



Driving Operational Efficiency and Reducing Costs with NICE solutions

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Insight from Interactions™



**Smart Contact Center Solutions
for Banking and Finance**

30 June 2009

Radisson SAS Bucharest

NICE – A Real Market Leader

Our Customers

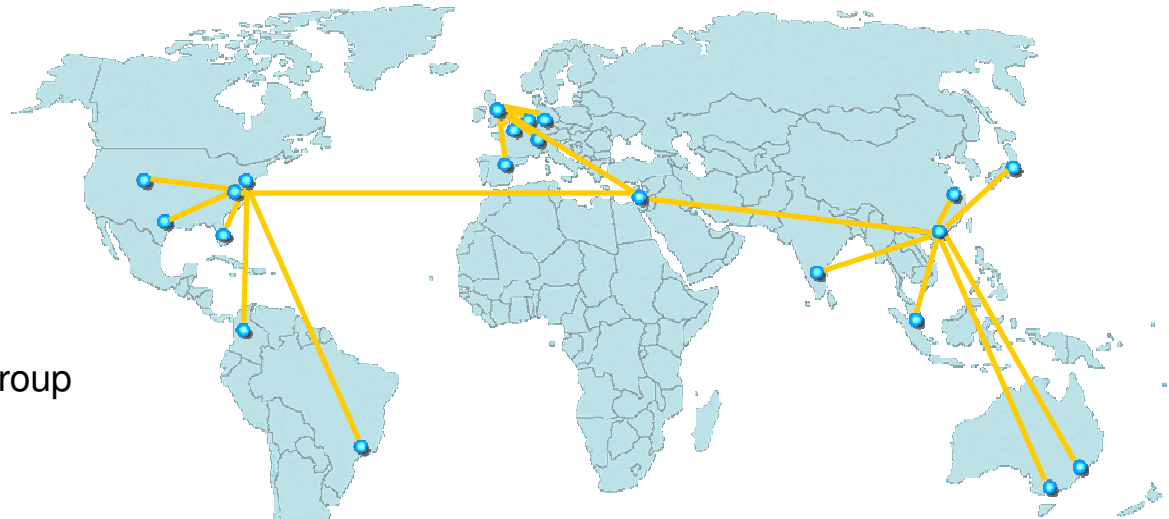
- Over 24,000 customers worldwide
- 85% of Fortune 100 companies
- Customer sites in over 140 countries
- 2,700+ members in the NICE User Group

Our Services

- 24 hours per day, 7 days per week
- More than 600+ service professionals
- Network of 250+ partners worldwide

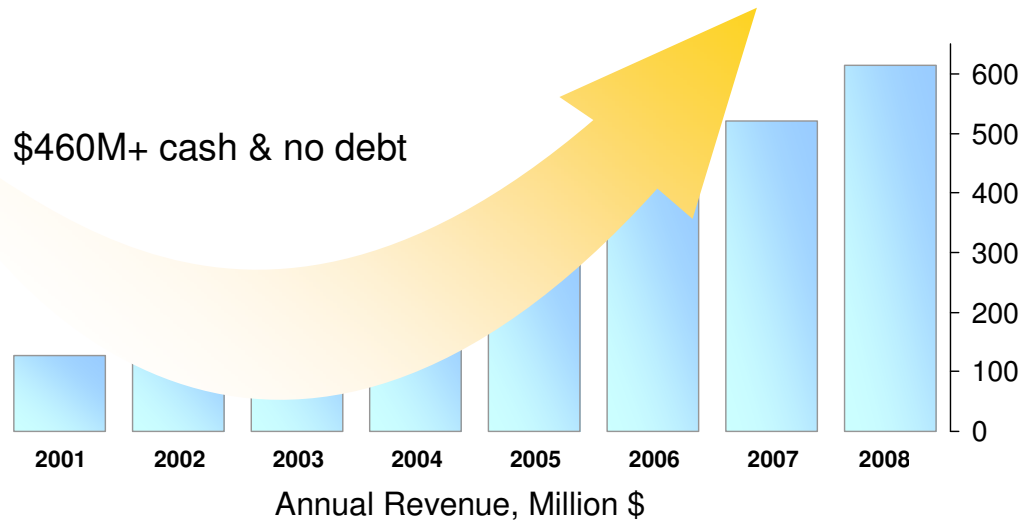
Our Leadership

- #1 ranking by all industry analysts (Gartner, F&S, Datamonitor)
- 30+ strategic partnerships
- 45 issued & 150 pending patents

