

Big Voice of the Customer Data

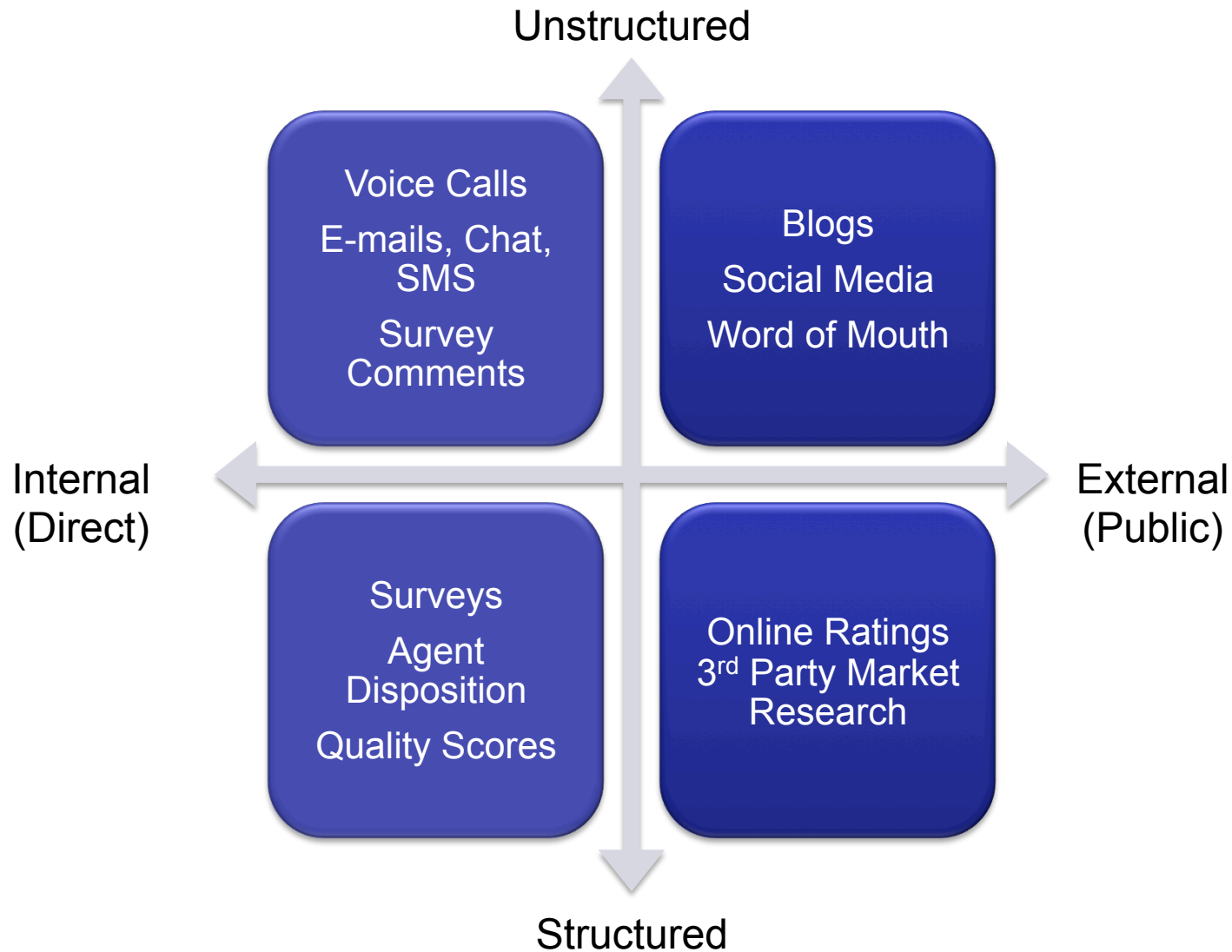
D. Daniel Ziv
Vice President
Voice of the Customer Analytics
Verint

