

# Verint Solutions in Action



## The Company

LifeWay produces and sells Bibles, church literature and supplies, books, music, and audio and video recordings. The Nashville-based company, owns and operates more than 120 retail stores nationwide, two of the country's largest Christian conference centers, and an online marketplace.

## Operational Overview

LifeWay serves its global customer base through 17 contact centers located on the Nashville campus. These centers handle inbound calls related to sales of products and services, as well as customer service and billing issues.

## Strategic Challenge

Use actionable intelligence generated by customer interactions to improve agent performance, enhance customer experience, and increase revenue through cross-sell, up-sell and new products and services based on identified customer needs.

## The Solution

ULTRA™ Intelligent Recording, Verint's Contact Center Actionable Intelligence Solution

## The Bottom Line

Prior to ULTRA, LifeWay used a cumbersome manual system to monitor some of its contact center interactions. Group trending, benchmarks, standards, and methods of comparison could not be established and evaluations were time-consuming for supervisors and agents. In addition, the system did not provide any intelligence to enable LifeWay to improve their customer experience, productivity or bottom line. Since implementing ULTRA in early 2003, LifeWay has realized significant enterprise benefits.

**Increased agent confidence and satisfaction.** LifeWay agents are more confident because they have solid training and they know that they can go back and listen to calls to clarify any questions. Because agents know that all their calls are recorded, they are more aware of the importance of every customer interaction. Company-wide expectations for agents are consistent and clearly understood, because all key players have heard optimal interactions via ULTRA.

**Company-wide emphasis on the customer experience.** As a company, LifeWay reports that it is much more focused on the overall customer

✓ Increased evaluations by almost 600% — each supervisor now evaluates 12-15 calls per agent per month, up from 3 per month before ULTRA, and well above the industry average of 5

✓ IT help desk agents raised their evaluation scores to 90% or better in 3 months

✓ Improved supervisor efficiency 10% by eliminating time previously required to schedule and re-schedule recording times, and by reducing call review time

✓ More effective determination of staffing needs and scheduling by comparing interactions from the same period the previous year

✓ Reduced losses due to customer misunderstandings and refunds

✓ Cut programming time for new custom order-entry system through interaction analysis and screen recording

experience. ULTRA has enabled LifeWay to make changes in new-hire selection and training to place more emphasis on specific customer interaction and computer skills. Ongoing training of current CSRs includes best-practice calls to improve skills for dealing with unhappy customers and specific situations other agents have encountered.

**Departments are working together to solve problems and improve processes.** LifeWay managers hold regular call calibration sessions with supervisors to review calls, compare results and talk about the issues and opportunities for change or improvement within each department. These sessions have helped define service quality expectations and allow LifeWay to score each agent the same way. LifeWay has also noticed a positive effect on resolution of problems that cross departmental boundaries.

"What an impact it has to be able to send an actual customer conversation to a manager in order to highlight an issue," says Nancy Marks, telecommunications manager for LifeWay. "Nothing gets lost in the translation, the issue doesn't get

" ULTRA has enabled us to make improvements and enhancements that have had a direct and positive impact on customer satisfaction."

– Nancy Marks,  
Telecommunications Manager,  
LifeWay Christian Resources

watered down and the urgency is still there for all to hear, without any internal or communication issues. This allows everyone to focus only on that customer issue and solve the problem quickly."

**Better service for customers.** Calls to LifeWay's adjustment representatives have decreased over the past year, documenting a reduction in the number of calls required to correct customer problems. Supervisors attribute this reduction to the coaching, training, and follow-up opportunities provided by ULTRA. In addition, having access to all of their calls helps LifeWay agents research the best possible solutions for customers. Agents often ask supervisors to find a specific call they handled earlier in the day. If they think of another solution to the customer's problem once the call is completed, they can easily make a follow-up call.

### Transforming Interactions Into Intelligence

Once the company's initial goals for improving agent performance were easily met with ULTRA, it became apparent that the powerful solution could also help them gain a deeper understanding of its customers, and share this actionable intelligence with enterprise decision makers outside the contact center. Areas of focus range from more intuitive web self-service and improved back office processes to planning new store locations and developing new products.

LifeWay recently implemented IntelliFind, a speech analytics solution that automatically analyzes and categorizes recorded interactions, transforming them into a searchable database of

audio interactions. As part of the company-wide rollout of IntelliFind, LifeWay has identified specific goals it expects to achieve:

- 1) Monitor and improve effectiveness of new promotions and up-sell opportunities.
- 2) Monitor and improve new E-business initiatives such as downloading music online.
- 3) Identify new customer needs for products and services.
- 4) Get customer feedback on specific issues without formally asking them to participate in a post-call survey.
- 5) Reduce number of missing or incomplete shipments.

IntelliFind is helping us transform the voice of the customer into a wealth of actionable customer interactions for our company, as it automatically reveals areas for improvement and uncovers potential revenue opportunities that could otherwise only be found by listening to thousands of hours of recordings," says Tim Vineyard, LifeWay's CIO and vice president of the technology division. "Actionable intelligence generated by IntelliFind empowers key managers throughout our business to make informed decisions that can yield untapped revenue and greatly enhance customer service, retention and loyalty. Based on these results, we expect IntelliFind to have a significant business impact for the future of our customers and our company."

Using this knowledge, LifeWay seeks to improve customer relationships, enhance customer satisfaction, and maximize the value of every interaction.

### Verint. Powering Actionable Intelligence.™

Verint Systems (NASDAQ: VRNT) is a leading global provider of analytic software-based solutions for communications interception, networked video, and business intelligence.

Verint solutions transform voice, video, and text into actionable intelligence — timely, mission-critical insights for achieving strategic goals. Verint's Contact Center Actionable Intelligence Solutions address critical aspects of business performance, from optimizing workforce quality to managing risk and compliance, with award winning analytics for developing more effective and profitable customer strategies. Verint helps transform the contact center into a strategic business asset and empowers the enterprise to enhance the performance of every department that touches its customers.

Headquartered in Melville, New York, Verint is powered by 1100 dedicated professionals in offices across the globe, a worldwide Customer Care network, and Verint Value Plus partnerships with leading solution providers and systems integrators.

Today, more than 1000 companies in over 50 countries use Verint's actionable intelligence solutions to increase customer loyalty, improve operational efficiency, enhance security, and fuel profitability.

By providing this document, Verint Systems Inc. is not making any representations regarding the correctness or completeness of its contents and reserves the right to alter this document at any time without notice.

Verint, Actionable Intelligence, BehaviorTrack, Dellis, HealthCheck, Lanex, Loronix, Loronix Video Manager, MotionTrack, microDVR, nDVR, netDVR, Powering Actionable Intelligence, RP Security, Safe on the Move, SmartSight, Video Manager, and WebReview are trademarks of Verint Systems Inc., its subsidiaries or affiliates. All other registered trademarks, trademarks, and any associated logos are the properties of their respective owners.

© 2004 Verint Systems Inc. All rights reserved.

Call us at: **1-800-4-VERINT**

Email: [info@verint.com](mailto:info@verint.com)

Or on the web at: [www.verint.com](http://www.verint.com)

330 South Service Road, Melville, NY 11747 U.S.A

