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OpenText™ Qfiniti Optimize Cloud Edition (CE)

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

Product highlights

Assess agent productivity

Deliver impressive **cost savings**

Measure workflow activity across

Track details of process sequences

Real-time trend reporting

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, OpenText Qfiniti Optimize improves the customer experience by providing agent guidance, process automation, and workflow measurement.

Measure agent activity for quality assurance

Contact centers cannot afford the cost of 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.

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Product highlights

- **Agent desktop activity measurement:** 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

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 agents use the most and which do they use the least?

- When and how frequently are agents using certain applications and websites?

- What websites are agents visiting and how much time does this take?

- How often do 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 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:

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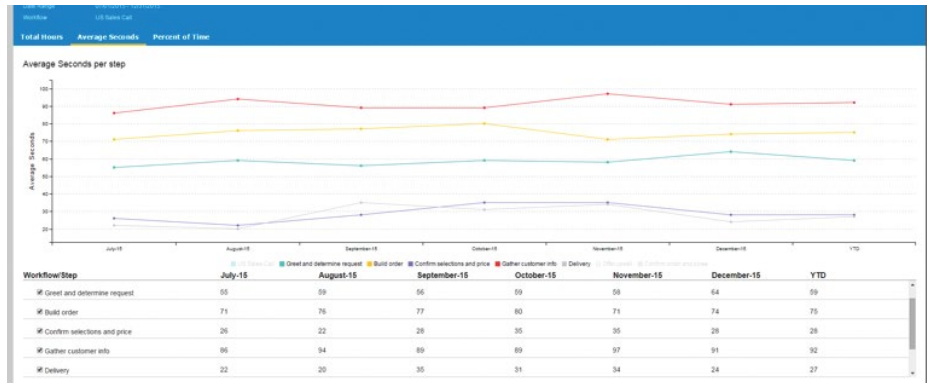
Qfiniti Optimize gathers desktop and workflow information from across the entire enterprise, aggregates reporting, and enables filtering to review by group, team, or region, with available drill down into individual user performance. Armed with this knowledge, quality management managers are able to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

Guide agent activities and automate desktop activity

Despite 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 automating 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 transaction context 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, streamlining manual and repetitive tasks.
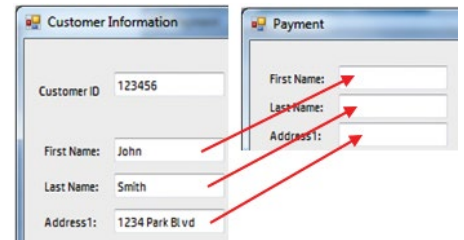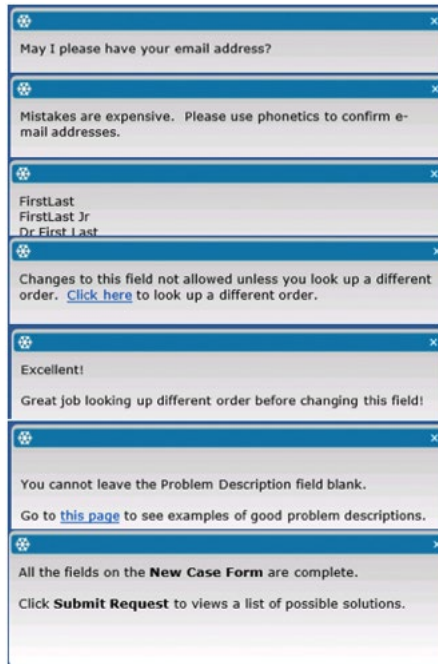
Streamline repetitive tasks with automated copy/paste.

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

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
- Customer focus—instead of process focus

For the **company**

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

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OpenText WFO software portfolio

Interaction Recording	Desktop Control	Performance Management	Desktop Analytics	Customer Surveys	Workforce Management	Online Training	VoC Analytics	Analytical Scoring	Real-Time Speech Analytics
Multi-channel Capture	Muting and Masking	Quality Monitoring	Application Monitoring	Multi-channel Surveys	Scheduling and Forecasting	Integrated e-Learning	Multi-channel Connectors	Automated Scoring	Decision Engine
PCI DSS Compliant	Metadata Attach	Evaluation Planning	Real-Time Guidance	Inbound and Outbound VoC	Mobile Engagement	SCORM Compliant	Centralized VoC	Speech Enabled	Real-time APIs
Qfiniti Observe	**Qfiniti ICE**	**Qfiniti Advise**	**Qfiniti Optimize**	**Qfiniti Survey**	**Qfiniti Workforce**	**Qfiniti Expert**	**Qfiniti Explore**	**Qfiniti AutoScore**	**Qfiniti Live**

OpenText Qfiniti Cloud Edition (CE)
Workforce Engagement Management

opentext™ | Cloud — **Qfiniti Managed Services** Managed and Cloud Services — **amazon web services | Partner Network**

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.

About OpenText

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