



OpenText Workforce Optimization and Analytics Solutions Deliver Improved Employee and Customer Engagement

Achieve competitive differentiation in the marketplace by managing superior customer service in the contact center

Delivering premium customer service is a powerful competitive differentiator in every marketplace for both B2C and B2B companies. Yet this is easier said than done in today's digital world, where the behaviors and preferences of customers are constantly changing. It should therefore come as no surprise that the enterprise contact center has become the front line for delivery of superior customer service because agents are constantly in direct contact with customers who are motivated to buy on one day and frustrated with a purchase on the next. Workforce Optimization (WFO) and Voice of Customer (VoC) solutions from OpenText enable contact centers to meet and exceed customer expectations with real-time agent support and workforce performance management capabilities while gaining actionable insight from customer interactions.

Improve Agent Engagement with Intelligent Workforce Optimization

OpenText Qfiniti is an integrated, modular Workforce Optimization suite that enables high-volume, global enterprise contact centers to effectively support, evaluate, and train front and back office customer service agents. In light of Gallup research which has shown that companies with highly engaged workforces outperform their peers by 147 percent in earnings per share*, the need to strengthen agent engagement is all the more imperative.

SUMMARY

OpenText Workforce Optimization Software has a 32-year history of innovation, holds 24 contact center technology patents, and provides enterprise contact center customers around the world with call recording, integrated workforce optimization, and advanced analytics. Our WFO solution, OpenText™ Qfiniti, is a modular suite that includes tools designed to optimize workforce management, quality monitoring, liability recording, coaching and eLearning, performance management, and surveying. OpenText™ Explore is our speech and Voice of Customer analytics product that enables the enterprise to gain customer behavior insights in multichannel, multi-language contact center environments. Together, these solutions help enterprise contact centers achieve competitive differentiation in their markets by delivering premium customer service.

ACCOLADE

OpenText is proud to be named a strong performer in Workforce Optimization by Forrester Research, Inc. In *The Forrester Wave™: Workforce Optimization Suites, Q3 2016*, the analyst noted that "the [OpenText] WFO tools have shown a remarkable consistency and unification of look and feel, administration, and security model. The suite's shining star, its interaction analytics tool, Explore, has saved one customer more than seven figures from just the analysis on 20,000 calls." Read the report to find out more.

www.opentext.com/campaigns/forrester-wave-workforce-optimization-suites



OpenText Qfiniti and OpenText Explore power mission-critical workforce optimization and analytics capabilities for some of the largest contact centers in the world.

Enable effective performance management

OpenText™ Qfiniti Observe randomly records the agent's voice and screens so that the recordings can be used to facilitate quality assurance and provide innovative coaching support. OpenText™ Qfiniti Advise facilitates continuous improvement through powerful analysis and reporting capabilities by enabling supervisors to evaluate, stack rank, and perform gap analysis. Together, these products deliver a comprehensive platform for managing agent performance. When combined with OpenText™ Qfiniti Optimize, which provides powerful desktop analytics for measuring and reporting on user processes and automating workflows, and OpenText™ Qfiniti AutoScore for automating the identification, scoring and tracking of agent behaviors, this performance suite is extended in ways that enhance agent supervision while improving agent engagement with more effective and impartial evaluation tools.

Streamline workforce forecasting and scheduling

Effective workforce forecasting begins with highly integrated interface portals that manage immediate and accurate communications between administrators, schedulers, supervisors, and agents. OpenText™ Qfiniti Workforce meets the needs of both the business and the agents by optimizing multi-skilled forecasting and scheduling, agent shift bidding, intraday management, and advanced agent adherence. Qfiniti Workforce supports a wide variety of scheduling cultures and assigns shifts considering unique agent rankings, skills, seniority, preferences for start time and days off, and hours of availability. Supervisors are able to control and reward agent behaviors by building custom agent rankings into the schedule assignment process.

Automate agent guidance and training

Despite well-established training and quality programs, contact center agents can only be as efficient as the applications they use to complete their routine tasks. 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 with reduced agent effort and automated desktop workflows. Reduced agent effort translates directly into the reduction of customer effort, a key satisfaction metric now emerging in today's successful contact centers.

