



Intensity for Call Centers

Intensity has a free, featherlite app that accumulates data on Windows computers (servers, PCs, laptops) without human effort. The resulting data (real-time and historical) from multiple computers can be piped into existing software or SaaS platforms, or delivered in secure, web-based reports. This is called Desktop Analytics.

Intensity is a powerful way to keep track of desktop activity in a centralized Call Center operation, or of distributed service representatives.

Our app never sees what a user types, or any screen content, whatsoever.

The free, featherlite Intensity app measures what we call the **TickStream™**-- all computer activity, both on- and off-web, including local or networked software. The TickStream is about not only measuring what a user is doing *when*, but the extent to which he/she is *also* doing other computing tasks at the same time. We call this **Simultaneity & Fragmentation**.

The Intensity app on multiple Windows machines used by Call Center reps gives managers insight into **PREDOMINANT USE**— that is, what do workers predominantly do on their computers per time period? And **PREDOMINANT USE** is just one of the canned reports that we deliver via the web.



Frittering time away is epidemic in the modern office: A 2007 survey of 2,000 workers from Salary.com, a website that provides compensation data, found that Americans waste about 20% of their time at work; with 34.7% of those surveyed saying surfing the Internet is the biggest distraction.

A series of Intensity controls face the Call Center manager, to optimally measure and monitor reps that are nearby or working from remote or home offices--

	Default	Can Change to:
Show system tray icon to end-user, and/or individual usage report	No	Yes
Show when machine is on-but-idle or off	No	Yes
Show use of local and/or networked software	Yes	No
Show use of the web just as a broad category	Yes	No
Show use of individual websites (top-level domains) or even all webpage use	No	Yes

The data resulting from the Intensity app as deployed on Windows machines in a Call Center setting can be stored locally (rackable NT appliance running SQL Server) or in the cloud (your data center, or our data center).

- Call us to learn more about Intensity for Call Centers at 540/349-0454, email sales@intensityanalytics.com, or visit www.intensityanalytics.com.