Metrics & Analytics -
Application of Data Analysis to Improve Contact Center Performance and Enhance Business Operations

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Topics

Contact Centers

Metrics & Data Analytics

Business Intelligence

Contact Centers

Data driven information hubs that, when properly leveraged, can become very powerful strategic assets for any organization

The best source of Business Intelligence is directly from your customers, survey respondents & researchers.

31.8 Exabytes of unstructured data

1. **Contact Center Performance**

2. **Predictive Business Intelligence**

76 Billion hrs. human interactions

Contact Center Performance

The Contact Center industry has a very defined
and well-known set of metrics to <u>manage performance</u> and
<u>monitor the health</u> of a center

Operations

- Containment Rate

- Wait Time

- Abandon Rate

Agents

- Handle Time

- Occupancy

- Churn

Processes

- Quality Calibration

- System Availability

FOCUS

INDICATORS

DASHBOARDS

TARGETS

WEIGHTS

SCORECARDS

Dashboards & Balanced Scorecards

High Performing Contact Centers – World Class

ICMI
International Customer Management Institute

FOCUS

Metrics on the Customer's Experience

First Call Resolution	Accessibility	Forecast Accuracy	Contact Quality	Customer Satisfaction
+1% = +1 pt Cust Satisfaction	Wait Time	Call Arrival	Professionalism	Customer Loyalty
No Repeat Calls	Response Time	Seasonal Patterns	Correct Information	Decrease Cost
Employee Satisfaction	Self Service	Appropriate Resources	Data Accuracy	Response Rate

