VERINT

Witness Actionable Solutions

IMPACT360™ Express

Impact 360™ Express

Features and Benefits of Content Producer

March 2008

Witness Actionable Solutions

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of the company's successful combination with workforce optimization provider, Witness Systems. Verint Witness Actionable Solutions enables organizations to capture and analyze customer interactions, improve workforce performance and optimize service processes in contact center, branch, and back-office operations. With the industry's broadest portfolio of innovative solutions for customer service analytics, workforce optimization, quality monitoring/full-time recording, workforce management, eLearning, performance management and customer surveys, Witness Actionable Solutions helps companies uncover business trends, discover the root cause of employee and customer behavior, and power the right decisions to help ensure service excellence and achieve continuous performance improvement across every aspect of customer operations.

Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading global provider of analytic software-based solutions for enterprise optimization and security. Verint solutions help organizations make sense of the vast voice, video, and data available to them, transforming this information into *actionable intelligence™* for better decisions and highly effective performance.

Since 1994, Verint has been committed to developing innovative solutions that help global organizations achieve their most important objectives. Today, organizations in over 100 countries use Verint solutions to enhance security, boost operational efficiency, and fuel profitability.

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited. 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. Features listed in this document are subject to change. Please contact Verint for current product features and specifications. All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners.

Witness Actionable Solutions

Unauthorized use, duplication, or modification of this document in whole or in part without the written consent of Verint Systems Inc. is strictly prohibited.

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.

Features listed in this document are subject to change. Please contact Verint for current product features and specifications.

All marks referenced herein with the ® or TM symbol are registered trademarks or trademarks of Verint Systems Inc. or its subsidiaries. All rights reserved. All other marks are trademarks of their respective owners.

© 2008 Verint Systems Inc. All Rights Reserved Worldwide.

The Verint Systems Inc. products are protected by one or more of the following U.S., European or International Patents: USPN 5,659,768; USPN 5,790,798; USPN 6,278,978; USPN 6,370,574; USPN 6,404,857; USPN 6,510,220; USPN 6,757,361; USPN 6,782,093; USPN 6,952,732; USPN 6,959,405; USPN 7,047,296; USPN 7,149,788; USPN 7,155,399; USPN 7,203,285; USPN 6,959,078; USPN 6,724,887; USPN 7,216,162; European Patent 0 833 489; GB 2374249; and other provisional rights from one or more of the following Published US Patent Applications: US 10/061,469; US 10/061,489; US 10/061,491; US 11/388,854; US 11/388,944; US 11/389,471; US 10/818,787; US 11/166,630; US 11/129,811; US 11/477,124; US 11/509,553; US 11/509,550; US 11/509,554; US 11/509,552; US 11/509,549; US 11/509,551; US 11/583,381; US 10/181,103; US 09/825,589; US 09/899,895; US 11/037,604; US 11/237,456; US 09/680,131; US 11/359,356; US 11/359,319; US 11/359,532; US 11/359,359; US 11/359,358; US 11/359,357; US 11/359,195; US 11/385,499; US 11/394,496; US 11/393,286; US 11/396,061; US 11/395,992; US 11/394,410; US 11/394,794; US 11/395,350; US 11/395,759; US 60/799,228; US 11/479,926; US 11/479,841; US 11/479,925; US 11/479,056; US 11/478,714; US 11/479,899; US 11/479,506; US 11/479,267; US 60/837,816; US 11/528,267; US 11/529,132; US 11/540,281; US 11/540,322; US 11/529,947; US 11/540,902; US 11/541,056; US 11/529,942; US 11/540,282; US 11/529,946; US 11/540,320; US 11/529,842; US 11/540,904; US 11/541,252; US 11/541,313; US 11/540,086; US 11/540,739; US 11/540,185; US 11/540,107; US 11/540,900; US 10/610,780; US 10/832,509; US 11/608,340; US 11/608,350; US 11/608,358; US 10/771,315; US 10/771,409. Other U.S. and International Patents Pending. VERINT, the VERINT logo, ACTIONABLE INTELLIGENCE, POWERING ACTIONABLE INTELLIGENCE, STAR-GATE, RELIANT, VANTAGE, X-TRACT, NEXTIVA, ULTRA, AUDIOLOG, WITNESS, the WITNESS logo, IMPACT 360, the IMPACT 360 logo, IMPROVE EVERYTHING, EQUALITY, CONTACTSTORE, and CLICK2STAFF are trademarks or registered trademarks of Verint Systems Inc. or its subsidiaries. Other trademarks mentioned are the property of their respective owners.

