

# BIG DATA IN THE CONTACT CENTER



The Power of We™



Your contact center is a hotbed of activity, constantly processing calls and emails, chats and social media posts, problems and solutions. As a result, it generates the kind of “big data” that other departments wish they had. But collecting that data is just the beginning. The next step is turning it into a plan of action.

## Data Analytics: A New Necessity

In the past, the information produced by contact centers has been substantial but mostly quantitative. You could easily gather statistics such as calls received, average hold times, call lengths and resolution rates. This helped you track ongoing trends from a high level, but rarely was it enough insight to let you truly understand what was happening every day or, more importantly, what changes needed to be made.

Fortunately, data analytics technologies are now out and accessible to just about any business. They can make quick work of your mountain of data — processing it, tagging it, organizing it, monitoring it and turning it into a series of specific, actionable tasks that can improve everything from agent productivity to customer satisfaction. And these tools are no longer luxuries. If your contact center lacks a robust analytics solution, you risk jeopardizing customer loyalty and retention, and falling behind your competitors.

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## Today's Contact Center

Each new advancement in communications technology adds another method for the contact center to gather information about the interaction. Today, unstructured data flows in via phone, email, CRM systems, call and screen recordings, social media discussions and much, much more. This can often end up in silos throughout the organization. The data you need is there, but spread out over different locations. This can make it difficult, if not impossible, to see the complete customer experience in all its complexity.

“Many companies are integrating call center data with their transactional data warehouse to reduce customer churn and drive up-sell and cross-sell activity.”

—Deepek Advani,  
VP of Predictive Analytics, IBM

## PUTTING ANALYTICS TO WORK

Recorded calls, screen captures, chat transcripts, customer histories, agent performance reports, call volume statistics—data analytics solutions can import and organize this information no matter where it resides. You can automatically gather and integrate raw data from multiple sources to find patterns and create reports based on the full spectrum of customer interactions.

The ultimate goal of these technologies is to answer relevant, practical questions, to go deeper into statistical information to determine the “why” behind data.

To truly understand, improve and personalize the customer experience, and run your contact center more efficiently, you need to take a comprehensive approach to data analytics. This involves using a range of solutions working together seamlessly to provide the answers you need. Here is a sample of the strategies available to you today.

### Reporting

Today's enterprises need a reporting system that takes old-style quantitative number crunching into the 21st Century. With the latest reporting capabilities, you can generate real-time reports based on any component of the contact center process (inbound, outbound, agent performance, network, configuration). That way, supervisors can stay on top of the issues that need immediate attention and easily share the latest updates with team members. They can also draw upon detailed historical data to help with long-range business decisions based on agent behavior, performance, customer issues and more.

### Context

Context is the secret to every agent's success. Powerful contact center solutions can give agents instant access to everything they need to know about their customers, right when they need it. Recent activity, past history, purchase behavior, preferences — all the customer data that was once filed away in storage is now presented concisely on one screen, helping agents better understand who they are talking to and how best to help them. Context information can even be used to automatically connect incoming customer requests to the most qualified contact center resource.

### Interaction recording

This is the first step in a smarter strategy for data gathering. Instead of relying on spot checks or random reports, you can capture virtually every form of contact, including phone, email and web chat, including what happens on the agent's screen. You determine what is recorded and where, and can encrypt the files to make sure the interactions stay secure.

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*Automatically gather raw data from multiple sources, find patterns and turn them into easy-to-understand reports.*

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“Analytics is the fastest-growing segment in the EMEA contact center market.”

*-Frost & Sullivan*

### Quality monitoring

Once you have a database of recorded interactions, quality monitoring tools can organize and retrieve relevant moments from the recordings. You can create smart searches so these snippets are automatically tagged and archived, saving you from manually sifting through files to identify potential problems or opportunities.

### Speech analytics

Sophisticated speech recognition technology makes it possible to automatically index and organize any recording. Word detection engines and data mining algorithms categorize conversation topics and identify mentions of specific words and phrases. This enables you to quickly scan thousands of calls to see what the most common keywords are, helping you get to the root cause of emerging trends or sudden changes.

### Feedback management

Customer feedback is another long-standing form of contact center data that can be significantly improved with the latest technology. Feedback management solutions provide built-in intelligence to guide you through the process of creating questions that will engage customers and provide you with practical insights. You can customize forms based on the channel of contact, create alerts to tell you if a shift in customer perception is happening and get real-time reports to show you how effectively you're performing right now.

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*Analytics help you understand and improve the customer experience and run your contact center more efficiently.*

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## MOVING FROM REPORTING TO ACTION

Each of these solutions can improve your understanding of what's happening in your contact center, both from the customer and agent perspective. But when they are fully integrated, with data being captured, analyzed and interpreted from every source, you will get more than just numbers and reports — you will get a roadmap for change. The result? Dramatic improvements to the customer experience, agent efficiency and your bottom line.

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### About Avaya

Avaya provides a powerful suite of contact center solutions, including analytics tools that help you study the customer experience in real time. A full 45% of contact centers use Avaya solutions. The 2012 Gartner Magic Quadrant recognizes Avaya as a contact center leader based on our 'ability to execute' and our 'completeness of vision.' For more information about Avaya contact center solutions, please visit [avaya.com](http://avaya.com) or call 1-855-428-2922.