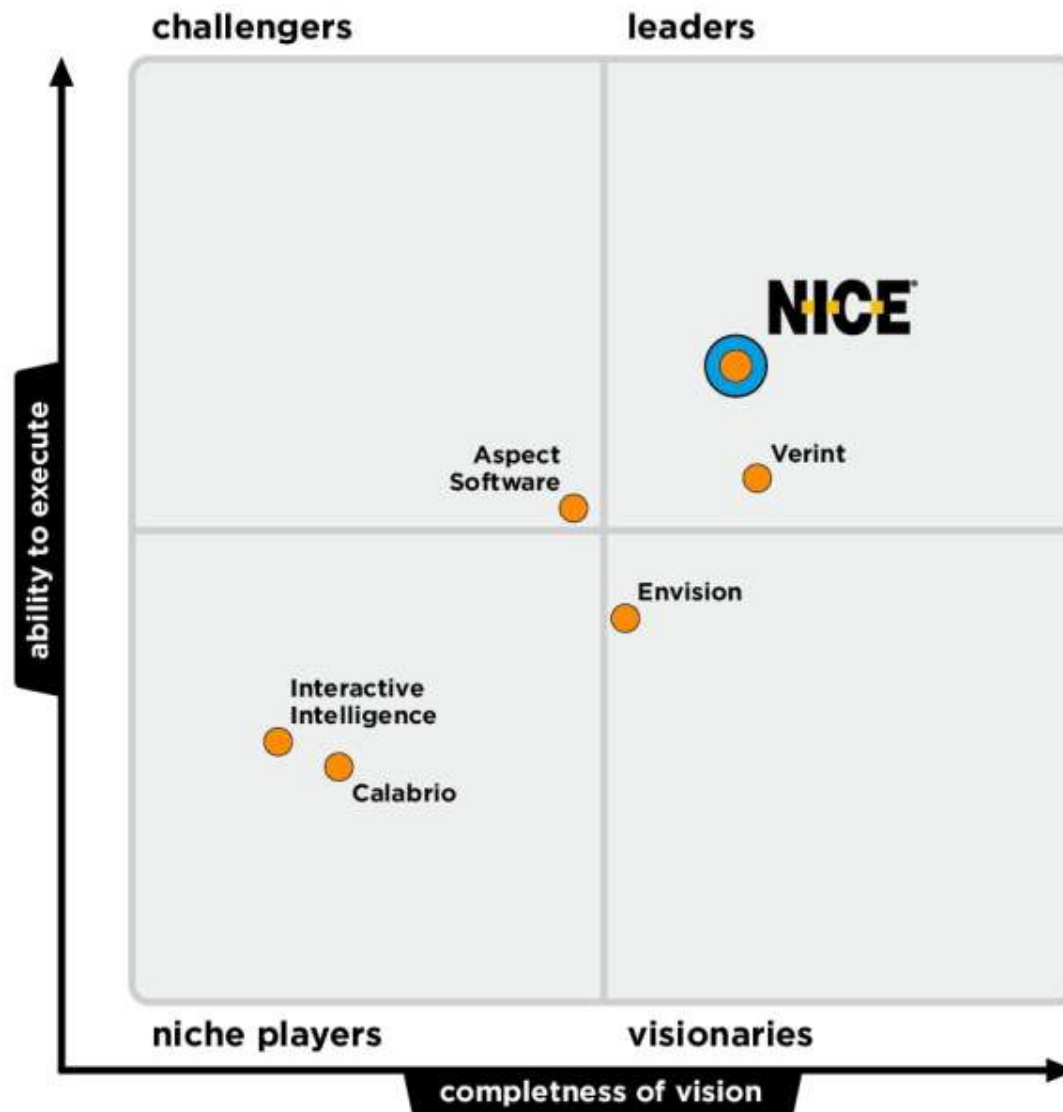


- 2,700+ global employees
- 4 regional headquarters, 5 R&D centers

- \$460M+ cash & no debt



NICE SmartCenter Tops Gartner Magic Quadrant

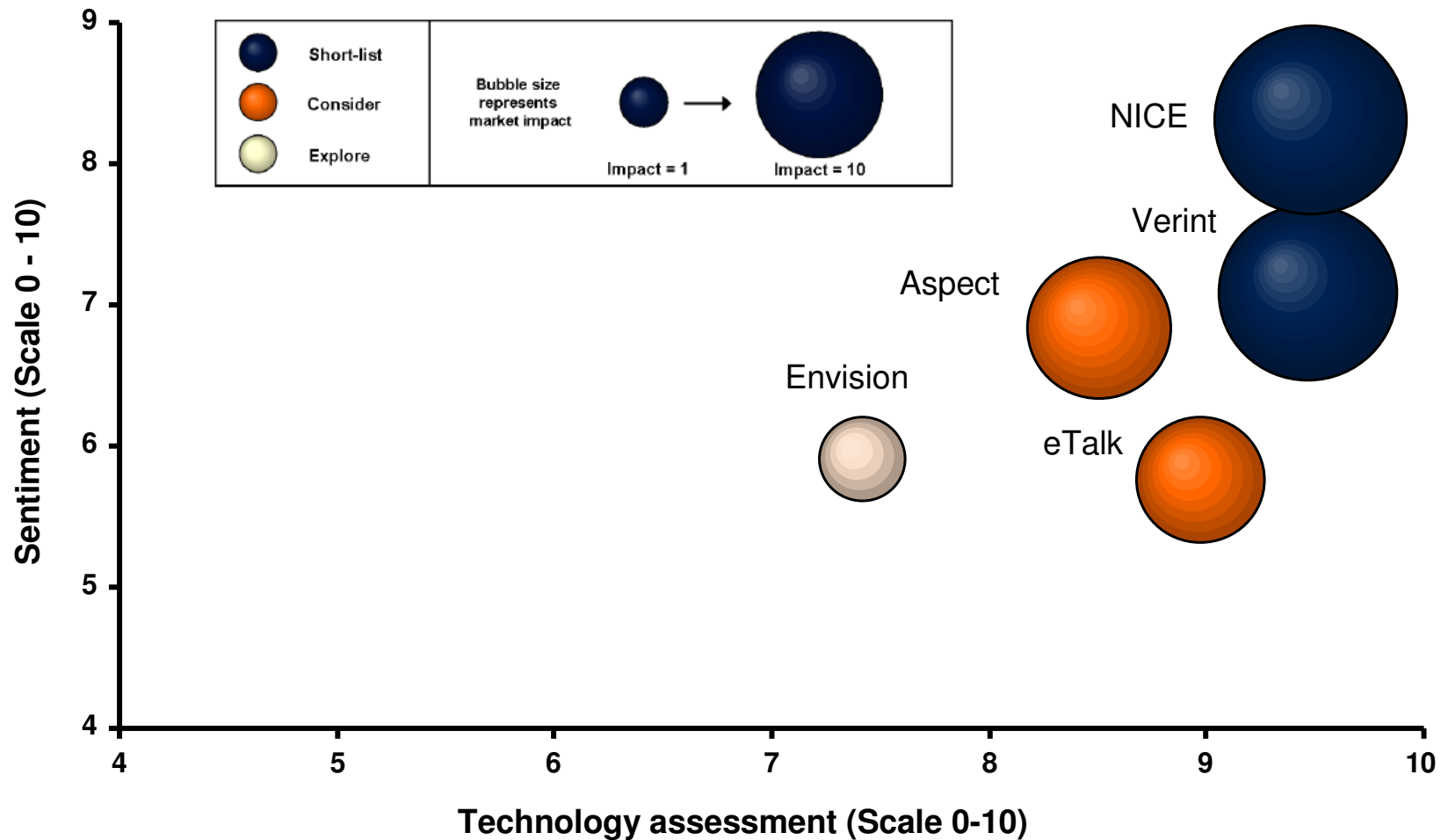


According to Gartner, NICE leads the market with the best comprehensive solution for:

- Recording
- Quality Management
- Workforce Management
- Interaction Analytics
- Performance Management
- Coaching
- Customer Feedback

Source: Gartner Magic Quadrant for Contact Center Workforce Optimization
Sept. 26, 2008