VERINT
Witness Actionable Solutions

Table of Contents

Content Producer 5
Content Producer Business Value 6
Direct linkage to Course Assigner 6
Wide support of media types 6
Network friendly 6
Multiple delivery options 6
Creation of content relevant to your environment 7
Content Producer Feature/Benefit Listing 7
Benefits for Students Using Content Producer Developed Courseware 9
Benefits for Administrators/Managers Using Content Producer 10

Witness Actionable Solutions

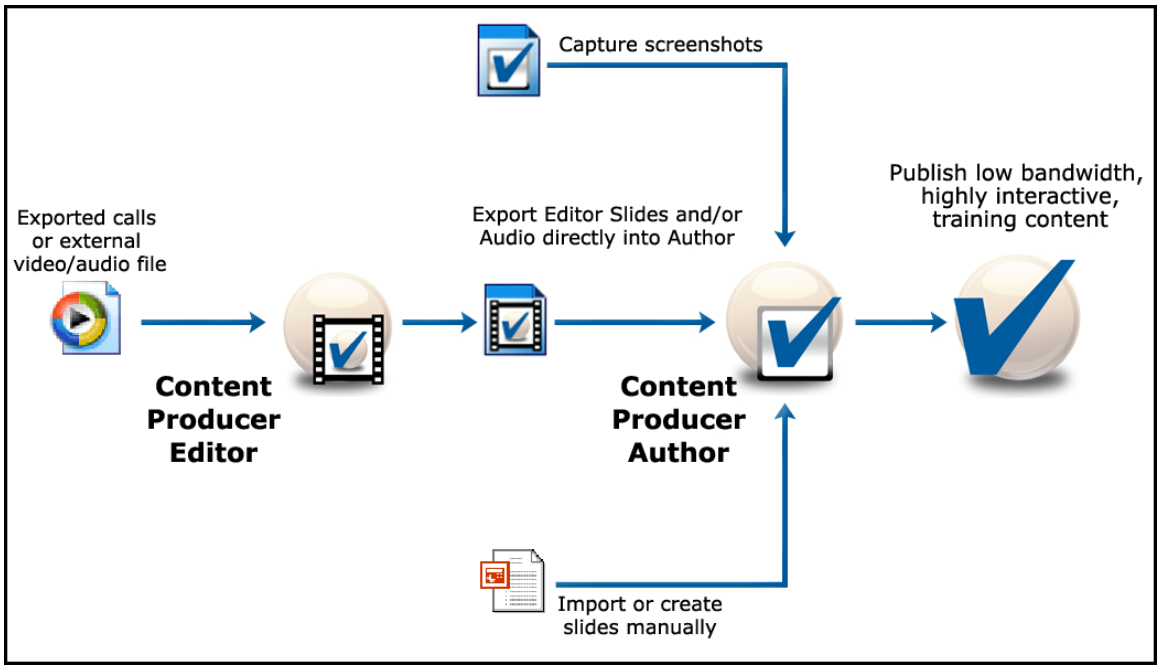
Content Producer

Content Producer is an authoring and editing application that enables rapid creation of custom interactive eLearning content to address competency gaps. The interactive content can include quizzes and simulations using audio and video content from recorded interactions.

Content Producer is the quick, powerful way to design multimedia demonstrations in the form of audio/video content. You can incorporate Content Producer into your workplace as part of the Impact 360 enterprise solution, in a number of ways:

- create engaging content to illustrate best practices
- use authoring and editing tools to design interactive eLearning modules to meet professional development/customer service objectives.
- develop simulations and tutorials that enable an audience to achieve specific training goals and increase productivity.

