



NICE Quality Optimization Solution -
Business Driven Quality Management

Insight from Interactions™

NICE®

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The NICE Quality Optimization solution enables contact centers to:

- Bridge the gap between contact center processes and business initiatives
- Align QM workflows with business goals and KPIs
- Connect the voice of the customer with the QM process

UNIFIED WORKFLOW FOR BUSINESS DRIVEN QUALITY MANAGEMENT (QM)

Today, more than ever, in a challenging and uncertain business environment, companies strive to retain their customers while reducing operating costs. Contact centers who are on the front line of the enterprise need to improve customer experience, increase sales and cut costs. To achieve these goals, contact centers need to improve operational efficiency, quickly respond to customer issues, and maintain a highly trained and professional staff. The NICE Quality Optimization solution provides the means to attain those goals.

The NICE Quality Optimization Solution is an automated business driven QM solution. It ties pre-defined business key performance indicators (KPIs) to the QM process, enabling contact center management to monitor performance in real-time, review the most relevant interactions and take corrective action. All from an intuitive dashboard.

SOLUTION HIGHLIGHTS

- Aligns QM workflows with business goals
- Focuses on interactions triggering the KPI breach
- Allows drill down to the relevant interactions
- Immediately discovers the root cause for business issues
- Ties the voice of the customer into the QM process



NICE QUALITY OPTIMIZATION WORKFLOW

The NICE Quality Optimization solution offers a comprehensive and cost effective means for aligning the quality management process with enterprise business goals. The solution automates a QM workflow which provides the following value added functionality:

- Identifies problematic interactions
- Discovers and reveals the most relevant interactions
- Enables an immediate understanding of root causes of business issues
- Supports decision-making processes to address business issues
- Performs continuous monitoring to verify that the right decisions were made and appropriate corrective action taken



PROBLEM IDENTIFICATION

The NICE Quality Optimization solution utilizes a multi-dimensional approach to categorize calls according to interaction content and associates them with a set of pre-defined business key performance indicators (KPIs). Once a KPI target is breached, the system automatically and pro-actively notifies the appropriate personnel and escalates the relevant interactions for further investigation.



ROOT CAUSE ANALYSIS

The NICE Quality Optimization solution enables business analysts and the QM specialists to drill down and understand the issue's root cause. The solution correlates between interaction types and agent performance allowing immediate identification of agent groups and individuals contributing to the KPI breach. With a click of a mouse, the system empowers the evaluator to take the necessary corrective actions by linking to the actual interaction to gain valuable insight.

CORRECTIVE ACTIONS

Identifying the root cause of business issues is crucial, but insufficient. The NICE Quality Optimization solution supports the creation of targeted education and instruction packages. These action packages can be sent to different personnel within the organization. Education packages are sent to the agent or group of agents contributing to the KPI breach. Other packages can be sent to other groups and roles within the organization.

For example:

- The QM specialist receives an alert due to an Average Handling Time (AHT) breach
- AHT is defined as one of the contact center's KPIs and its target was set to 4 minutes
- The QM manager receives the interactions that contributed to the KPI breach and immediately identifies that the root cause for the breach is related to a billing statement issue
- Performs drill down to identify the group that contributes to the KPI breach through the Quality Optimization Dashboard
- Sends a training package to the relevant agent or agent group
- Leverages on the root cause insight and sends recommendations to the Billing team

CONTINUOUS MONITORING

To confirm problem resolution and ensure that the business issue was properly addressed, the NICE Quality Optimization solution continuously monitors QM process effectiveness. The system presents clear performance metrics, generates an automatic summary of the issue, and presents the corrective actions taken.



ABOUT NICE NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions solutions and value-added services, powered by the convergence of advanced analytics of unstructured multimedia content and transactional data – from telephony, web, email, radio, video, and other data sources. NICE’s solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE has over 24,000 customers in more than 135 countries, including over 85 of the Fortune 100 companies. More information is available at <http://www.nice.com>.

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