NICE SmartCenter™ Tops DataMonitor's Contact Center **WFO** Decision Matrix



Source: Datamonitor Decision Matrix for Contact Center Workforce Optimization, Oct., 2008

Cisco - NICE Cooperation

- **NICE is a long standing Cisco VTG Technology Development Partner (Working with Cisco since 2000)**
- **Interoperability with Cisco's Unified Communications product line**
- **Full coverage for Cisco's voice products : Contact Centers, Enterprise, Back Offices, Branches**
- **On going cooperation with Cisco's VTG on integration of future product releases**
- **Support for advanced Cisco feature (e.g. SRTP recording)**



Technology
Developer
Partner



Operational Efficiency

Operational Efficiency is the result of an optimal
Integration of **Workforce, Business Processes**
and **Technology**

The Challenge...

Doing **More** with less, without
compromising **Quality**

It All Comes Down to Business Processes...

Business expectations for IT focus on improving current operations and performance

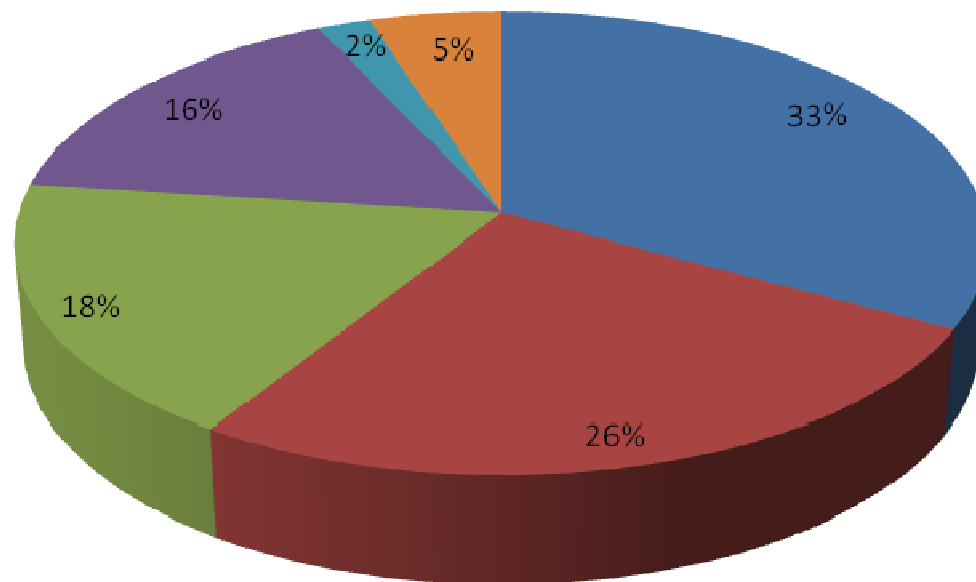
Business expectations	Ranking of business priorities CIOs selected as one of their top 5 priorities					
Ranking	2009		2008	2007	2006	2012
Improving business processes	1	↔	1	1	1	2
Reducing enterprise costs	2	↑	5	2	2	7
Improving enterprise workforce effectiveness	3	↑	6	4	*	6
Attracting and retaining new customers	4	↓	2	3	3	3
Increasing the use of information/analytics	5	↑	8	7	6	8
Creating new products or services (innovation)	6	↓	3	10	9	1
Targeting customers and markets more effectively	7	↑	9	*	*	9
Managing change initiatives	8	↑	12	*	*	12
Expanding current customer relationships	9	↓	7	*	*	11
Expanding into new markets or geographies	10	↓	4	9	*	4
Consolidating business operations	11	↑	13	14	*	15
Supporting regulation, reporting and compliance	12	↑	14	13	*	16
Creating new sources of competitive advantage	13	↓	11	8	*	5

* New question

Source: "Meeting the Challenge: The 2009 CIO Agenda" – Gartner, January 2009

Everyone Wants to Cut Cost

Over the next 12 to 18 months, what will be the emphasis of your customer service /contact center management strategy?