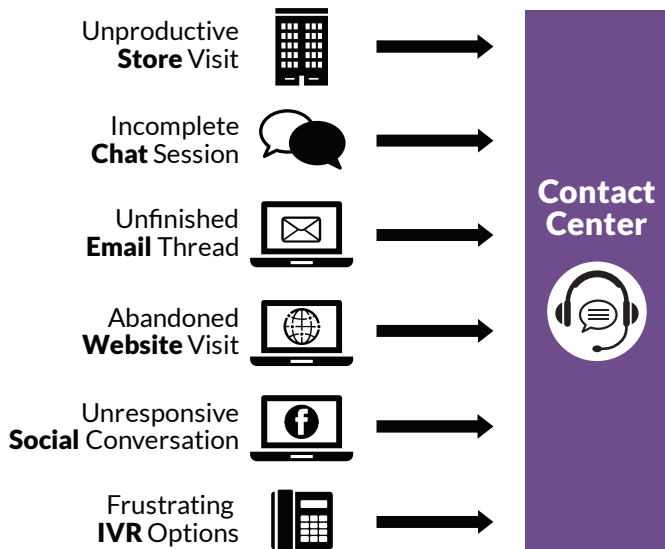
OpenText™ Qfiniti Expert simplifies training tasks by providing the ability to attach text notes, screen annotations, bookmarks, and coaching comments directly to a recording or scorecard. Supervisors can assign eLearning assets directly to an agent evaluation without having to exit from the process, and agents appreciate having all required training assets readily available.

Improve Customer Engagement with Advanced Multichannel Analytics

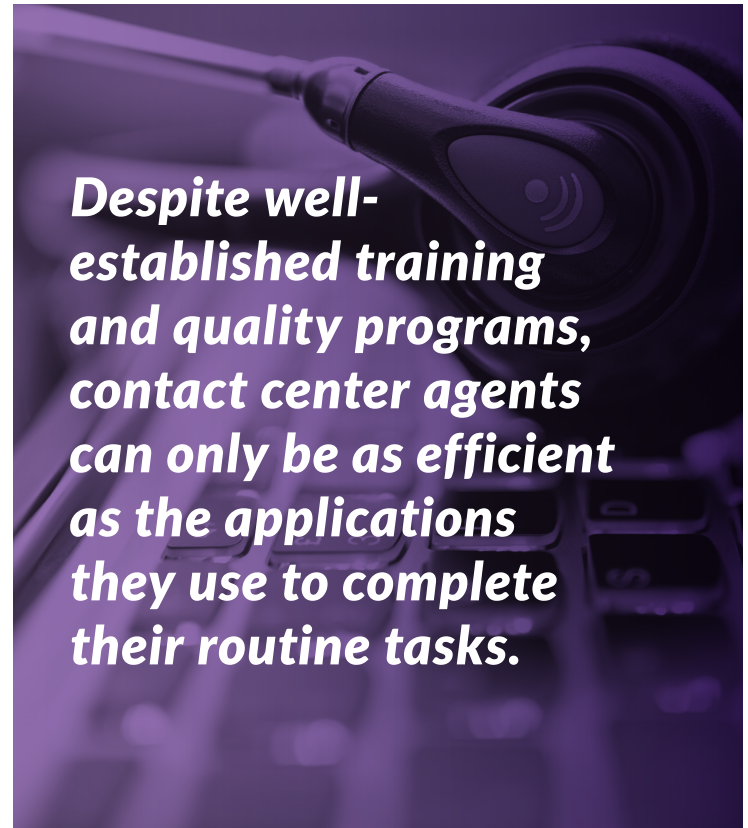
Moving beyond decision-making based on disparate customer interaction data is the first step in being able to identify the insights that will positively influence your business and then deliver the competitive advantage that results from premium service. OpenText Explore for Voice of Customer, multichannel and speech analytics, uses advanced pattern-matching technology to extract unmatched insight from all customer interactions, allowing contact center professionals and marketers to discover the "unknown unknowns" of customer behavior and expectations.

Aggregate all data sources regardless of channel

Explore brings together all channel data within one application so you can look across data types and formats to gain a conceptual understanding of the entire collection of ingested data; aggregate call recordings, customer service chat sessions, as well as point of sale, CRM notes, social media, blogs, forums, and news interactions. Explore scales to meet the big data needs of today's enterprise contact centers and processes massive amounts of data in near real time – regardless of type, location, and language – while identifying important relationships and concepts with intuitive visualizations and data exploration.



