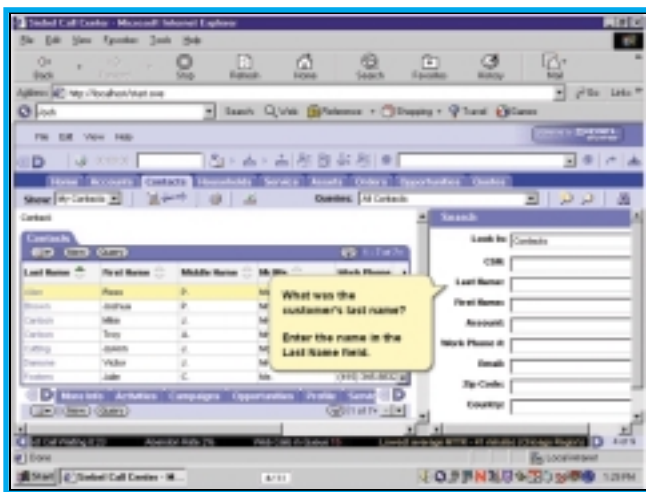


Produce e-Learning Content Based on Real-Life Scenarios and Your Unique Best Practices

As the pace of contact centers continues to accelerate, the need for immediate knowledge and skill transfer is increasingly important. Today's customer sales/service representatives (CSRs) are challenged with more complexity, driven by process changes, such as new regulatory requirements. Also, as most companies try to upsell and cross-sell products and services, agents need to have a thorough knowledge of their company's product/service line. All of these challenges require continual training and education. Leveraging e-learning as a means to improve customer service and sales effectiveness is emerging as a substantial competitive advantage.

To improve the customer experience, as well as increase job satisfaction and retention among agents, organizations are implementing customer interaction recording software, supplemented by a dynamic learning environment, to help align their people, processes and technologies for increased performance and profitability. *Now your organization can quickly address skill deficiencies with e-learning based on actual performance – without the time-consuming hassles of expensive course development.* Produce your own library of best practices by evaluating your customer interactions. Your finest examples should serve as best practices for newer agents to learn rapidly.

You have the content in the form of captured customer interactions, which you can edit and customize. The result is a dynamic learning environment in which CSRs and management alike experience performance improvements that your customers will welcome. Driving learning based on



Within a few minutes, you can create a customized piece of learning based on real-world examples that are specific to your business. Within a couple of hours, you can create a high quality, interactive learning session that can become part of your e-learning resource kit.



skill gaps, while fostering an environment in which learning content can be created quickly and easily, and then distributed even faster, results in a "dynamic" workplace best suited for optimum learning.

An e-learning program can be particularly valuable in helping new CSRs successfully transition from new-hire training to the live floor, increasing their productivity much more quickly. On-line training also ensures that tenured agents receive ongoing instruction outside the classroom setting. Therefore, you can optimize the performance of your entire workforce – both new and veteran CSRs – while lowering training costs and time away from customers.

Looking for a practical contact center e-learning entry point? Try eQuality Producer.

Extend Your eQuality Investment by Creating a Dynamic Learning Environment

eQuality Producer enables you to create e-learning content specific to your organization. Using customer interactions from your eQuality recording solution, you can develop on-line training modules based on the real-life scenarios encountered by your agents every day.

When you identify which interactions represent best practices, you can build your e-learning modules to emphasize both technical and soft skills development. You can also use this content in conjunction with the eQuality Now e-learning software, which enables you to deliver not only on-line learning but track improvements on an individual and team basis as well.

With eQuality Producer, you can take your training program to the next level by virtually simulating real-life customer service situations for your new hires and veteran agents. Your CSRs can interact with your customers and test their knowledge of technological resources and procedures, yet under simulated and controlled conditions that optimize learning. Furthermore, you can instill and reinforce your corporate objectives because they are linked to the best practice modules you construct.

Leveraging real customer interactions captured with eQuality, you can produce low-cost, highly-focused – and often short-term “disposable learning.” With new products, services and policies being rolled out on a weekly or even daily basis, inexpensive content with a limited shelf life is often times the optimal training solution.

You can simply export your real-life scenarios and quickly and easily create on-line content that represents a combination of soft skills and hard skills training. These learning modules can focus on areas, such as policy information, screen or system navigation, accuracy of information input, product knowledge, listening skills and more. You also have the ability to include assessments as a part of these modules to track and measure agent performance.

Using eQuality Producer is an excellent way to begin building your e-learning library. You can e-mail the content or distribute it as a hyperlink to your Web site. Or simply place it in a learning management system for immediate, short or long-term agent consumption. Likewise, you can use the content in conjunction with eQuality Now, creating a dynamic learning environment.

Here's the straight-forward process for creating an unattended coaching session from a best practices example:

- Create / identify best practices examples from recorded interactions
- Export the chosen interactions from your eQuality customer interaction recording software
- Use the interaction editor to segment the audio (voice) / video (data) and mask any confidential information
- Create call-outs, information balloons and ask questions for interactive sessions

eQuality Producer Key Functions

- Offers seamless integration with the eQuality performance optimization suite for ready implementation of incremental capabilities such as performance analysis
- Provides a powerful, easy-to-use solution that requires minimal technical skills to deploy and use
- Enables a quickly-developed e-learning program based on best practices for your contact center
- Facilitates simultaneous CSR training on technical and soft skills

- Send your new content via e-mail, distribute it as a hyperlink to your Web site, or deliver it through your eQuality Now contact center e-learning software
- Produce and track assessments through the dynamic learning environment you've created by leveraging eQuality Now

CSRs have long been the front line to customers; it is vital that agents, managers and supervisors have the appropriate tools to consistently optimize customer relationships. Through monitoring, evaluation, integrated e-learning, coupled with a dynamic learning environment, your company can help ensure your customers interact with enthusiastic, motivated CSRs, and obtain consistent service via any channel available to them whether it be on the Web site, e-mail or phone. Get started with eQuality Producer today!



It's your goal. It's our philosophy.

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