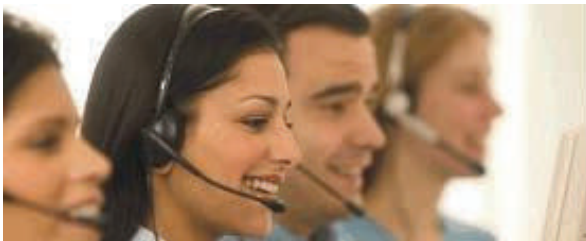


Focus for Contact Centers

Focus is like a 24 by 7 time-and-motion study

Focus enables you to optimize the performance of your most vital resource: the employees on the front lines of your contact center.



As companies worldwide stretch scarce resources to maintain profitability, offering high-quality, personal customer service has never been more important. You've done your best to institute the best policies and procedures – to say nothing of the software and hardware you've invested in to improve efficiency. Unfortunately, there's often a disparity between “best practices” and how everyone actually uses these tools.

What if you could be *sure* that

- Your employees are doing their jobs as well as possible, given the tools they have?
- They have the *right* software tools and the *best* business processes?
- Everyone is following your best practices? Your employees have the training they need?

The Focus product suite is used in contact centers worldwide to provide exactly this kind of detailed knowledge. Focus works as a 21st-century efficiency expert, producing full *time-and-motion* studies for every employee... hour by hour and minute by minute, *every* day.

Only Focus both collects performance metrics from *all* software applications and enables you to act on that data in real time.

Focus:

- Analyzes how agents handle their workload
- Alerts you to high-value transactions
- Can trigger phone and screen recorders based on configurable criteria, and adds meta tags to mark recordings, such as customer name, product name, transaction value
- Prompts or scripts customer-facing employees in real time based on current transaction details (up-sell and cross-sell)
- Provides data to other tools in your contact center that further track metrics and monitor processes for workforce optimization
- Meets Payment Card Industry data security requirements, such as muting call recorder during credit card data entry and masking sensitive data in screen recordings
- Identifies users who frequently access online help or knowledge bases, indicating a need for specific training
- Checks adherence to schedule and helps forecast resource requirements
- Notifies you when unusual or suspicious activity is detected

And only Focus recognizes and understands specific processes and events. With Focus, you can tell if an employee is completing a customer loan application, opening a new account, or upgrading an existing service. And you can immediately see



how many loan applications (or other electronic documents) that an employee or group of employees processed, how long each step took, and where glitches in the process happened... enabling you to improve your best practices or provide targeted training.

Because Focus gathers data through the operating system, it works with any Windows application... *without* integration. Any authorized manager can quickly respond to business process changes and reconfigure Focus to capture new performance metrics, all in a matter of minutes.

The Iontas Focus Suite

Activity Focus – Captures and logs detailed desktop activity, including application and module usage over time, idle time, log on/off actions, and more.

Event Focus – Captures any visible text and user actions within an application window. A rules engine allows managers to specify specific text or events that trigger alerts or actions in other applications.

Process Focus – Automatically recognizes and captures task details on user-executed transactions and specific processes based on pre-defined business rules.

With measurement, comes knowledge. Focus gives you the detailed data you need to:

- Assure quality service at every customer's "touch" point
- Improve employee performance, effectiveness, and efficiency
- Give employees better tools to do their jobs
- Provide training where needed
- Target specific business processes for improvement
- Measure the results of process changes quickly

Focus also:

- Provides an audit trail and ensures [compliance](#) with internal procedures and external regulations
- Supports [business process management](#) and [business intelligence](#) functions
- Tracks software usage so you spend your valuable IT budget on tools you really need
- Improves [back office operations](#) and supports initiatives throughout the enterprise

Help your contact center to **work smart**. Use Focus to optimize performance for people, processes, *and* tools... and provide exceptional service to your customers.

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