

Re-engineering for the Future

**bad
dad** design

Witness Systems - Futures Demo

BACKGROUND: Witness Systems purchases Eyretel, a competitor that sells recording equipment and software to call centers for quality assurance and employee evaluation.

PROBLEM: The reorganized company and its combined set of clients needed to know what products were going to be offered by Witness. There were now 13 different software products. Some of which performed the same task.

SOLUTION: A new GUI was created by Bad Dad Design integrating a combination of products. Brainstorming sessions were held to invent future functionality for the fully integrated software. Complex scenarios and scripts were analyzed and turned into working demonstrations by Bad Dad Design. Active server pages were used to imitate a working product.

The screenshot displays the eQuality Witness Systems interface. At the top, there is a navigation bar with links for HOME, LOG OUT, ADMINISTRATION, HELP, and WITNESS CORPORATE SITE. Below this, a status bar shows alerts: "ALERTS: 2 training assignments are overdue... AHT is trending 10% above goal...". The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links for "Training" (3 Pending, 0 In Progress, 2 Complete) and "Performance Appraisals" (1 Pending, 1 In Progress, 3 Complete).
- My Performance Matrix:** A table showing performance metrics for various goals.

	Actual	Goal Name	Goal Value	Variance
<input type="checkbox"/> My Service Level	89.15	Target	89.96%	0.81% ▼
<input type="checkbox"/> After Call Work (ACW)	196.87	Target	196.87%	0.00% =
<input type="checkbox"/> AHT Reward	418.07	\$10 Blockbuster GC	418.06%	-0.01% ▲
<input type="checkbox"/> AHT Reward	418.07	\$25 Blockbuster GC	418.14%	0.07% ▲
<input type="checkbox"/> AHT Reward	418.07	\$50 AMX Giftcard	419.07%	2.00% ▲
<input type="checkbox"/> My Quality	88.00	Target	88.61%	0.61% ▲
- Call Info:** Displays call details for a call on 12/11/02 at 10:34. Customer: Betty Homacker. Call ID: 3462156. Agents: E. Watson.
- Audio Replay:** Features a color-coded timeline, a waveform, and playback controls. It includes checkboxes for "View screen replay during call playback" and "Lock In" for starting and ending points.
- Call Comments:** A list of comments with starting and ending points. For example, "Good example of a cross sell." (02918-08548) and "Poor closing statements." (09002-10125).

A "Visualize Data" pop-up window is shown in the bottom left, offering options to "Plot Performance Graphically", "View As Pie Chart", and "Create a Report".

Each type of user (Call Agent, Manager, CEO, Administrator) logs in to a different portal that is tailored to the workflow of their position. The left column holds listings of items in their work queue. The view of the home page could be set by the user.

After drilling into a set of data for a specific view, the user can visualize the data in a different way and save that view of the data for future use. The Visualize Data function was invented by Bad Dad Design.

A Call Info and Flagging interface was invented by Bad Dad Design for better control over marking the points of a call. Various points in a call can be flagged with comments. The process is started by locking in on a point within the call.