applications.

Qfiniti Optimize takes process optimization to the next level, delivering real-time contextual guidance and automation of repetitive tasks directly to the front or back-office agent desktop, resolving process complexity in a number of ways:

- **Real-time agent guidance:** Deliver essential customer and process information within the specific context of the transaction so that the agent can provide the most effective and appropriate customer experience.
- **Reduced customer effort:** Eliminate the frustration of customers having to repeat information at multiple points of the interaction flow.
- **Real-time adherence:** Inform and enforce business rules in the right context at the right time to reduce errors and improve compliance.
- **Reduced agent effort:** Automate repetitive and wasteful tasks so agents can focus on delivering the superior experience that both the customer and the business demand.
- **Desktop automation:** Rapidly automate tasks and workflows without accessing or modifying the underlying source code in your existing applications, so that manual and repetitive tasks are streamlined.

Automated guidance provides agents with step-by-step instructions and feedback that improve compliance and adherence to unfamiliar processes.

Streamline repetitive tasks with automated copy/paste.

OpenText Qfiniti Optimize Benefits



For The Customer

- Agent attentiveness
- Timely and accurate information
- Personalization
- First call resolution



For The Agent

- Interconnected desktop solution that's easier to learn and use
- Real-time contextual information and guidance
- Better feedback about personal talk time drivers
- Focus on the customer and not on the process



For The Company

- Understand and manage desktop activity and workflows
- Improve efficiencies and quality of service
- Increase employee and customer satisfaction

INTERACTION RECORDING	DESKTOP CONTROL	PERFORMANCE MANAGEMENT	DESKTOP ANALYTICS	CUSTOMER SURVEYS	ANALYTICAL SCORING	WORKFORCE MANAGEMENT	ONLINE TRAINING	VOC ANALYTICS
Multichannel Capture PCI DSS Compliant	Muting & Masking Metadata Attach	Quality Monitoring Evaluation Planning	Application Monitoring Real Time Guidance	Multichannel Surveys Integrated & Actionable	Automated Scoring Speech Enabled	Scheduling & Forecasting Mobile Engagement	Integrated e-learning SCORM Compliant	Multichannel Connectors Centralized VoC
Qfiniti Observe	Qfiniti ICE	Qfiniti Advise	Qfiniti Optimize	Qfiniti Survey	Qfiniti AutoScore	Qfiniti Workforce	Qfiniti Expert	Explore Analytics
OpenText Explore Voice of Customer - Multichannel Analytics								
Qfiniti On-Premises Modular WFO Suite					Qfiniti Managed Services Managed WFO Appliance			

Setting a new benchmark for workforce optimization, the OpenText WFO Software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your

most urgent contact center management needs. OpenText™ Explore delivers Voice of Customer, speech and multichannel analytics; and OpenText Qfiniti Managed Services provides the entire Qfiniti portfolio on a managed, high density server system. opentext.com/qfiniti

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