



NICE BACK OFFICE SOLUTIONS

Improve the Efficiency and Effectiveness of Your Back Office Operations

INTRODUCTION

In today's competitive marketplace, your company has to meet, if not exceed, your customer's expectations across all departments from the contact centers that interface directly with your customers to the back offices that handle the equally important work of billing, claims processing, customer administration, order fulfillment, etc.

In addition to the contact center, back offices are crucial to delivering a good customer experience with your company. By consistently providing superior performance, your back office can improve customer loyalty, thereby lowering customer churn and increasing your company's profitability. However, poor performance from data entry mistakes, billing errors and processing delays leads to customer dissatisfaction and defections while increasing operating costs at the same time.

BACK OFFICE CHALLENGES

The back office operations are complex with many different departments in various geographical locations, employees that speak different languages, have different skill levels and use many different desktop applications. The completion of processes that span many desktop applications and the quantity of manual or paper-based work make it difficult to capture the work throughput and real-time data to manage the workforce effectively. Added to these complexities are the frequent desktop application updates, changing processes and compliance requirements that the back office employees must quickly master.

With the complexity of the back office, management has a challenging job to run an efficient operation and find ways to improve productivity, reduce errors, improve the customer experience and minimize costs. These challenges are exacerbated by the lack of accurate and timely operational data for planning, forecasting, scheduling, monitoring, performance management and quality management. In addition, the back office often lacks structured processes, insight into process best practices and the

ability to guide or enforce best practices for process efficiency. Back office process automation is also lacking, resulting in inefficiencies from many time consuming, manual work steps and manual copy and paste data entry errors. While these challenges are daunting, there are solutions that can help you overcome these challenges.

OVERVIEW

With the NICE Back Office Suite, you'll have solutions designed specifically to handle the complexities and challenges of back office operations with workforce management, performance management, process management and quality management. If you are using NICE SmartCenter solutions in your contact center today, you can easily extend them into your back office and benefit from a unified solution to capture and analyze operational data across the enterprise. Using this information, you can take action to impact customer satisfaction and organizational performance and optimize customer dynamics. If your contact center agents also help with back office work during low call volume hours or on a scheduled basis to give them some work variety, a unified solution is much easier to use than attempting to manage a single workforce with two different solutions.

NICE IEX Workforce Management provides data integration, planning, forecasting, scheduling, intraday management, time off management, historical and real-time schedule adherence, employee and supervisor access and more. The NICE Performance Management solution provides balanced scorecards, operational dashboards and custom reporting. The NICE Back Office Process Management provides solutions specifically to manage the back office, including: desktop data collection, desktop monitoring, real-time process guidance, real-time process automation and compliance, and real-time KPI dashboards and alerts. NICE Quality Management provides desktop screen recording and playback, quality evaluation tools and the ability to create coaching packages and deliver them to the employee's desktop.

NICE Back Office Suite

Workforce
Management

Performance
Management

Process
Management

Quality
Management

SOLUTION BENEFITS

- Improve back office operational efficiency and effectiveness
- Boost throughput with fewer employees and less cost to improve profitability
- Consistently meet your service level agreements (SLAs)
- Increase employee and customer satisfaction
- Capture real-time data from various business systems, desktop applications and manual processes into a unified solution for easy access and analysis
- Automate planning, forecasting, scheduling, and change management tasks across the enterprise
- Get visibility into back office processes, employee productivity and performance
- Improve back office employee performance
- Use insights from performance data for better decision making
- Increase productivity and lower error rates
- Ensure regulatory and internal compliance

CRITICAL CAPABILITIES

NICE IEX Workforce Management

The NICE IEX Workforce Management system, a NICE SmartCenter solution, forecasts and schedules work volumes and handling times. The Workforce Management system provides a solid foundation for accurate forecasting, planning and scheduling.

For back office operations, the NICE IEX Workforce Management Multi-channel module integrates forecasting, scheduling and planning in a multi-channel environment for non-immediate work types like billing and claims. After creating a bi-level forecast of the work item arrivals and when they should be handled, Workforce Management creates schedules designed to ensure you have the right people covering the right work types at the right time. The system provides the flexibility for you to specify the delivery time of the service from your service level agreements (SLAs) for each type of work. Also, with Multi-channel you can manage the backlog so you can meet your SLAs.

The Multi-channel module works with the Multi-skill module, a patented technology with embedded simulation enabling you to realize the full potential of skills-based routing and multi-skill employees. This feature understands how work items will flow to every site and how they will be delivered to employees once they reach each location, thereby generating accurate forecasts and schedules for multiple work types to meet SLAs.