Sentiment Symposium 2012
October 30th 2012

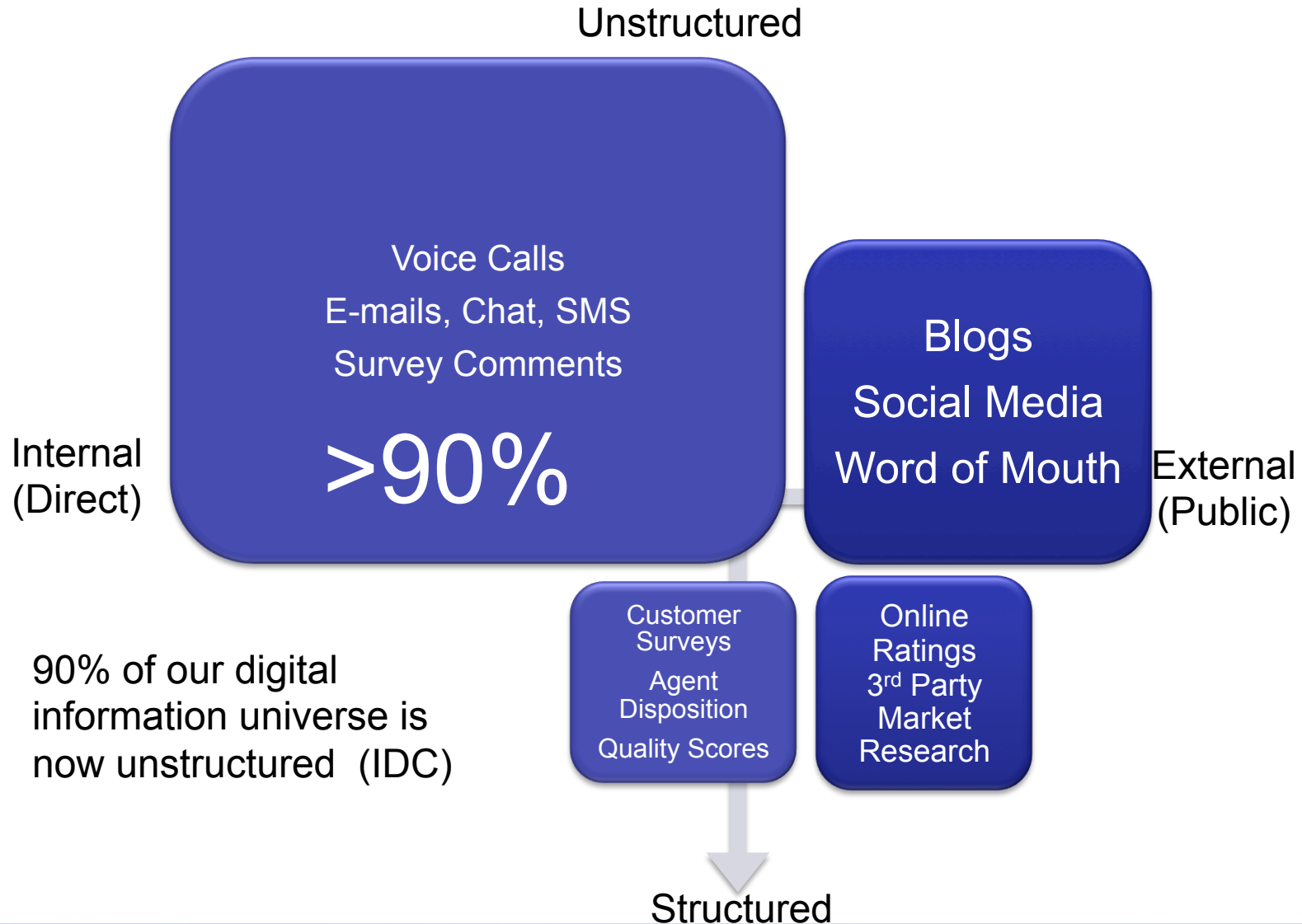
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Big Voice of the Customer Data



Big Voice of the Customer Data



Voice of the Customer Analytics™

Speech Analytics, Text Analytics, Enterprise Feedback Management

new fees

new fees five thousand five thousand six months

Playing

▲ must've alright ▼ yes ▲ thank you for holding sorry * alright ▼ thank you month period i'm april to december thirtieth issues what will be incurred thing is is that you can you would have to maintain a r five thousand d on current market the ▲ go * it is it is on it is on the market value so who for of the thing and take my lost you know it's you're making me

