

Powering the High-Performing Contact Center with Aternity

Dramatically reduce costs while improving CSAT scores

Lower costs while maintaining customer excellence

Riverbed Aternity Digital Experience Management (DEM) enables customer service leaders to understand the impact of device and application performance on both customer experience and agent efficiency. With AI-powered analytics and self-healing control, Aternity enables organizations to improve agent productivity and customer satisfaction, drive down the cost of call center operations, and mitigate the risk of IT change.

Lower handling times – even with remote or hybrid teams

Today's contact centers are metrics-driven departments focused on continuously improving the customer experience. From customer satisfaction (CSAT) scores, to first call resolution (FCR) times, to average handle times (AHT) – the alphabet soup of customer service metrics hinges on how productively people use technology. These KPIs aren't met without hurdles. Today's customer service organizations strive to do more with less, yet still face surging customer demand. What's more, many teams have been tasked with delivering consistent service despite seismic shifts to remote and hybrid workforces.

Contact center leaders face three key challenges:

- **Drive costs down:** Transform business processes and IT systems to reduce costs.
- **Improve customer satisfaction:** Deliver a consistent and excellent customer journey across channels.
- **Ensure business continuity:** Make informed, cost-conscious decisions about technology and workforce allocations.

“By adding online self-service, companies could see between \$1-3 million in annual savings.”

Accenture

Balance cost while improving FCR, AHT and other efficiency KPIs

Aternity DEM enables contact center teams to reduce costs by gaining visibility into both the customer experience and their agents' productivity. **Using Aternity, organizations can identify inefficiencies and spot new opportunities for customer self-service,**

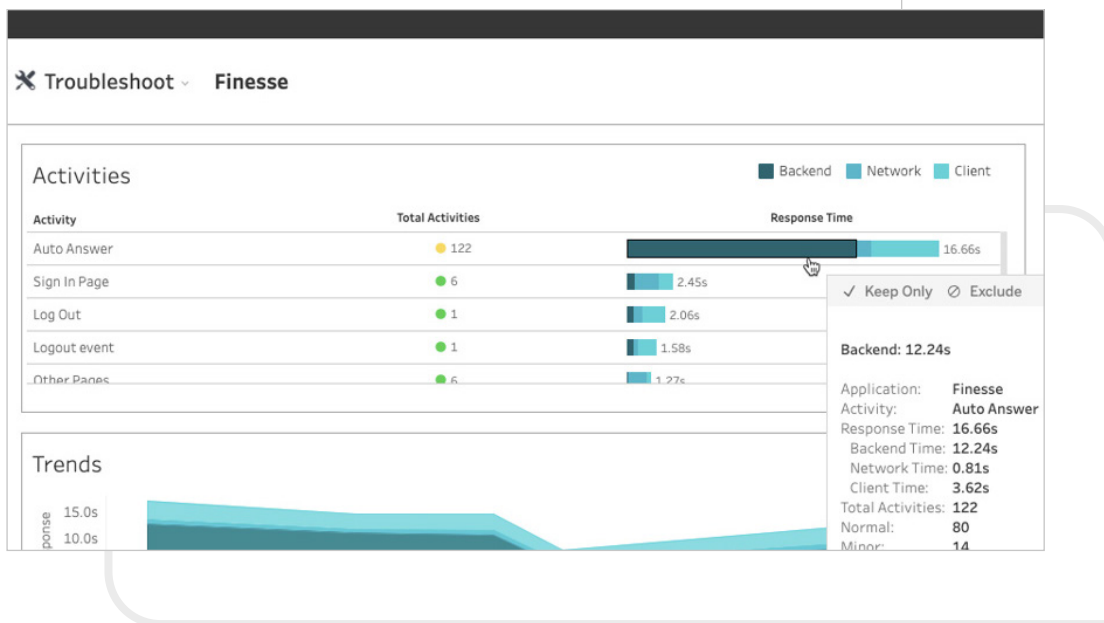
reducing the need for more FTEs. Aternity's intelligent approach helps teams make critical decisions about the IT infrastructure needed to manage an efficient customer service team from anywhere.

Optimize call center operations

Digitize business processes and understand costs to allocate resources correctly – from online self-service to right-sizing contact center agent staffing.

- **Understand** the volume and performance of every online transaction to move low-value, high-volume transactions to customer self-service.

- **Identify bottlenecks** in contact center application performance to eliminate inefficiencies that cause longer AHT, after call work times (ACWT), and higher cost per call (CPC).
- Right-size your IT infrastructure with persona-driven insights into employee experience and application usage, identifying areas to reduce device and application costs.



Proactively monitor contact center application performance relative to performance thresholds and identify the source of delay when targets are not met. In this case, the back end server is the primary contributor to delay.