In addition to the benefits derived by integrating multi-channel and multi-skill capabilities, other optional modules of Workforce Management are valuable assets in the back office:

- WebStation Plus provides online browser access for supervisors and employees for schedules, schedule updates, schedule reminders, schedule change requests, schedule trades, schedule bids, schedule preferences, time off management, reports and KPIs
- Time Off Manager automates the task of paid time off and vacation and holiday approval for back office personnel
- Real-time Adherence and Historical Adherence provide the tools to monitor and manage unplanned shrinkage to ensure employees are working as scheduled so that SLAs are met
- SmartSync Exchange automates the synchronization of data between Workforce Management, your HR system, your workflow system, and other back office support systems





PERFORMANCE MANAGEMENT

The Performance Manager module provides a single, comprehensive solution for tracking, reporting and managing performance throughout all levels of your back office operation. With pre-built metrics, key performance indicators, dashboards, scorecards and reports, you're up and running quickly with a tool that you can begin using right away. Performance Manager provides each back office employee a single, integrated performance scorecard. Scorecards are available to individual employees, supervisors, managers and executives and display detailed performance information and metrics that are appropriate for the individual.

Benefits

- Improve employee performance and productivity
- Enable back office employees to self-manage their performance
- Allow managers to quickly and easily view, manage and improve team performance
- Provide customized scorecards to show employees their actual performance vs. targets, history and team averages
- Drive corporate goals by setting and communicating Key Performance Indicators (KPIs) throughout your organization
- Use goal weightings to set and modify employee behavior to support changing business goals
- Enable supervisors and managers to spend more time mentoring
- Make faster, more accurate decisions with dashboard visibility of operational data and allow drill down from the enterprise level all the way to the employee level

BACK OFFICE PROCESS MANAGEMENT

Workforce management and performance management systems rely on your data being stored and accessible through your back office systems. However, for back office work, oftentimes those systems do not track the number of work items handled per employee or accurately track the time it takes to handle each work item.

Without accurate work data it can be difficult or impossible to determine the average handling time of various back office tasks, thereby preventing accurate forecasts and efficient schedules to be created. Oftentimes there is little visibility into individual employee performance and adherence. In those cases, the key is to pull the information you need directly from your employees' desktop applications and compile that for use in Workforce Management and Performance Management. This capability is now possible with the Back Office Process Management solution.

DESKTOP DATA COLLECTION

The Desktop Data Collection module allows you to define back office workflows and then it automatically collects accurate data for the number of work items handled and the handling time per employee and per back office work type. This data is fed to NICE IEX Workforce Management for the historical data needed for forecasting, scheduling and change management; it is also sent to Performance Manager for balanced scorecard KPIs. You can also capture any desktop application data to store transaction values and customer-specific information for business and customer intelligence reporting.



In addition, the system captures the amount of time spent on each step in a process to allow reporting and process analysis. This process analysis allows you to find the bottlenecks in each process as well as find the employees that consistently outperform other employees in each step. From this information, you can easily learn the best practices for each step in the workflow and for the workflow overall. Also, when a desktop application is upgraded, sometimes the handling times of processes that use the application increase and now you can determine the root cause of these increases with these process analysis reports.

In many back offices, a large percentage of work is manual or paper-based work. An Employee Work Journal is provided to allow employees to enter the work that they do outside of their desktop applications. This data is recorded in workforce management and performance management to give visibility and management capabilities for this work that is often difficult to track.

Benefits

Desktop Data Collection provides these benefits:

- Collect accurate data to enable workforce management and performance management in the back office
- Provide insight into back office processes and the time spent on each process step
- Quickly determine the root cause of average handling time increases
- Capture work volume and handling times for manual or paper-based work for better visibility and management of this work
- Capture and store desktop data for customer and business intelligence

DESKTOP MONITORING

Desktop Monitoring gives you the operational visibility you need to understand how desktop applications are used throughout your back office. The Desktop Monitoring module automatically collects application and website usage information. This information is sent in real-time to NICE IEX Workforce Management for historical and real-time schedule adherence to manage unplanned shrinkage and help ensure SLAs are met. Reports are provided on application and website usage to identify efficient and inefficient activities and to show which activities take up the most time. You can also easily compare employees to

find work anomalies. You can filter to see specific time intervals for analysis. Using this comprehensive information to guide them, managers can give employees the tools, training, and best practices they actually need for optimal productivity, increased efficiency and greater job satisfaction.

Benefits

Desktop Monitoring provides these benefits:

- Collect data for real-time schedule adherence to manage unplanned shrinkage
- Help ensure SLAs are met
- Increase efficiency and productivity to reduce costs
- Quickly analyze application usage and use the data to improve business processes
- Conduct behavior and performance analysis to make improvements
- Ensure Internet and email usage meets company policy guidelines

REAL-TIME PROCESS GUIDANCE

Real-time Process Guidance enables you to guide back office employees on how they should handle the dynamics of complex back office processes in real time by presenting the relevant information, process steps and desktop application navigation to them through callouts. Callouts are windows that pop up and offer guidelines when the conditions defined in an organization's rules are met, such as when a customer's balance is under a specified limit. The callouts are very flexible with the information they can show and how they can guide the employee on what to do next. Any HTML content can be provided in the callouts, including text, intranet or internet links, graphics, tables, calendars, radio buttons, checkboxes, buttons, etc. To help guide the employee through desktop application navigation, the callouts can highlight what link to click on next in a web-based application or what button to click in a Windows application.