Verint Enterprise

Key Metrics

Features by Popularity

Top Sentiment Categories

Overall Sentiment

Top Words Mentioned by Sentiment

Product Satisfaction by Feature

Product Satisfaction Trend

Auto Generated Model

Quality Prices	Prices	Business Traveler	Staff Concierge	Bed Comfort
Online	Purchas	Reasonab	Prices	Staff Helpfulness
Prices	Prices	Business Traveler	Staff Friendly	Reaction/Impress
Prices	Prices	Business Traveler	Staff Concierge	Bed Comfort
Prices	Prices	Business Traveler	Staff Concierge	Bed Comfort
Prices	Prices	Business Traveler	Staff Concierge	Bed Comfort
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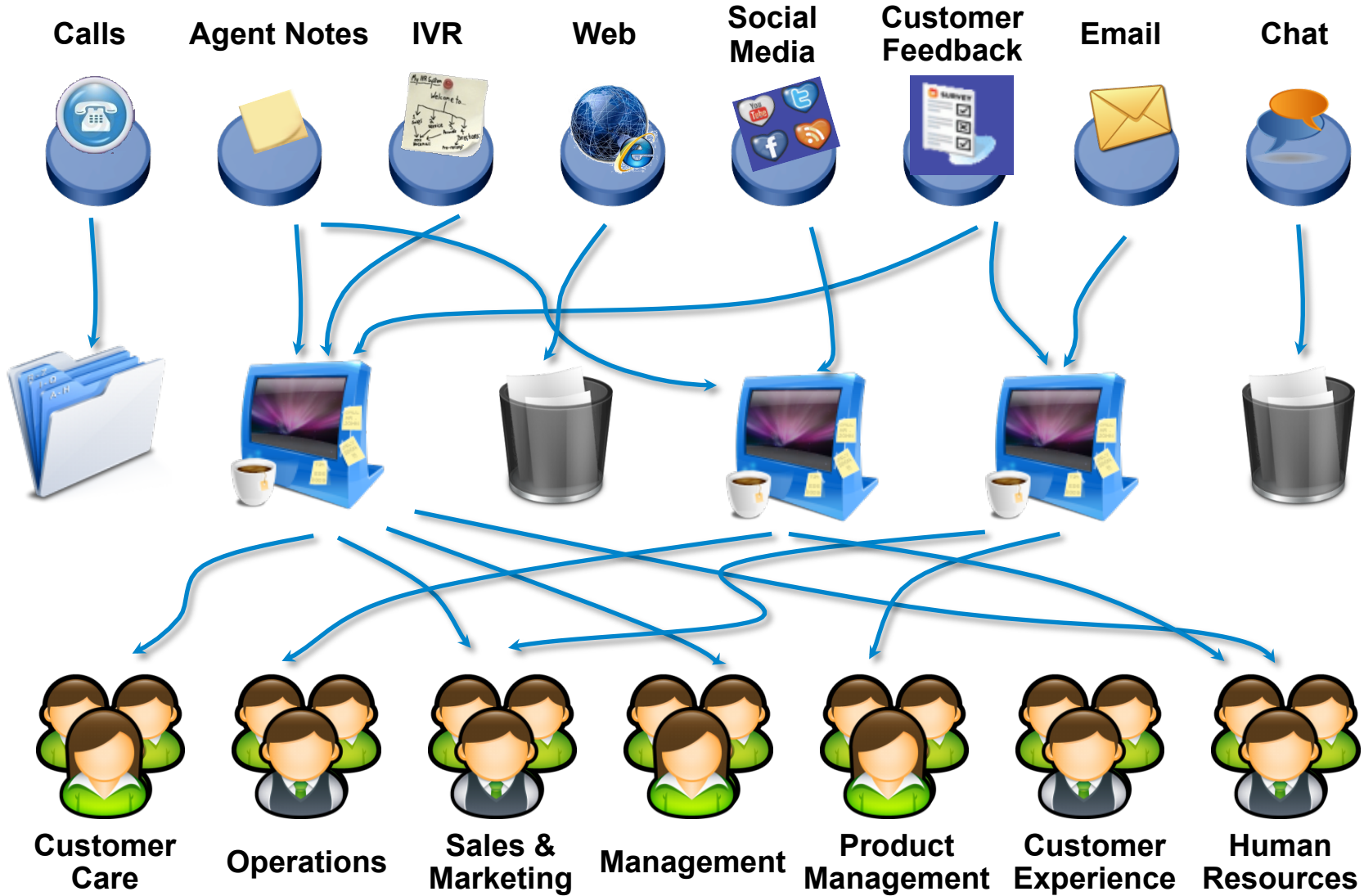
56%

of survey respondents cited
“organizational silos”
are the biggest impediment to
effective decision-making
using big data.