Since 2014, enterprise contact centers have seen a massive deflection from various customer channels to the call center. Customers who are not able to make purchases or resolve issues through self-service touch points are increasingly interacting directly with agents who must handle more complex and time-consuming customer issues. In addition, callers are often online visiting the company website while interacting with the agent. Supporting your agents and meeting customer expectations effectively require a highly integrated workforce optimization and advanced Voice of Customer analytics solution.



Despite well-established training and quality programs, contact center agents can only be as efficient as the applications they use to complete their routine tasks.

Easily deploy Voice of Customer surveys

To deliver high customer satisfaction scores, customer relationships must be nurtured while balancing the need to improve the quality of agent performance. OpenText™ Qfiniti Survey makes it possible for contact centers to hear directly from a customer immediately after an agent interaction and then automatically link both the customer satisfaction score and the agent evaluation score to the recorded call, email, or chat. Qfiniti Survey integrates with Explore to link contact center surveys to voice recordings and other customer feedback from across the enterprise, delivering the most comprehensive VoC solution available.

Manage Regulatory and Business Compliance Challenges

In the face of increasingly regulated business environments, no amount of workforce engagement and customer loyalty can inoculate your company against the risks of mismanaged personal information, credit card data, or health histories.

Ensure business process compliance

OpenText™ Qfiniti ICE delivers a new class of enterprise interaction analysis supported by a centralized policy server, a broad set of triggers, and interaction control agents that monitor desktop and server events and take the appropriate business-defined actions. Qfiniti ICE enables the enterprise to adhere to strict compliance

requirements for PCI and HIPAA in the United States and/or The Data Protection Directive in the European Union, for example.

When integrated with Qfiniti Optimize for desktop analytics and real-time agent guidance, the ability to define, track, and measure business workflows becomes even more powerful.

Ensure compliance with customizable triggers

Qfiniti ICE provides a broad array of options for establishing event triggers for various functions, such as activating a recording, attaching a classification to an interaction, or alerting managers when specific types of interactions occur. Event triggers are entirely customizable based on the needs of the business, such as meeting criteria for classification or identifying a need for PCI compliance or a governance policy. By automatically tagging, classifying, or applying a policy to an interaction, Qfiniti ICE alleviates the man-hours needed to do this manually, while eliminating the likelihood of human error.

Enforce PCI-DSS compliance and audio governance

Qfiniti ICE delivers an unprecedented level of compliance to email, IM, and audio recordings to ensure all interactions are managed within regulatory and corporate policies. Qfiniti ICE provides the option of setting triggers to identify sensitive materials within interactions and then automatically masking or muting the information based on business need.

Product Highlights

- Integrated, modular product suite deployed on-premises or as a managed service
- Streamlined performance management, scheduling, and training
- Integrated multichannel analytics and reporting
- Deep Voice of Customer discovery for actionable insights
- Intelligent masking and muting for compliance management

How Can We Help?

Workforce Optimization and Voice of Customer analytics are core technologies for today’s high volume, global contact centers because they are necessary to ensure the highest quality delivery of customer service while providing actionable customer insight to the enterprise. OpenText Qfiniti and OpenText Explore power these mission-critical capabilities for some of the largest contact centers in the world. More information about how we can power the transformation of your contact center is available at opentext.com/qfiniti.



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								
OpenText™ Qfiniti (On-Premises) Modular WFO Suite					OpenText™ Qfiniti Managed Services Managed WFO Appliance			

The OpenText Workforce Optimization solution is a highly integrated, modular suite that delivers a centrally managed platform for multi-channel interaction analysis, with real-time agent support and contact center performance management capabilities. Deployed on-premises or as a fully managed service, OpenText Qfiniti and OpenText Explore

provide call and screen recording, agent evaluation, real-time assistance, survey, training, and workforce management modules to ensure that your business delivers true quality performance and a superior level of customer service.

* Companies with highly engaged workforces outperform their peers by 147 percent in earnings per share. Source: Gallup, [The Engaged Workplace](#)