



NICE QUALITY OPTIMIZATION

**Move from Quality Management
to Quality Optimization**

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NICE Quality Optimization maximizes the value contact centers gain from quality management (QM) processes by integrating automatic performance management capabilities into the quality assurance process. Specifically, the solution enables contact centers to:

- Align quality processes with business initiatives and continuously manage to these goals
- Assess the impact of agent performance on business and operational key performance indicators (KPIs)
- Reveal performance flaws and discover best practices through key interactions, increase QM process efficiency
- Automate quality program management across the organization

It can move your quality programs from routine measure-and-monitor activities to initiatives for optimum positive impact.

NICE QUALITY OPTIMIZATION HIGHLIGHTS

- Aligns QM workflows with business goals
- Infuses performance management capabilities into the QM process
- Provides customizable dashboards, KPIs and notifications
- Enables drill down to interactions missing or meeting KPI targets
- Immediately discovers root causes for business issues
- Integrates fully with the NICE Quality Planner, a powerful quality process management tool
- Maximizes the value of NICE Interaction Analytics by integrating results into the QM workflow
- Supports Quality Assurance activities for voice, email and chat interactions

QUALITY MANAGEMENT: THERE IS A BETTER WAY

In today's challenging business environment, contact centers must continuously improve customer experience, increase sales and manage costs. To achieve these goals they need to improve operational efficiency, respond quickly to customer issues, and maintain a highly trained and professional staff. Central to all these issues is agent performance.

Contact centers worldwide implement quality programs seeking to inspire their agents to peak performance. Supervisors and QM teams randomly sample agent interactions, conduct evaluations, and facilitate coaching and training. However, few, if any, of these standard agent-level quality processes deliver meaningful results. Why? Because often they...

- **Inadequately assess customer experience** – Typically, quality programs do not directly align with the customer experience. For example, measuring agents' ability to answer specific questions does not necessarily assess whether customers were satisfied with the response or service received.
- **Do not correlate with business goals** – Similarly the connection between business KPIs and QM metrics can be loose at best. For example, customer churn—a metric most organizations strive to reduce—is impossible to link directly to any agent performance measures using standard QM processes.
- **Miss significant monitoring opportunities** – Using standard QM practices, organizations typically evaluate only a small sample of agents' calls—a few dozen out of the hundreds they handle each day. As a result, it is highly likely that a critical call will go unnoticed. To resolve this issue, many contact centers seek to increase their sample size. However, this increased volume presents significant resource constraints.



For these reasons and more, it's clear that the classic approach to quality management—monitoring a fixed number of random customer-agent interactions per period using evaluations forms, sometimes followed by virtual or face-to-face coaching sessions — is failing contact centers worldwide. Is there a better approach?

NICE QUALITY OPTIMIZATION: THE FIRST COMPLETE, BUSINESS-DRIVEN QM SOLUTION

Quality Management provides a small window on overall quality, assessing only agent performance. Quality Optimization takes a bigger perspective.

NICE Quality Optimization comprehensively and cost-effectively aligns the QM process with both your customers' experience and your company's business objectives. With built-in, out-of-the-box KPIs, the solution enables your center to monitor performance on metrics that reflect business goals and challenges. Plus, with optional seamless integration with NICE Interaction Analytics, you can customize and create an unlimited number of KPIs tailored to your business goals.

NICE Quality Optimization is an easy-to-use, intuitive tool empowering supervisors and quality teams to:

- Identify issues as they occur and monitor trends over time
- Automatically receive the most problematic interactions for review and evaluation
- Monitor and evaluate the most representative sample of agents' calls
- Perform a side-by-side comparison of agent performance against various KPIs
- Drill down to calls breaching KPI targets to immediately understand the root cause of business issues
- Drill down to successful calls in order to collect best practices and examples
- Focus evaluation and coaching efforts
- Continuously monitor and verify that the right decisions were made and appropriate corrective action taken



Quality Optimization Dashboard:
A Comprehensive Window into Quality KPIs

User Groups / Agents	ATT Traget<=360			Dissatisfaction % Target<=10			Unresolved Calls % Target<=20			% Conversion Rate Target >=50			% Transfers % Transfers		
	Result	Rate	Trend	Result	Rate	Trend	Result	Rate	Trend	Result	Rate	Trend	Result	Rate	Trend
Garner, Jane	355	●	↓	6.5	●	↓	13.5	●	↑	35	●	↓	4.8	●	↓
Smith, Ted	435	●	↑	8	●	↓	18	●	↓	68	●	↑	2	●	↓
Randal, John	371	●	↓	7	●	↓	13	●	↑	40	●	↓	3	●	↓
Mitchel, Viki	335	●	↓	6	●	↓	18	●	↑	58	●	↑	5.3	●	↓

IDENTIFY PROBLEMS IN REAL TIME

NICE Quality Optimization uses a multi-dimensional approach to categorize calls according to interaction content and characteristics. It then associates them with a set of pre-defined business KPIs, such as percentage hold time, first call resolution (FCR) rate and number of dissatisfied customers, and displays the results in quick-glance gauges. Thus, the solution tracks agent performance and allows managers to visually monitor, in real time, how well agents, groups or departments are meeting their goals.