Capgemini Study:
The Deciding Factor Big Data & Decision Making

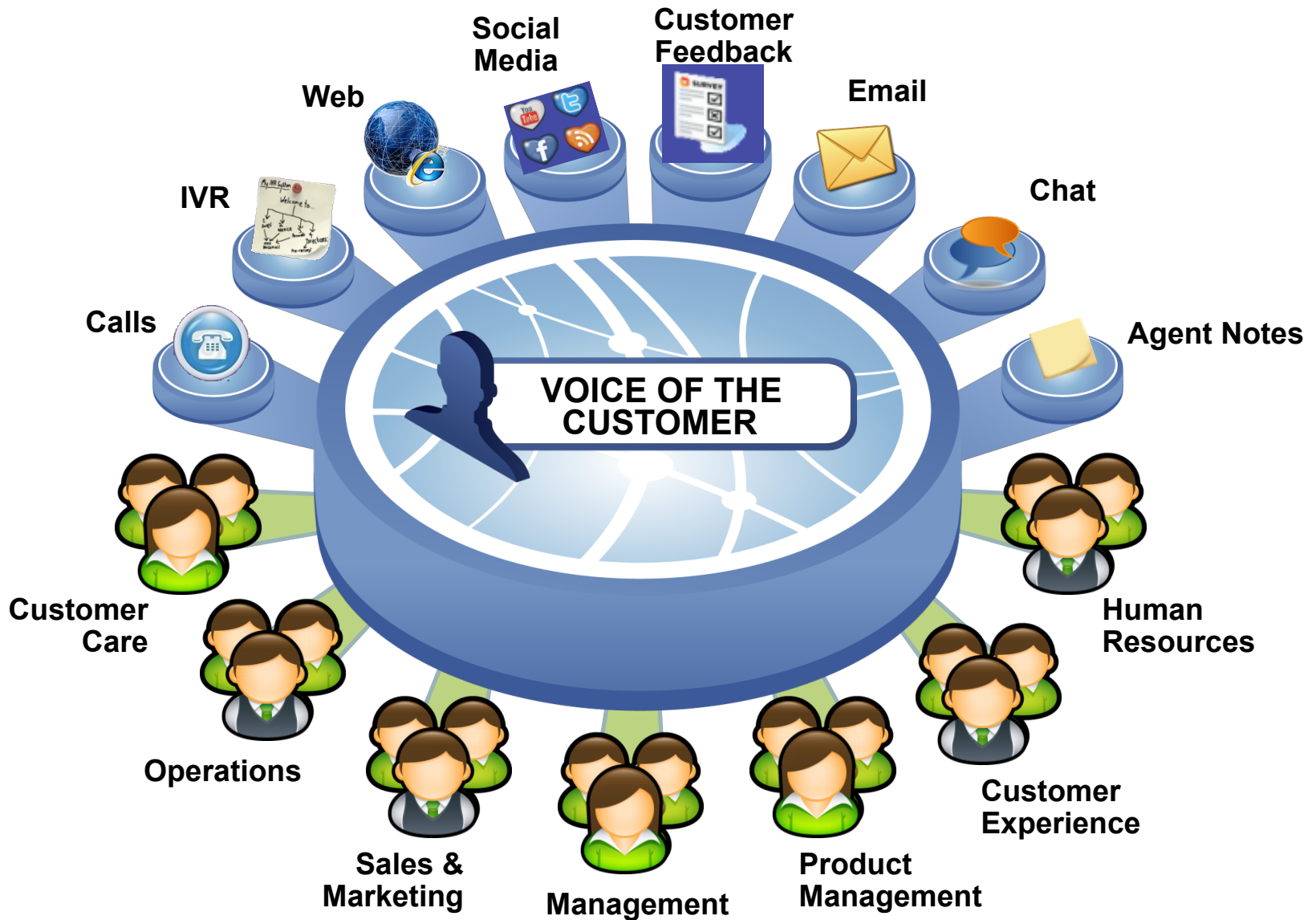


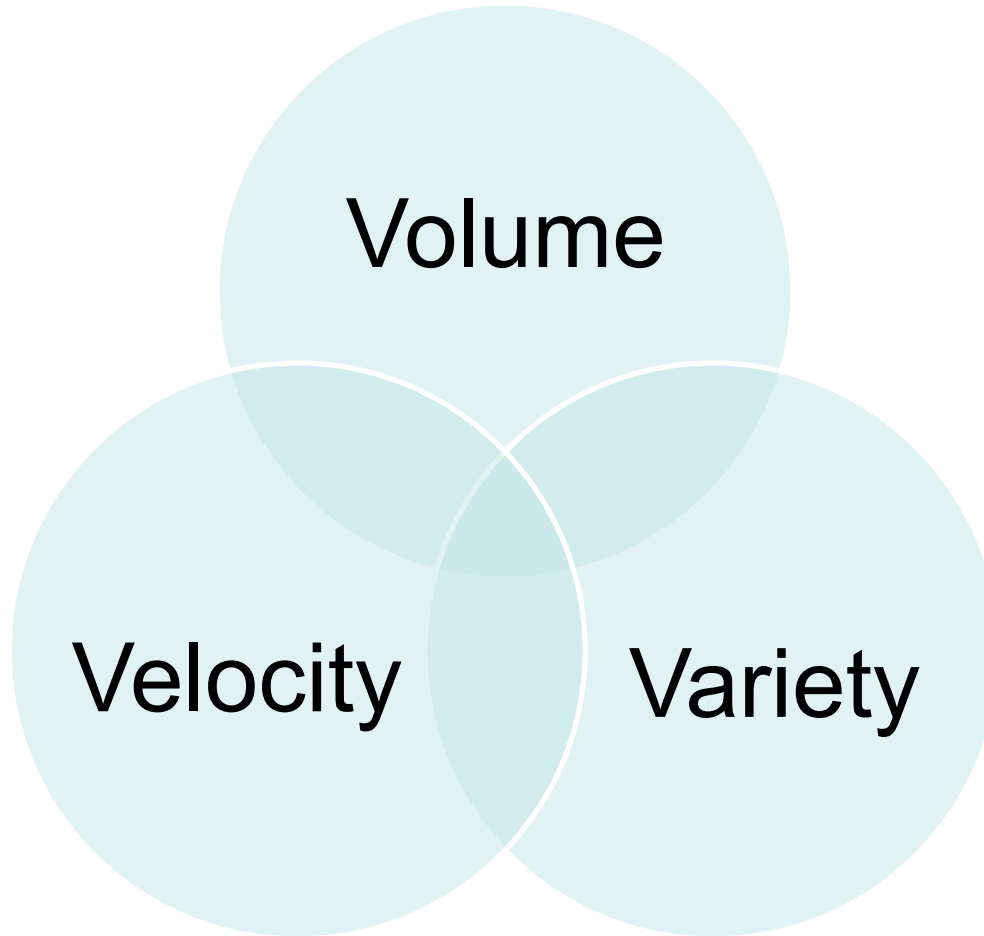
“Disconnected VoC Listening”



Unify Your VoC Program

VERINT.





Unstructured Data:

- Calls
- Emails
- Chat
- SMS
- Text Survey
- Audio Survey
- Social Media
- Video
- Web/Cyber data

Structured Data:

- Call and Text Categories
- Meta-data
- CTI
- QM Scores
- KPIs
- Survey responses - NPS
- WFM data
- Desktop
- CRM

Variety



- Updated index **every hour**
- Real time alerts within **seconds** of keyword mentioned
- Typically in conjunction with agent desktop activity
- Agent pop-up for next best action

Velocity





The 5th Generation **IMPACT** 360[®] Workforce Optimization™ Suite

Big Data + VoC Analytics = Big Value and ROI

VERINT.

The Situation

- Large Telco
- Internal + outsourced call centers
- Total of about 9,000 agents
- All with Verint VoC Analytics

The Insight

- Customers Ordering New Phone, Online
- 90% of shipments sent within 5 days
- But remaining 10% call 10x more

The Outcome

- **30% increase in customer satisfaction**
- **\$180 million of savings identified within first year of deployment**



ROGERS™

Driving up customer satisfaction by 30% makes for a good day.

Driving down costs \$180 million makes for a really good year.

