

CXM 4.0

THE CXM FAMILY OF 4 ARCHITECTURE

4myCALLS/4myREVIEW/4myCOACH/4myCENTER/4myFEEDBACK



CXM 4myCENTER™

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THE COMPLETE PRIVATE ONLINE WORKSTATION AND COMMUNICATION LINK BETWEEN AGENTS & COACHES

CXM 4myCENTER™ provides a total workstation for sharing evaluation results and training materials to boost performance among your agents in one centralized location. Call center teams find improved feedback and communication through the unique private virtual classroom interface. Prior to 4myCENTER™, call center agents had to wait for their supervisors to provide feedback on performance reviews. Now, agents are actively involved and have real time access to their performance reviews and training materials.

PROACTIVE AGENTS, MEASURABLE RESULTS INTERACTIVE AGENT TRAINING

Access to 4myCENTER™ is obtained through the agents' PC via a standard web browser interface using a unique login name and password, this creates the secure private virtual classroom. Once inside CXM 4myCENTER™, the agent has access to his or her own recorded calls, performance reviews, reports and all of the training material assigned to the agent by supervisors utilizing the CXM 4myCOACH™ application.

If an agent needs to verify information they have received during a phone conversation they no longer need supervisor intervention. Within 4myCENTER™ agents are granted a restricted level of access that allows them to quickly browse their recordings and replay a call and any associated PC activity. Call recordings are stored in a standard format playable with most media players. Additionally, the agent can grade their own call using the same evaluation form utilized by their supervisor. This powerful training

technique reinforces the call centers' best practices and clearly communicates expectations to agents. Within the training portion of 4myCENTER™ agents view training videos, take tests, listen to example calls and visit the training library.

Now agents can create custom reports of their performance evaluations over time, tracking their own development. Not only can agents access data associated with self grading but the agent can also pull data from supervisors evaluations of the agents interactions. These reports help to pinpoint skill set weaknesses. The agent can then visit the CXM training library to access materials that pertain to that particular skill set.

SEE AND DO AGENTS CAN LEARN FROM THE BEST

Calls exemplifying best practices are logically grouped inside the agent's 4myCENTER™ for easy access and playback. As agents encounter unfamiliar situations they can turn to example calls for guidance. Agent proficiencies can be verified through customized tests that supervisors created in 4myCOACH™. Agents must complete the assigned test by the supervisor imposed deadline.

FAMILY OF 4 THE CXM 4.0 SOFTWARE SOLUTION

4myCALLS™ is a flexible and scalable CXM recording platform and an integral application in the CXM 4.0 software suite. This telephony and pc activity recording module can be enhanced with our other CXM 4.0 advanced applications including 4myREVIEW™, our agent performance evaluation module, 4myCOACH™ the CXM

CUSTOMEREXPERIENCEMANAGEMENT

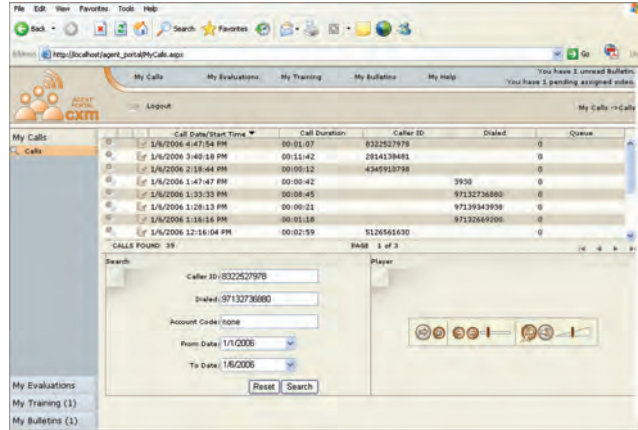
remote agent coaching application, **4myCENTER™** the agent's private virtual classroom and **4myFEEDBACK™**, the CXM customer satisfaction survey solution. The CXM Family of 4 architecture offers a comprehensive and cost effective recording solution for any size organization.

CXM invites agents into the performance review and training process encouraging them to become active participants -

not mere spectators. **4myCENTER™** from CXM improves quality monitoring and training programs by encouraging the agent to get involved in the learning process and making them accountable for their progress. With CXM **4myCENTER™** the agents no longer wait for a scheduled performance review with their supervisor. Now they can proactively connect with their personal portal for performance review and get involved in the process on a real time basis.

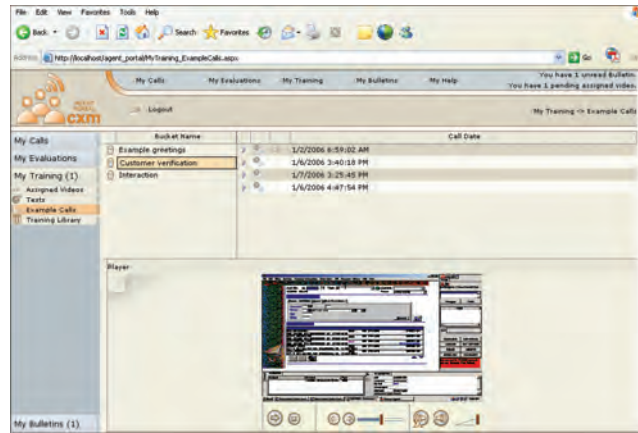
CXM 4myCENTER™ CALLS

Within their portal agents search and listen to their recorded calls as well as their PC activity.



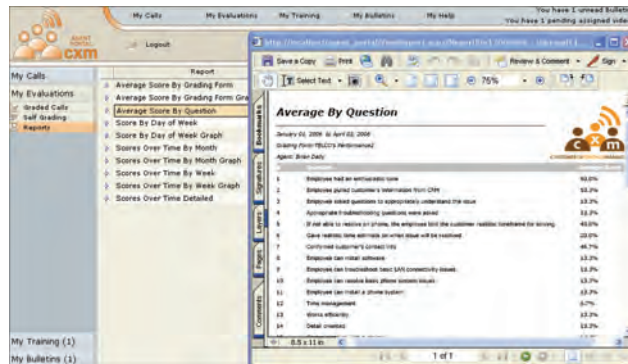
CXM 4myCENTER™ TRAINING VIDEO

Within the training portion of the portal agents view training videos, take tests, listen to example calls of best practices and visit the training library. Supervisors create training videos within the CXM **4myCOACH™** application. The videos are in a standard file format viewable with most media players and pushed to groups or individual agents. Training videos are an effective form of coaching agents as they simultaneously provide instructions along with a visual example.



CXM 4myCENTER™ REPORT

Call center agents create their own reports tracking their evaluation over time to identify strengths and weaknesses.



CUSTOMER EXPERIENCE MANAGEMENT Wanna be part of the family? Call us for a free web demo. Co-Nexus, Inc./5600 N.W. Central Drive/Suite 102/Houston, Tx 77092/P 866.400.4296/www.4cxm.com

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