Content Producer is comprised of authoring, editing, and conversion tools to develop content that engages an audience and provides educational information about a specific topic. With Content Producer, creating compelling, animated online training and presentations is easy, requiring no additional training in programming and development technologies. Unlike traditional and expensive authoring tools, Content Producer is designed for use by regular business users. Complex scripting or programming expertise is a thing of the past.



Content Producer can be used as either a standalone product or as an interoperable feature of the Impact 360 Express Course Assigner and Workforce Optimization solution.

Content Producer is comprised of two main functional components, Content Producer Author and Content Producer Editor.

Author allows you to create and compile content (interactive segments and quizzes) for your eLearning content using captured screenshots, imported images and existing content from many applications like MS Word and PowerPoint.

Editor allows you to import recorded audio and/or video interaction files from many Verint Systems recording and playback engines, such as QM V10, V9.3E, eQuality Balance, ContactStore, as well as many independent AVI, WAV and MP3 files.

Content Producer Business Value

Exactly how will this product affect the business bottom line? It has been stated that Content Producer is easy to use and allows for the rapid development of content. Here are five key features and how they directly affect a company's bottom line.

Direct linkage to Course Assigner

Content that is created with Content Producer is output in a format that is ready made for the Impact 360 Course Assigner system.

Wide support of media types

Content Producer supports a diverse number of graphical, video and audio file types giving you the flexibility to not only create content from recorded interactions (legacy Verint and legacy Witness recorder formats are supported) but also from existing presentations, word documents, third party video assets, MP3 files, custom graphics, Flash animations, and many others.

Network friendly

With Content Producer, your network stability is not placed in jeopardy. Content Producer is based on and developed in the Adobe® Flash® technology. This allows for the output of highly compressed media elements in browser friendly formats and network safe file sizes. Typical results for a training clip can vary but for an average learning element that contains audio and screen recordings and runs for approximately 15 minutes, the output from Content Producer would be approximately 5MB. This is a very big savings in network bandwidth when compared to other solutions whose output can be as large as 2-10 MB per minute.

Multiple delivery options

Content Producer output is fully self-contained. It can run as easily on your learning network as it can from CD-ROM. Being fully browser based, the training content developed by your organization has a very wide delivery platform base. Additionally, since the output is HTML and Flash® based, it is compatible with over 96% of Internet browsers around the world.

Creation of content relevant to your environment

A common concern in learning revolves around the development of content that mirrors the systems used in business. What good is system training when the learning materials don't accurately represent the systems, policies, and procedures used by your organization? Content Producer records directly from your desktops or uses recordings pulled from your Quality Monitoring system. This provides the assurance that your agents and employees are training using up-to-date materials that are relevant to your organizations procedures, and accurately portray the policies in place or being updated as they happen.

Content Producer Feature / Benefit Listing

Feature	Benefit
Tabbed navigation	Easily access all functionality features within the newly designed user interface. Speed production through this intuitive design.
Recording Functions	Directly capture the on-screen events with Content Producers' Recording project. This allows you to capture all the onscreen events and actions taken during a recording session.
Import Functions	Take advantage of previously developed assets within the organization with this import capability. Flash assets, JPEGs, sound files, are just a few of the commonly used content pieces that training materials are made from.
Screen Shot Project	Using a screen shot project, training content can be developed from either automatically captured screens of screen captured via a click of the mouse or a hotkey on the keyboard. Either full-screen, partial screen or active windows can be captured.
Image Project	If there is an existing storehouse of imagery that can be used to create content, it can be imported into Content Producer and used as elements in new training modules. Images can be screen shots, power point slides that have been exported as JPEGs or even digital photos just to name a few.
Style Sheets	Save valuable time and create your own style by predetermining the look of the elements in your project - the color, the font, and font size for balloons and/notes and apply them to entire projects or individual slides!
Automatic Updates	Content Producer is setup to automatically search for updates via an internet connection. If an update is located, the application will download and install the update automatically. This feature can be turned off and adjusted through user settings.