Verint's Impact 360® Workforce Optimization is helping Rogers Communications, the leading Canadian communications and media company, find out what's driving customer calls into the Rogers Wireless contact center. With this insight, Rogers can predict customer behavior patterns, identify opportunities to improve processes, products, and services — even transfer calls more accurately. So customers can enjoy a better experience, and Rogers can put that \$180 million to work elsewhere. That's **Intelligence In Action™**. See case studies at verint.com/IntelligenceInAction.

Matt Arthur
VP, Customer Base Management
VP, Marketing Analytics
Rogers Communications

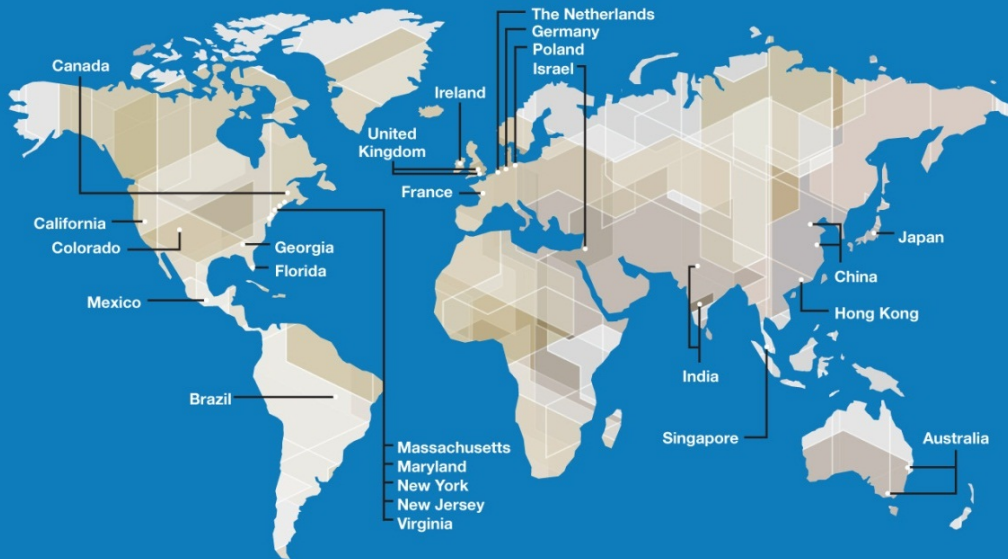
VERINT. Intelligence *in Action*

Verint at a Glance



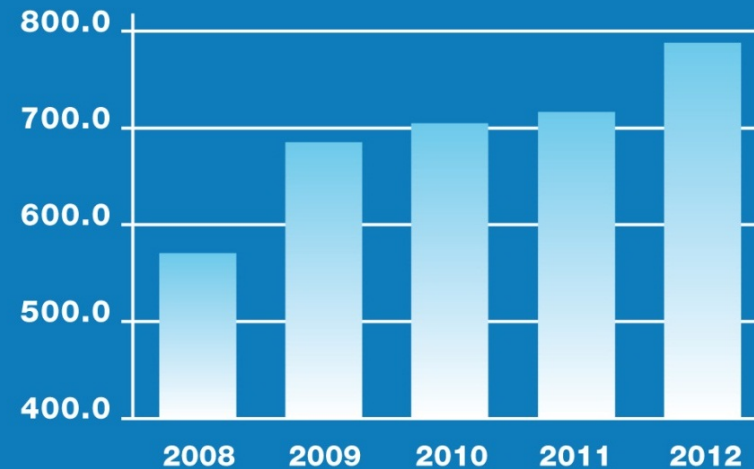
- ❖ Global leader in Actionable Intelligence solutions and value-added services
- ❖ Member of the Russell 3000 Index

- ❖ 3,200 dedicated Verint professionals
- ❖ More than 30 Verint offices worldwide plus a global partner network



Revenue*

(\$ millions)



Year Ended January 31



Global Software 500



Fortune 100 companies use Verint solutions



Customers in 150 countries



Over 520 patents and patent applications globally

The Verint logo features the word "VERINT" in a bold, italicized, white sans-serif font. A thin white horizontal line is positioned directly beneath the letters "V", "E", and "R". The background is a dark blue gradient with a complex pattern of light blue and white geometric lines and shapes, including a large, faint, stylized 'V' shape.

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