



## INDUSTRY FOCUS: CONTACT CENTER MARKET

### CYBERTECH INDUSTRY OVERVIEW

The ability to develop and maintain customer loyalty is the true test of any contact center. Delivering superior customer service in today's budget conscious business environment is the defining test of contact center leadership. For this reason, all successful organisations have a process for agent monitoring. However, as the contact center role has evolved into one of partnership in developing business strategy, many enterprises have found they have outgrown existing monitoring programs.

As a result, organisations are replacing legacy monitoring processes with systems that can better automate quality monitoring, add greater precision to the evaluation results, and ultimately deliver more and better information to drive profitability and an improved customer experience.

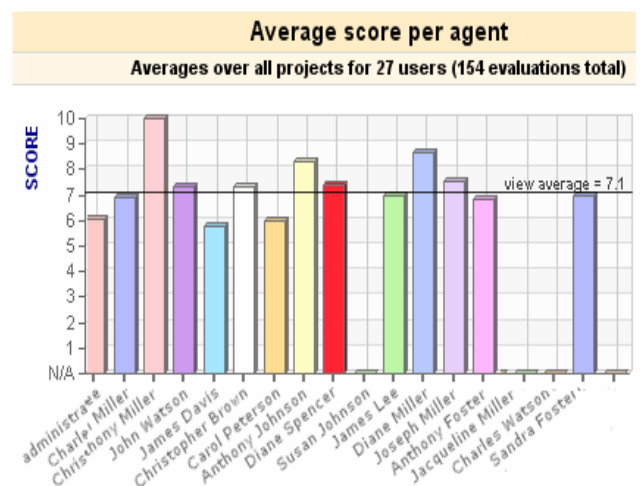
Successful and competitive contact centers will apply advanced systems technologies to enable corporate analytics applications for sales, marketing, security and more to drive profitability and superior customer service. Most industry watchers agree that the top-performing contact centers will advance quality management by quickly adopting recording solutions that deliver QM outcomes, as well as near-term ROI, a low total cost of ownership, and much improved customer service.

### SUPERIOR CUSTOMER SERVICE THROUGH ADVANCED CALL MONITORING

The typical contact center handles hundreds, or even thousands, of calls per hour, while many employ monitoring processes designed to capture and monitor only a few calls per agent, per month. The first step in improving any monitoring program is to close this gap by recording more calls while implementing technology that will provide a complete view of the customer interactions.

The CyberTech solution combines all the tools needed to implement a world class quality monitoring program, including:

- Total Voice Recording
- Agent Screen Recording
- Sophisticated Evaluation and Reporting



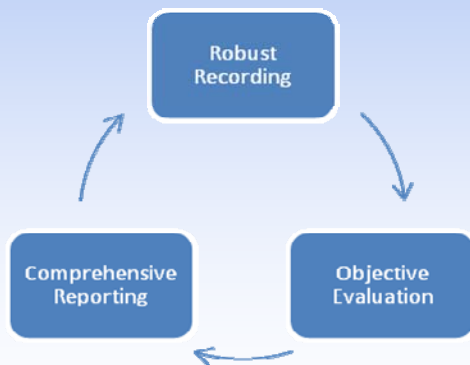
### ACCURATE, UNBIASED ASSESSMENT

**Total Voice Recording:** CyberTech is the industry's first open and secure recording solution, designed using industry standards. This industry-leading technology is in use by the world's leading contact centers. By leveraging commercial off the shelf (COTS) hardware and customer provided network storage devices, this future-proof solution for capture, storage, retrieval and playback provides unsurpassed functionality and reduces a firm's total ownership costs.

**Screen Recording:** This best-in-breed technology offers reviewers the most complete picture of every call to identify where and how performance can be improved.



**Evaluation:** With the CyberTech Evaluation Application, users can create forms to meet unique monitoring requirements. Use the predefined evaluation form, or create multiple forms to manage the performance of all projects and business functions.



## SUPERIOR SECURITY, TECHNOLOGY

As one of a select group of manufacturers with the experience, ability and infrastructure to install and support recording solutions on a global basis, CyberTech has a successful track record of providing cost-effective solutions to the contact center market.

- **Unparalleled security and compliance.** The solution provides maximum security by allowing organisations to utilize existing security policies, enhanced user rights and password restrictions. This enables full encryption and tamper-proof protection.
- **Robust recording.** There is no limit to how much redundancy a firm can design into the solution based on individual requirements. All calls can be recorded and automatically sent to a redundant disaster recovery site.
- **Reduced cost of ownership.** By implementing the only board/software option, customers can use existing server platforms rather than proprietary recording hardware to leverage legacy IT production support infrastructure toward reduced cost of ownership, flexibility and reduced downtime.

CyberTech is committed to maintaining its technological lead and has introduced a solution that enables PC monitor screens and telephone calls to be recorded and replayed simultaneously, fully integrated with an easy-to-use agent evaluation application for more effective and informed interaction assessments. CyberTech systems also are compliant with the latest PCI data security standard which includes requirements for security management, policies, procedures, network architecture, software design and other critical protective measures to enhance payment account data security.

All call data is archived easily to any network storage device and accessed via the browser-based GUI. With an unlimited number of user licenses, the system administrator can configure user access rights to prevent unauthorized access. To provide a secure environment, CyberTech encrypts all call data. To insure authenticity, all calls are stamped with a unique fingerprint.

## GLOBAL CUSTOMER BASE

CyberTech is the recording solution of choice for contact centers of all sizes across four continents. These organisations depend on CyberTech for critical evaluation and quality monitoring that drive productivity and profitability.

## ABOUT CYBERTECH

CyberTech leads the voice logging and communications recording industry with global operations and offices throughout Europe, Asia, Middle East, and the Americas. CyberTech is among the fastest growing data communications providers and a recognized innovator of voice recording and monitoring applications for contact centers worldwide. In 2007, more than 100,000 channels were sold, and the company enjoyed a 175-percent increase in revenue for 2005-2007. Today, CyberTech is the third largest global manufacturer of voice and data recording solutions for some of the world's largest organisations.