Quiz Development	Multiple choice, True or False, Likert Scales; Number of attempts, Time Limits Scoring
Interactive Design	User interactions like text entry, clicks and keystrokes and respond by giving feedback, redirecting, branching, linking to other sites, courses or content
Narration	Add an audio track narration as you capture screens or after a project is ready for a final compiling. Both options are available with Content Producer.
QM v10 Recorder Supported	Supports widest set of recorders native formats reducing the need to convert files on export.
Timeline and Timing Rules	Provides greater flexibility of when on-screen events occur, sync objects with narration
Format Painter	Quickly change the look of an object to match other object with a single mouse click
Ability to insert multiple notes/balloons on a slide	Eases development efforts by being able to have multiple events occur on a single slide
SWF import support	Import Adobe® Flash® native files for high quality animation and highly customizable content
SCORM 2004 and AICC Support	Meets current standards for compatibility with broadest platform of content delivery and management systems
MP3 Support	Import MP3 files as audio tracks
AVI Screen Recording functionality	Quickly capture on-screen actions for use
Import and Export External Audio and Video Content	Reuse existing video or audio assets
Double Byte, Multi-language Character Support	Allows for localization
Output content in low-bandwidth format	Superior compression format is very network friendly
Multi-language support	Content Producer comes with support for 9 languages right out of the box. • Chinese (Simplified) • Chinese (Traditional) • English • French • German • Italian • Japanese • Korean • Spanish

Context Sensitive Toolbars	Accelerate the editing process with context-sensitive toolbars to make the editing and enhancement of your presentations and simulations fast and efficient.
Drag-and-drop slide editing	Intuitive drag-and-drop editing functions simplify the organization and editing process.
Quick Preview	No need to compile the entire training module in order to see how it is going to work.
Control cursor movement and positioning.	Minimize the need to re-record slides in the event of an error in cursor placement or movement by manipulating the cursor location within existing slides.
Add text balloons, notes and titles.	Add additional information or instructions to any slide in your content with text balloons, notes or free-form titles
Use shapes or images.	Add shapes to draw attention to specific areas of your slide. Insert images or shapes to illustrate actions or provide additional information.
Attach hyperlinks to any slide element	Provide a customized viewing experience by linking any slide element to other slides, to other web pages or by launching emails.
Create hard copy documentation easily.	Easily produce records or documentation of your content elements by printing Content Producer slides directly or exporting them to Adobe® Acrobat® PDF format; image formats such as JPEG, GIF, BMP, PNG, and TIFF or generating HTML pages.
Looping playback.	Provide self-running presentations and demos for kiosks and demo stations by setting your content slides to loop continuously.
Provide instant success and failure messages.	Enhance your viewers' understanding of your content with customizable text messages or images that give instant feedback to their actions or responses.
Use branching to provide specific responses to viewer actions.	Link text or images to other slides, other Content Producer files, and other web pages, even launch an email to customize your viewer's experience.
Metadata support to find content quickly.	Support for the extensible Metadata Platform (XMP) allows you to embed titles, descriptions and keywords into their content pieces for fast and easy search and retrieval.

Benefits for Students Using Content Producer Developed Courseware

Students who are trained with the Content Producer output, are exposed to a very "real-life" sampling of their work environment. They are trained using content developed using the contact center's live systems and the policies they are familiar with. Content Producer courses are easy to navigate and provide multiple routines for immediate feedback and scoring of quiz questions so users know exactly how they are doing as they progress through a lesson.

Benefits for Administrators / Managers Using Content Producer

As discussed previously, administrators and managers have many benefits to using the Content Producer application. Contact Center administrators enjoy the cost savings associated with being able to generate training materials in house without the expense of highly experienced programmers, instructional designers, artists and other development staff. From a timing perspective, training materials can be developed extremely rapidly. When a manager spots a call that they feel exemplifies a quality interaction, they can immediately export the call from the QM system, import it into Content Producer, add some descriptive text elements describing why this interaction stands out as a "Best Practice" add a few quiz questions, publish the content element, insert it to the Learning Management System and then assign to agents who may need this type of training to improve their performance. As these processes continue to repeat themselves, more and more business value is realized from the Content Producer product. ROI increases and service levels optimize as agents continue to improve their skills and techniques.