UNDERSTAND WHAT CAUSES QUALITY ISSUES

NICE Quality Optimization enables business analysts and QM specialists to drill down and analyze the root causes of customer issues. The solution correlates interaction types with agent performance, enabling a side-by-side comparison of agents and groups, discovering KPI dependencies, and monitoring performance over time. At the click of a button, the system enables the evaluator to uncover the actual interactions causing breaches in quality KPIs in order to gain valuable insight.

TAKE ACTION!

Identifying the root causes of business issues is important. But optimal quality can only be achieved by addressing problems at their source. The NICE Quality Optimization solution's actionable workflow automatically issues alerts when KPI targets are breached—whether by an individual agent, a group of agents or the entire contact center—and escalates the relevant interactions for investigation. With this information, managers can create targeted coaching packages, and deliver them to agents involved in KPI breaches so those agents may understand and correct errors. Managers also can compile internal communication packages so that other agents or groups can learn from breaches. Thus, NICE Quality Optimization empowers quality teams and supervisors to focus their attention and support on those agents—and interactions—that need it most.

MONITOR FOR CONTINUOUS QUALITY IMPROVEMENT

NICE Quality Optimization continuously monitors all QM processes to ensure full effectiveness. Customized dashboards track contact center performance over time and ensure that KPIs are at desirable levels. Additional out-of-the-box KPIs can be set to monitor the quality process itself. In addition, the solution's integrated Quality Planner ensures that a random but representative sample of agents' calls are selected for monitoring and evaluation. It also automatically flags issues as they surface for complete, continuous and central management of the quality process.

NICE QUALITY PLANNER

The NICE Quality Optimization solution includes a powerful application that enables contact centers to manage their quality programs and processes from a central, easy-to-use dashboard. With the NICE Quality Planner, contact center managers can:

- Define the business goals and challenges on which quality programs are based
- Choose KPIs that reflect these business challenges, and set organizational and group targets
- Create well-defined quality programs, down to such details as:
 - The number of interactions to be manually reviewed for each agent during each period
 - Settings for the automatic selection of interactions to be reviewed: randomly, by KPI or a combination of both
 - The person who will review and evaluate automatically selected interactions
 - The means the evaluator will use to evaluate interactions and monitor progress (e.g., evaluation forms, coaching packages)
 - The timeframe within which relevant interactions are reviewed
- Monitor quality program progress
- Playback, evaluate and coach directly from the evaluator dashboard

Name	Pending	Completed	Past Due	Target
Smith, Ted	6	0	0	6
Mitchel, Viki	2	5	1	7
Randal, John	2	3	0	5
Garner, Jane	2	4	1	6

THE NICE QUALITY DIFFERENCE

NICE is a market leader in contact center technology. Our quality and performance management, interaction analytics and recording solutions have been implemented successfully by more than 24,000 customers in more than 150 countries, including more than 85 of Fortune 100 companies. We apply our global experience and expertise to delivering maximum value to contact centers—and helping contact centers deliver maximum value to their organizations, as well. That’s why it’s only natural that NICE would pioneer the next generation in quality management. NICE Quality Optimization brings together quality, performance and analytics in a single, seamless solution. Trust NICE to help advance your call center to optimal quality.

The screenshot displays the NICE Quality Planner interface. At the top, it shows the user's name (Garner, Jane), date (Jan 13, 2010), and a navigation menu with options like 'My Universe', 'Business Analyzer', 'Reporter', 'Monitor', 'Insight Manager', 'ClearSight', and 'Accessories'. The main dashboard is divided into several sections:

- Supervisor View:** A central table showing 'Agent Performance' with columns for User Groups / Agents, ATT (Target <= 360), Dissatisfaction % (Target <= 10), Unresolved Calls % (Target <= 20), % Conversion Rate (Target >= 50), and % Transfers. Data is provided for agents like Garner, Jane; Smith, Ted; Randal, John; and Mitchel, Viki.
- My Team Avg Evaluation Score:** A gauge chart showing the 'Avg Hold Time' with a target of <= 20. The current score is 26.4.
- Quality Program Status:** A table showing the status of various quality programs, including 'Business Driven Quality Program' and 'FCR Optimization', with columns for Name, Pending, Completed, Past Due, and Target.
- Scheduled Reports:** A table listing reports such as 'Assigned Packages', 'Talk Time Agent Deviation', and 'Agent Score Deviation' with their respective dates and times.
- Calls For Evaluation:** A detailed table listing individual calls with columns for Type, Assigned At, Due Date, Agent Name, Start Time, Duration, Plan Name, and Duration.

ABOUT NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content - from telephony, web, radio and video communications. NICE brings the power of Insight from Interactions to IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 100 countries, including over 85 of the Fortune 100 companies. More information is available at www.nice.com.

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