- ★ Mostly focused on cost containment and cost reduction
- ★ Balanced between cost reduction and revenue-add, leaning toward cost reduction
- Mostly focused on revenue-add and increased customer loyalty
- Balanced between cost reduction and revenue-add, leaning toward revenue-add
- Others
- Don't know

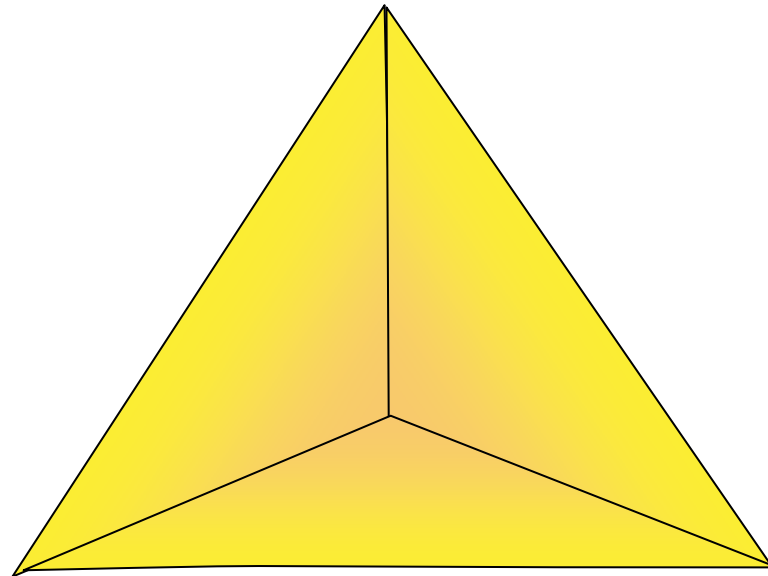
332 contact center decision
Makers survey, Dec 2008

F R O S T & S U L L I V A N

People Costs are affected by...

Productivity

- ◆ Forecasting
- ◆ Scheduling
- ◆ AHT
- ◆ Shrinkage
- ◆ Occupancy
- ◆ Adherence



Effectiveness

- ◆ Call routing
- ◆ FCR
- ◆ Quality
- ◆ Coaching
- ◆ BPR
- ◆ Blending

Satisfaction

- ◆ Customer satisfaction
- ◆ Employee motivation
- ◆ Employee self-fulfillment
- ◆ Employee involvement

10 Year Comparison – Performance KPIs / Metrics

Performance Metrics	1998	2008
% Calls Answered < 10 Secs	72%	
Ave. % Calls Abandoned (Agent Queues)	6%	
1 st Call Resolution Rate	83%	
Ave. Speed to Answer	23 secs	
Ave. Wait Time Until Call Abandoned	53 secs	
% of Total Agent Capacity Utilized on Speaking to Customers	57%	
Ave. Time Taken to Respond to Customer Message (voicemail)	11 hrs	

In general, performance has declined and customers expectations have increased

Source: Global Contact Centre Benchmarking Report 2008, Dimension Data

Bridging The Gap



Business Focus / Goals

- Reduce costs
- Improve FCR
- Improve efficiency
- Improve customer satisfaction
- Reduce churn
- Generate Revenue

How effective are
my QM efforts?

NICE
SmartCenter

Is my agent
schedule optimized?