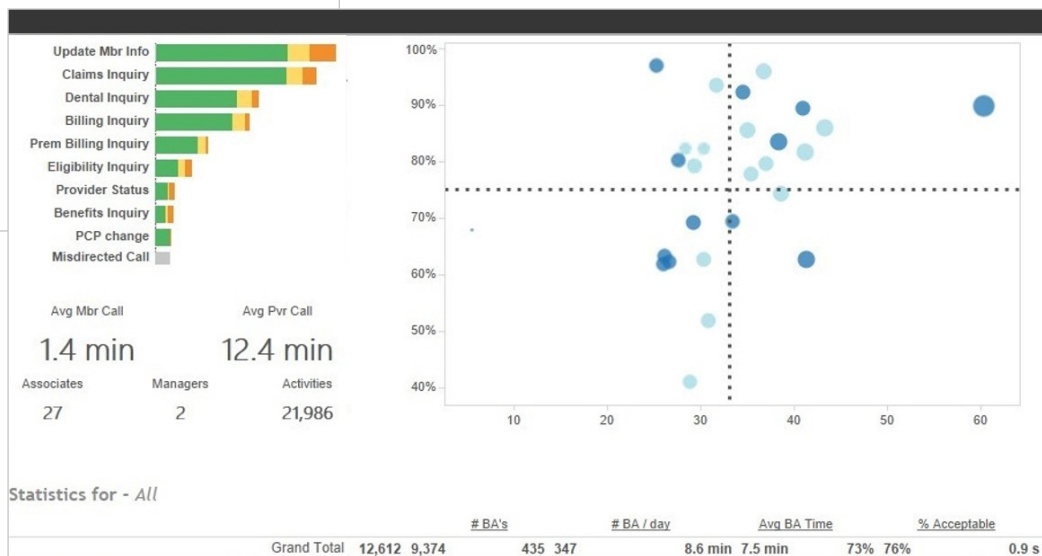
Making call handling seamless

Using Aternity, a global insurance company saved 375 FTEs annually by speeding up AHT, with a 75% reduction in the time required for customer record look-ups.

Improve CSAT and handling times with increased visibility

Reduce handling times and improve service levels by optimizing the performance of business-critical applications and replicating agent best-practices.

- **Understand** the performance and usage of business-critical applications by monitoring user interactions in the context of call center workflows.
- **Track** compliance to thresholds for acceptable volume and performance for key business transactions (SLAs).
- **Quantify** the impact of IT on contact center efficiency to continuously improve and mitigate risks of IT change.



Track contact center business application volumes and performance throughout the day to identify anomalies.

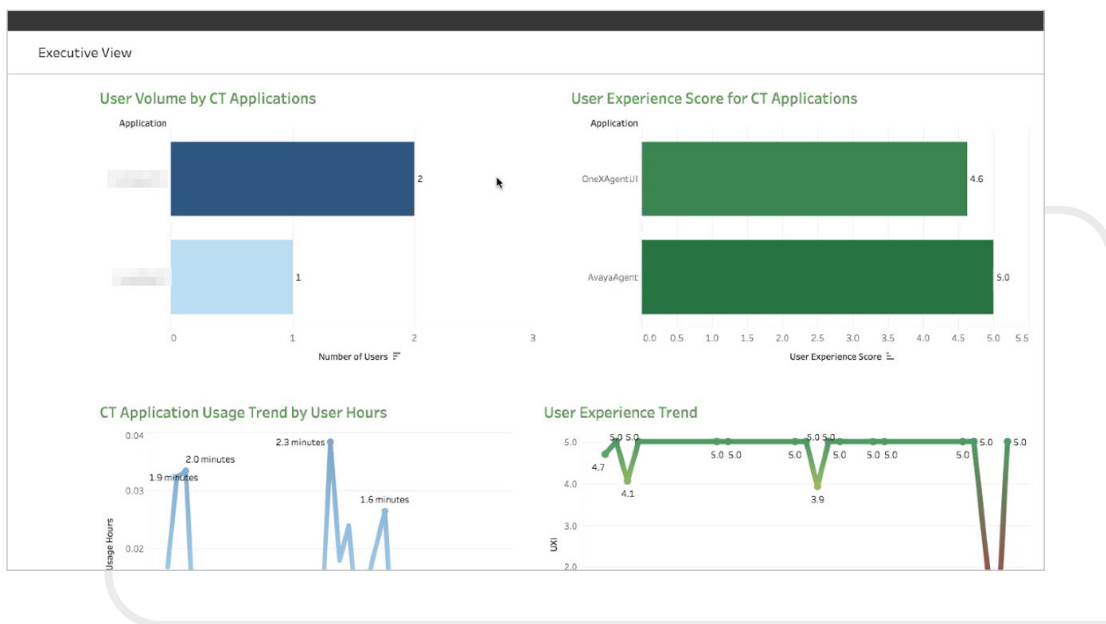
Support work from everywhere

Provide agents with high-performing apps and devices that empower them to effectively do their jobs from everywhere.

- **Quantify** volume and performance of transactions for agents regardless of their location.
- **Compare** productivity and performance across locations and device types.
- **Empower** leadership to make data-driven IT and personnel decisions before they impact the business.

Increasing productivity for remote employees

With Aternity, one of the 10 biggest banks in the world identified 2,966 devices that were not optimized to support today's contact center technology. Replacing the devices resulted in an additional 900k calls annually or a gain of 174 FTEs.



Monitor user experience, application performance, and device health across the organization to proactively identify and resolve issues.



About Riverbed

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed provides two industry-leading solutions: the Riverbed Unified Observability portfolio, which integrates data, insights, and actions across IT to enable customers to deliver seamless digital experiences; and Riverbed Acceleration, which offers fast, agile, and secure acceleration of any application over any network to users, whether they are mobile, remote, or on-premises. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at riverbed.com.