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OpenText workforce engagement and analytics solutions capture experiences to drive engagement

Achieve competitive differentiation in the marketplace with superior customer service in the contact center

⏱ OpenText™ Qfiniti optimizes quality monitoring, coaching, performance management and surveying

👥 OpenText™ Explore provides customer behavior insights in multichannel, multi-language contact center environments

Delivering premium customer service is a powerful competitive differentiator in every marketplace for both B2C and B2B companies. It is not surprising that the enterprise contact center has become the front line in delivering that superior customer service, as agents are constantly hearing from customers who are motivated to buy one day and frustrated with a purchase on the next.

Workforce optimization (WFO), workforce engagement management (WEM) 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.

Manage performance effectively

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.

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OpenText™ Qfiniti Advise facilitates continuous improvement through powerful analysis and reporting capabilities by enabling supervisors to evaluate, automatically score and perform gap analysis. 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 enhances 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 its 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, as well as hours of availability. Employees can manage their preferences and schedule in an easy-to-use mobile app and supervisors can control and reward agent behaviors by building custom agent rankings into the schedule assignment process.
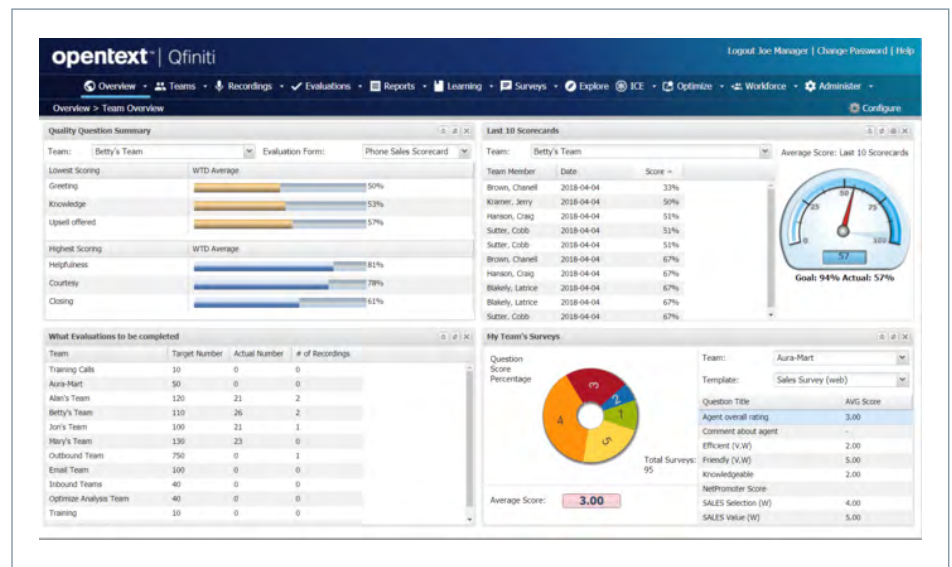

Figure 1: Qfiniti team overview

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 delivers 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 reduced customer effort, a key satisfaction metric in today's successful contact centers.

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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 the process and agents have all required training assets readily available.

Improve customer engagement

Moving beyond decision-making based on disparate customer interaction data is the first step in identifying the insights that will positively influence business and deliver the competitive advantage that results from premium service. OpenText™ Explore for voice of customer and 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 users can look across data types and formats to gain a conceptual understanding of the entire collection of ingested data and aggregate call recordings and customer service chat sessions, as well as point of sale, CRM notes, social media, blogs, forums and news interactions. Explore, now powered by OpenText™ Magellan™, enables the contact center and the broader enterprise to extract valuable insights from unstructured data with powerful real-time voice of customer and speech and multichannel analytics.
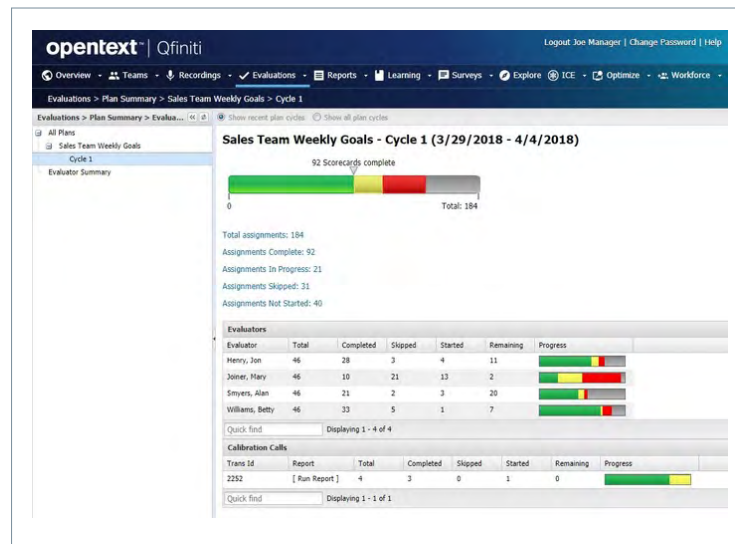

Figure 2: Qfiniti Advise evaluation plans

Easily deploy voice of customer surveys

For 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 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.

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Powering excellent customer service

According to an American Express survey, bad customer service costs $338.5 billion worldwide each year.

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

📺 See the demo

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Manage regulatory and compliance challenges

With increasingly regulated business environments, no amount of workforce engagement and customer loyalty can inoculate a company against the risks of mismanaged personal information, credit card data or health histories. 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 to take the appropriate business-defined actions. With Qfiniti ICE, organizations can 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 reduces the 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.

Powering mission-critical capabilities

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. Qfiniti and Explore power these mission-critical capabilities for some of the largest contact centers in the world.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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