Example for Process Guidance

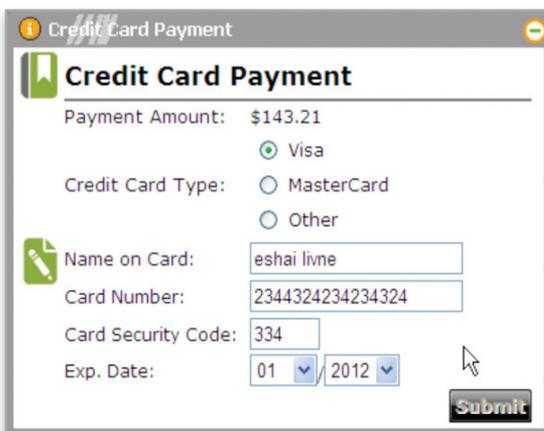
Benefits

Real-time Process Guidance provides these benefits:

- Improve productivity by guiding based on best practices
- Shorten the learning curve for new employees
- More easily implement application or process changes

REAL-TIME PROCESS AUTOMATION AND COMPLIANCE

The Real-time Process Automation and Compliance module allows you to automate manual back office process steps, ensure that the process steps are followed in the correct order and ensure compliance to required data entry. Automation means that the system can automatically interact with an application as if a person were doing it, such as to open an account, to cancel a transaction and so on. In addition, it can enforce correct use of the process by bringing to focus the right application in the right sequence, minimizing an application which is not part of the process, scrolling to the right location of a very long form, etc. Automating copy and paste of data between applications can significantly reduce handling times and error rates.



Example for Automation and Compliance

In addition, email alerts can be sent as needed based on business logic. For example, handling transactions of high value customers, such as a fund transfer that may indicate customer churn, can generate an alert that is emailed to management, or attempts to access internal file servers to which the employee does not have access can result in a security alert being emailed to IT.

Benefits

Real-time Process Automation and Compliance provides these benefits:

- Improve efficiency through automation
- Increase profit margins by correctly executing business processes
- Lower error rates
- Ensure regulatory and internal compliance
- Provide visibility to specific desktop actions through email alerts

REAL-TIME KPI DASHBOARDS AND ALERTS

The Real-time KPI Dashboards and Alerts module allows you to define real-time KPIs and deploy them on employee and supervisor dashboards to improve performance. Use business rules to send alerts to supervisor dashboards in real time.

Benefits

Real-time KPI Dashboards and Alerts provide these benefits:

- Help employees in real time manage their performance throughout the day
- Gives supervisors visibility into real-time KPIs
- Alert supervisors to specific situations so they can help or manage them as needed

CUSTOM REPORTS

The Custom Reports module allows business analysts to drag and drop data objects to create custom reports. User-defined desktop data collection is automatically integrated into the data objects library to be easily used in custom reports.

Benefits

Custom Reports provides these benefits:

- Save time and money by allowing business users to create their own custom reports as needed
- Gain insight into business and customer intelligence
- Provide quick ad hoc reporting as needed to answer specific business or back office process questions

QUALITY MANAGEMENT

NICE Quality Management helps improve the effectiveness of back office employees by providing desktop screen recording and playback, quality evaluation tools and the ability to create and deliver coaching packages to the employee's desktop. With Quality Management, you can monitor desktop work to identify back office work problems, verify problem resolution and ensure ongoing quality management. For any issues found, you can take action by delivering targeted employee training to address knowledge gaps.

Benefits

Quality Management provides these benefits:

- Automate screen recording for quality management
- Align the quality process with the organization's business objectives
- Improve the customer experience
- Optimize not only employee performance but business performance

WE CAN HELP

Find out how NICE can help you improve your company's back office operations. Contact us today.

ABOUT NICE

NICE Systems (NASDAQ: NICE) is the leading provider of Insight from Interactions™, offering comprehensive performance management and interaction analytics solutions for the enterprise and public safety and security markets. Advanced interaction analytics are performed on unstructured multimedia content - from telephony, web, radio and video communications. NICE brings the power of Insight from Interactions to IP contact centers, branches, and command and control centers. NICE's solutions are changing the way organizations make decisions, enabling them to proactively improve business and operational performance and address security threats. NICE has over 24,000 customers in 150 countries, including over 80 of the Fortune 100 companies. More information is available at www.nice.com.

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