

# New White Paper recommends adoption of Six Sigma in Call Centres

Submitted by: Sapphire PR

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WEYBRIDGE, SURREY, 9 July 2003: Verint Systems Inc. (NASDAQ:VRNT), a leading provider of analytic software based solutions for contact centres, has published a White Paper recommending the adoption of Six Sigma in contact centres. The Paper stresses the values and benefits that incorporating Six Sigma methodology, a proven practice of much of the industrial world, can deliver. It highlights where and how most benefits can be made and also covers such vital topics as customer retention and staff attrition – the two main concerns of any contact centre today.

Although already established in other industries, Six Sigma has yet to reach the broad contact centre market. However, according to Robert Wint, marketing director, EMEA, Verint Systems, Six Sigma could afford immense benefits to the call centre industry. As he notes, “Despite recognising the need to improve quality and services within the call centre industry, things have sometimes been a little slow to get off the ground. Adopting a structured practice such as Six Sigma could mean a huge improvement in the consumer perception of call centres.”

Wint continues, “There is certainly an abundance of practices and technology promising to improve quality, but it isn’t that straightforward. Culture has a major role to play and new ways of doing things must reflect any technology investments made to improve quality. For example, we are already seeing success with some companies that are recording 100% of calls as part of a defined quality strategy. It’s not just talking about quality – its acting on the intelligence that is gathered that makes a difference.”

Verint suggests that by adopting a more structured or measured approach to quality, such as Six Sigma, tangible improvements can be realised. These very real benefits include lowering costs and providing better customer service.

Verint recently joined the British Quality Foundation (BQF), becoming one of the first contact centre players to do so. John Smith, Director, BQF, commented, “At a time when customer service has never been more important, it’s great to see Verint Systems’ determination to raise the quality game and encourage the necessary culture shift, combined with maximising the technology available, to make this possible. And we certainly believe that the only proven way to make a quantum leap in improving any operation is to base quality strategies on proven tools and techniques such as Six Sigma or the BQF’s Business Excellence Model.”

The White Paper entitled, “Making Six Sigma Count in Contact Centres” is available free by emailing: [marketing.emea@verintsystems.com](mailto:marketing.emea@verintsystems.com).

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