

“ You have a contact center with substantial investment in your current infrastructure. You have cost effective telephony and recording capabilities. You may even have quality measurement tools.”

## Now You Want More

- Perhaps your organization is growing and you could benefit from **Workforce Management (WFM)** solutions for agent scheduling, agent adherence, and performance management. Effective contact centers require maximizing agent utilization. NICE's WFM provides a variety of sophisticated tools to optimize current productivity.
- Perhaps you want the benefits of **Interaction Analytics (IA)** to better manage your contact center. You're already recording your customer interactions and you've already paid for the data capture. But through NICE IA solutions implemented by CirriusImpact, you can take the next step and use this underlying data in real-time to make better, informed decisions.

## With NICE IA, You Can Determine:

- What your customers are candidly saying about their experiences with your company and your products and services.
- Whether your agents are being productive, concluding customer interactions in one call within the budgeted Average Handling Time (AHT).
- Whether your last marketing campaign was successful.

You can discover valuable insights through analyzing this voluminous data, but to get there, you need sophisticated analytics. And NICE's IA solution is truly unique in contact center management.

CirriusImpact offers hosted solutions for both NICE's IA and WFM systems. Hosted solutions are field-tested with proven benefits.



There is:

- No software to buy
- No additional IT resources needed
- No upgrade headaches
- No unbudgeted and costly ramp-up time

With hosted solutions, companies immediately realize significant CAPEX and OPEX savings.

## With CirriusImpact, Having the Contact Center You Really Want is No Longer an Expensive Endeavor.

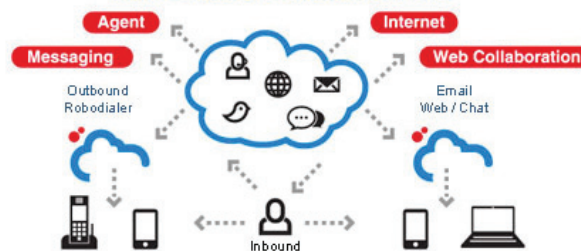
CirriusImpact leads the way in hybrid contact center solutions. With hosted solutions, upgrading your call center is no longer prohibitively expensive. Contact centers of any size can reap the benefits of enterprise-class functionality.

Your contact center can have the best of both worlds, leveraging its existing infrastructure while still upgrading with cost-effective hosted solutions.

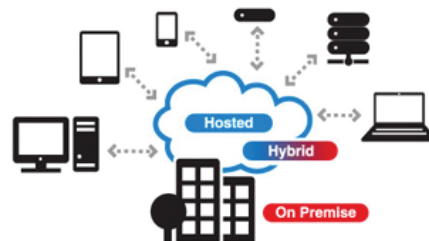
### CirriusImpact:

- Supports Multi-Channel Communications (Phone, IVR, Fax, Chat, Mail, Web Collaboration)
- Includes Intent-Based Capture (QM, IA, and Workforce Management Solutions)
- Offers Flexible, Customized Implementation: Hosted (Cloud), On Premise, or Hybrid
- Able to Implement Either as End-to-end, Upgrade, or Add-on Solutions

## Multi-Channel Communications



## Implementing Solutions with Flexibility



**CirriusImpact.com**

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hosted interactions with serious impact

Leading the way in hybrid contact center solutions!

Adding Hosted WFM and IA to Your Existing Infrastructure.



## Hosted Contact Center Solutions

CirriusImpact is a CGS offering powered by NICE® Systems and Presence Technology.

# Workforce Management Solutions that Optimize Agent Productivity

## Forecast Staffing Needs

NICE IEX Workforce Management (WFM) solutions enable even the most complex multi-site, multi-skill and multi-channel call centers to forecast staffing needs, schedule their representatives' time, and effectively manage change every day. The result is an efficient, effective contact center staffed with productive agents ready to do their best representing your company and providing top-notch customer service.

## Flexible Agent Scheduling

NICE WFM supports virtually any call center forecasting and scheduling methodology, allowing call center managers to choose the approach that works best in their particular environment. It takes into account business rules, policies and service goals while keeping agent preferences in mind when automatically assigning schedules. The patented technology even allows agents to rank their schedule preferences to maximize agent satisfaction and productivity.



Alternatively, WFM can create schedules assigned through a web-based automated bidding process. Contact centers can also use a combination of these methods.

## Real-time Agent Adherence Tools

NICE WFM fits the way you do business, not the other way around. The system is highly configurable to accommodate your business methodologies. The performance of a call center depends in large measure on how well its agents follow their schedules.

NICE WFM has real-time adherence tools needed to easily monitor and analyze agent activity. The core functionality of NICE WFM allows managers to forecast business needs and schedule agents using real-time data from Automatic Call Distribution (ACD) and multi-channel routers.

## Performance Management Tools

The system's change management tools also helps supervisors proactively manage the day's events and maintain a high level of customer service. Its agent adherence and call center performance management capabilities ensure agent performance improvements.

NICE Performance Management provides insight into performance, motivates your staff to self-improve, and frees your managers from time-consuming reporting tasks. It consolidates performance data for employees, groups and even the whole call center, aligning it with company goals.

## Information for Better Decisions

Everyone in the organization is provided with an accurate and up-to-date picture of current achievement levels and what they can do to improve when needed. This unified approach to call center performance management helps you take the right actions to meet your goals.

With pre-built metrics, key performance indicators (KPIs), dashboards, scorecards and reports, you're up and running quickly, seeing results and realizing a rapid return on your investment.



## Interaction Analytics that Optimize Customer Dynamics and Reveal Customer Intent

Customer interactions hold a wealth of valuable business insights well beyond the capture of financial data – insights that profoundly impact a companies' key performance metrics and, ultimately, its profitability.

## Trends in Customer Interactions Are Leading Indicators of Key Business Performance Drivers

- Is the company delivering what customers need, want and expect?
- How can the company improve customer service and satisfaction?
- What do customers truly like and dislike about the company's products and services?
- Does the customer intend to do repeat business with the company?

To gain true insight into customer intent and sentiment, CirriusImpact offers solutions to capture and perform sophisticated analysis of real-time, contemporaneous information.

Through implementing NICE Interaction Analytics (IA), a cross-channel analytics platform, cutting-edge companies capture intent. This intent is then analyzed to reveal insights used to drive actions that improve customer satisfaction and business performance. NICE IA extracts valuable raw data contained within thousands of customer interactions across multiple contact channels to increase contact center operational efficiency and drive strategic enterprise initiatives.

Leveraging these insights, companies can streamline operations, define and create a differentiating customer experience, and improve revenue growth.



Call today to schedule  
a demo. 866-411-0123