Any agent on
the line is critical



Contact Center
Operation

Coaching

IT
management

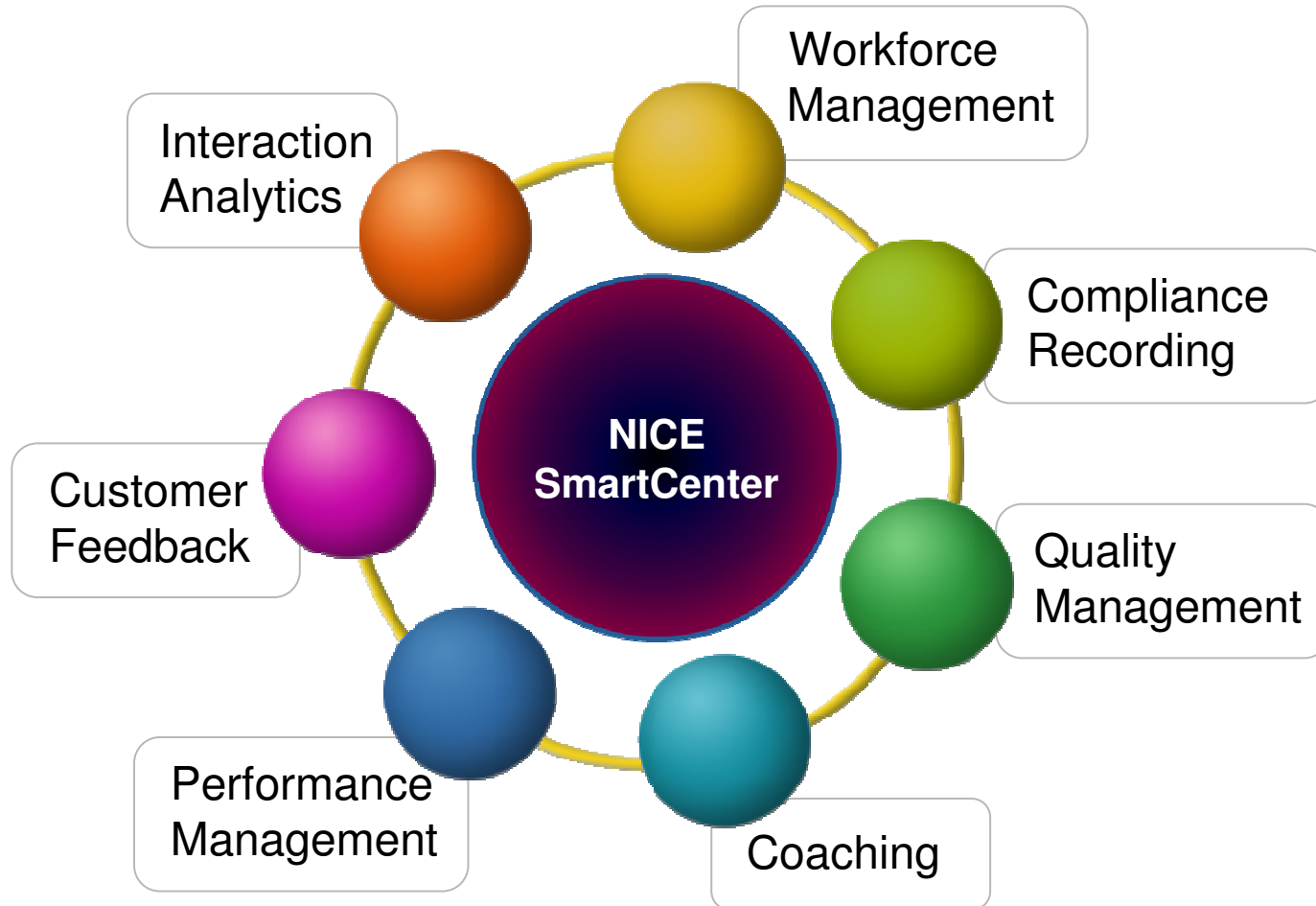
QM

WFM

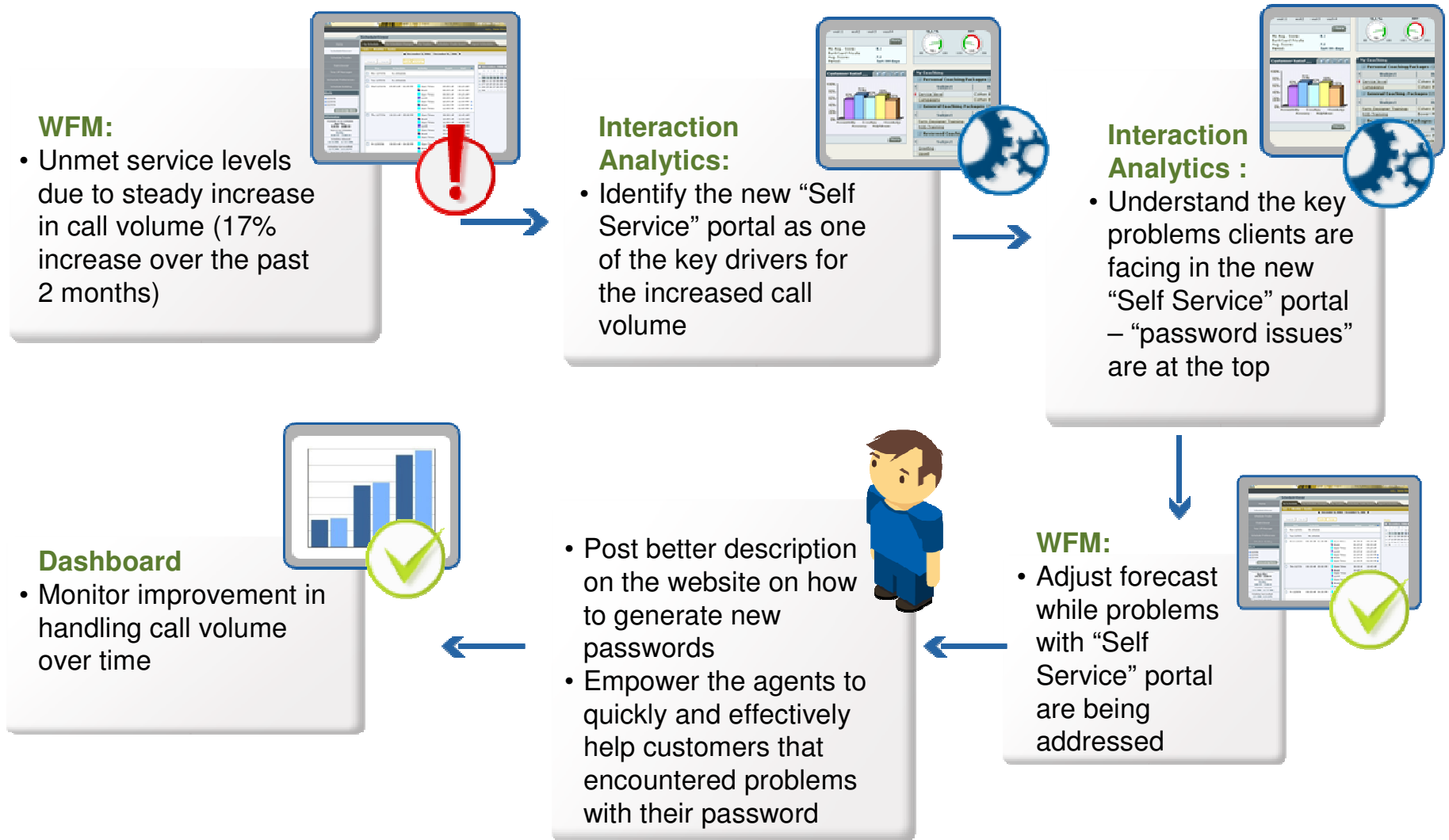


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SmartCenter

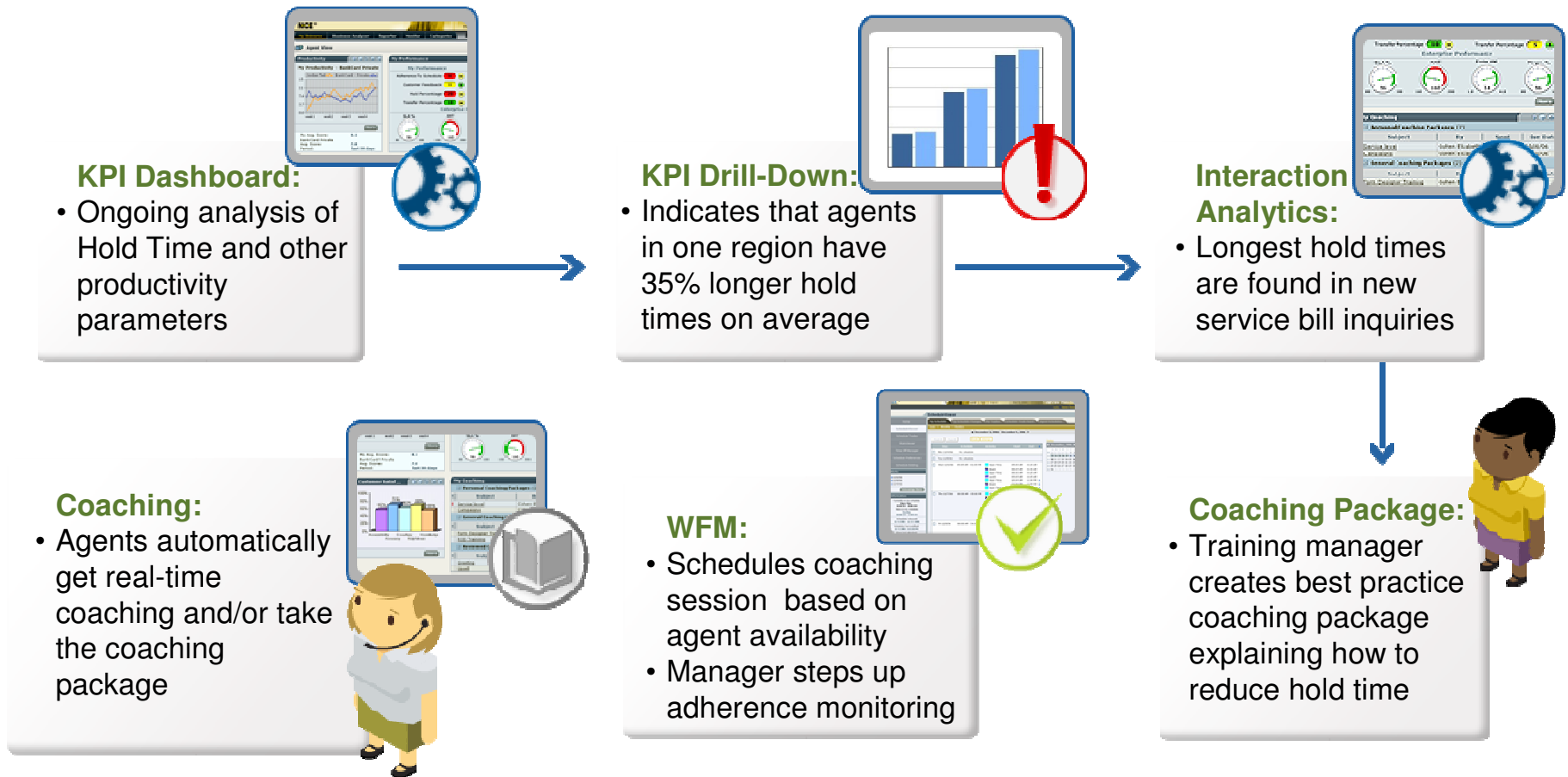
Contact Center Performance Optimization – From Functional Silos to **Unified Business Process**



SmartCenter in Action - Increased Use of Self Service



SmartCenter in Action – Reduce Cost Through Hold Time Reduction

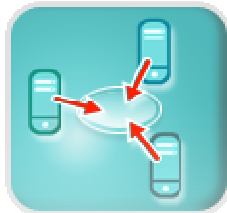


IT TCO Reduction Initiatives

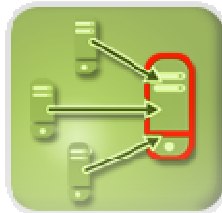