2015 Federal CASIC Workshops
Computer Assisted Survey Information Collection
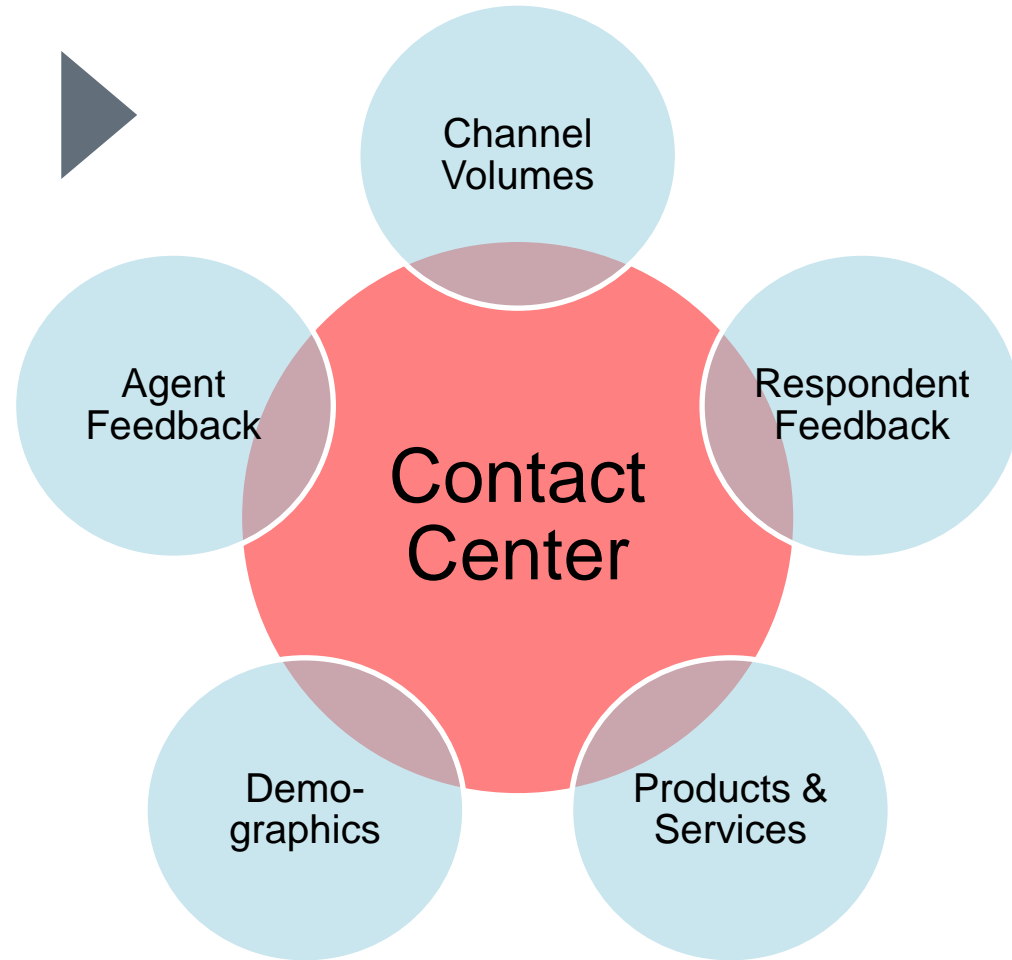
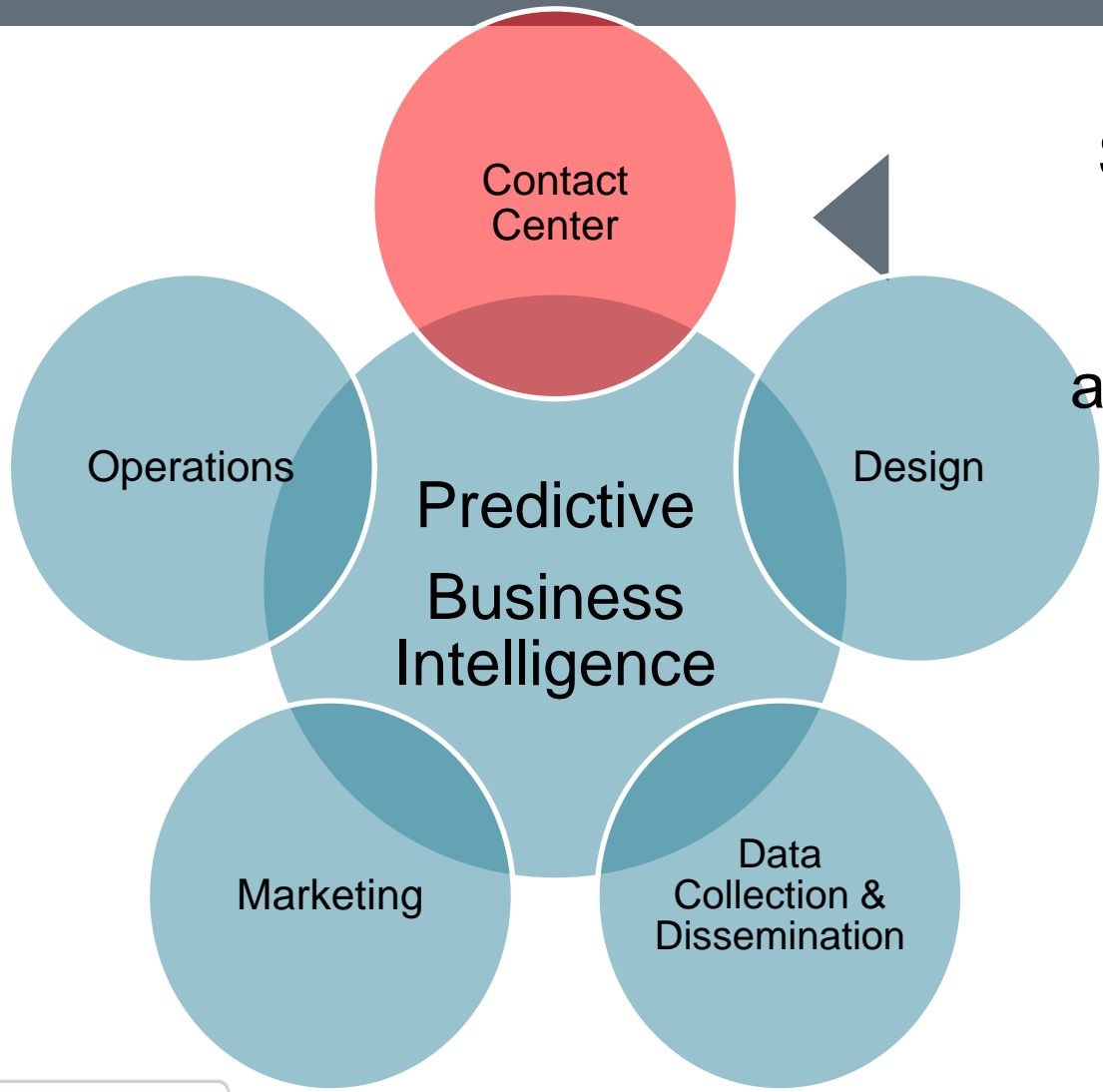**Agilex**

Internal Business Intelligence

Performance Management and Data Analytics that is customer-centric allows you to:

- Impact the organization's CULTURE

- Understand what Happened and WHY

- Identify if you are doing the RIGHT things RIGHT

Internal Business Intelligence

- Improve internal processes

- Drive customer interactions to lower cost channels

- Eliminate repeat contacts

- Segment and prioritize high-value interactions

Contact Center

Operations

Predictive Business Intelligence

Design

Marketing

Data Collection & Dissemination

Starts with combining contact center information with data across the enterprise…

Analyzing…

Gaining insights…

Predicting…

Targeting

....Predictive Business Intelligence

1. **Clear picture of customer attitudes, motivation, interests**
   a. Marketing messages
   b. Leverage market segments
   c. Increase response rates

2. **Structured data tells you what happened; contact center data tells you why**
   a. Indicators of what is done "right" and done "wrong"
   b. Process – points of failure
   c. Product – improvements; new requirements

3. **Predictive models to forecast future customer behavior**
   a. Conversational elements – "still not working", "called multiple times", "I'm concerned about identity theft", "can't find on your website"
   b. Target at-risk customers

Your Contact Center...

- **INTERACTIONS** with many customers from multiple channels

- Large data **ASSET**

- Provides **INSIGHT** into your customers' experience

- Strategic **BUSINESS INTELLIGENCE** resource for the entire agency / enterprise

Questions?

Thank You!

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