- **Standardization** - Imposing a standard operating environment and procedures for infrastructure resources (fewer software platforms, server architectures, suppliers, etc.)
- **Centralization** - Concentration of servers, data, applications and other infrastructure resources within a single location or a single point of access
- **Consolidation** - Merging many separate (possibly scattered) infrastructure resources (servers, storage, applications, databases) into fewer ones
- **Virtualization** - Making multiple physical resources (such as storage devices or servers) appear as multiple logical resources running in a physical machine
- **Downtime Minimization** - Reducing costs associated with restoring IT services after failure, lost revenue or lost employee productivity due to outages



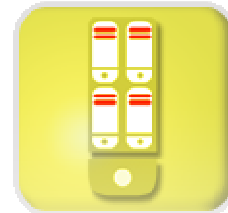
Standardization



Centralization



Consolidation



Virtualization



Downtime
Minimization

These Initiatives Translate to \$'s



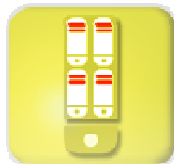
Standardization



Centralization



Consolidation



Virtualization

**Typical
TCO
savings**

15 – 20 %

20 – 35 %

25 – 75 %

TCO

Gartner®

Bridging The Gap with NICE SmartCenter



Business Focus / Goals

- Reduce costs
- Improve FCR
- Improve efficiency
- Improve customer satisfaction
- Reduce churn
- Generate Revenue



Contact Center Operation

Coaching

IT
management

QM

WFM

Questions?





Thank You!

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