

# Actionable Analytics: flexible on-demand reporting



## Game Changer: Contact Solutions Actionable Analytics

Actionable Analytics takes cradle-to-grave reporting miles further.

We don't stop at collecting the data, we make it meaningful. We track and analyze on a continual basis and report back to you with intelligence you can use to positively impact your business and your revenue.

It's part of our commitment to Continuous Improvement for our customers.

## Overview

Actionable Analytics is the evolution of cradle-to-grave reporting. Now you can make informed business decisions based on access to up to the minute statistical and transactional data that not only tells you what happened, but how it impacts your business. Actionable Analytics, in conjunction with our ETL service (*see our ETL Solutions Sheet*), gives you insight into what's happening in your Contact Portal.

## We deliver recommendations not raw data

We don't unload data dumps on your doorstep, we provide you with a list of actionable recommendations for improving your automation rates and customer experience. It's data in context that you can use to make decisions, improve efficiencies and drive business.

## Data so flexible we can integrate it into your BI

Our extensible reporting solution can deliver more than 500 real-time and historical reports via a user-friendly web portal. Although you would probably never need them all, there is a wealth of data available and readily accessible to you. That's because all the reporting software, reusable reports and data live in our shared services environment. We can even plug the data into your Business Intelligence application so you can incorporate your contact center data into the bigger picture.

## Business Benefits

- Data is organized and imported into a wide variety of available reports
- Our reports make data meaningful and digestible
- We monitor and analyze data for you so you can react quickly to changes and trends in your contact center that affect your business

## Technical Benefits

- Scalable database and reporting infrastructure allow for maximum operational stability and programming flexibility
- Many options for delivering up-to-the-minute contact center data including caller activity, call volumes and overall Contact Portal solution performance
- Reports and Business Intelligence (BI) can take the form of traditional tabular data, rich graphical displays, or detailed automated data feeds.
- Information is delivered on a regular basis (daily, weekly, monthly, etc.) via email or in a real-time format via a user-friendly web portal.

## Wide Range of Available Reports

We can provide detailed reports on all our Contact Portal services and functions, and can deliver data in a variety of formats including tabular, data feed, Excel or comma delimited.

Our reports provide you with the data you need to run your contact center and your business, including performance, capture, survey results and statistics, inbound and outbound activities, host integration, CTI and much more.

Contact Solutions can also work with you to produce custom reports that meet your specific and changing needs. Our data architecture allows for a wide array of options in presenting key data elements captured and used within the Contact Portal flow, including 500+ real time; out-of-the-box reports that are portal accessible.



## Robust Architecture and Development Options

Our reporting architecture is built around Microsoft's SQL Server product set, which delivers scalable mission critical database and reporting capabilities. In combination with Visual Studio's extensible development capabilities, our reporting infrastructure allows for maximum operational stability in combination with programming flexibility.

## Portal Access and Security Options

Our password protected reports portal offers you a secure method to monitor and measure the performance of your hosted Contact Portal solutions, anywhere at any time. We can also implement criteria-based employee security levels.

Following are just some of our robust reporting capabilities representing the range of data available.

## Application Data Logging

You can receive reports on platform usage and application-specific data records for every call processed on our platform, including

- Unique call identifier
- Call start and end times
- Call end status
- DNIS
- ANI
- Transfer number
- Contact portal Exit Point
- *Plus 20 additional customizable fields*

## Data Storage

Transactional data is statistically summarized daily and made available for reporting purposes. Statistical report data is kept online indefinitely and provides historic insight into Contact Portal program performance. Transactional data is accessible for two months and rolled-up data is available indefinitely.

## Call Volume Reports

Call volume reports allow for close inspection of Contact Portal program performance and trends at a macro and micro level. Call volume reports include:

- Volume and transfer statistics by hour
- By hour as compared with previous single day
- By day for the month
- By month for the current year
- By month for the entire program to-date

Statistical reports available include:

- Calls and minutes
- Transfer to call center counts and percentages
- Call duration
- Busy hour



## Hourly Call Volume Reports

Call volume reports provide a detailed perspective on the quantity and nature of calls processed by the platform as well as the performance of the entire contact automation system, including client host systems and telecom networks. The sample report below shows call volume per hour for a specific application comparing one day with the previous day.

## Monthly and Program-to-Date Call Volume Reports

Call volume reports analyze the effect of time, day of the week, month, etc. on call volume and caller transfer behavior.

## Exit Point Reports

Exit Point reports help you analyze the overall automation performance of your Contact Portal, as well as Contact Portal-to-call center handoff performance.

## Side-by-Side Comparisons

The Side-By-Side Comparisons report provides essential data for multiple applications on the CSI platform. The report helps us to conduct Continuous Improvement analytics on various Exit Points by comparing best practices across several different applications. We can then implement best practices from applications with low transfer rates into applications that have similar Exit Points but high transfer rates.

Like all our contact automation services, Contact Solutions Business Intelligence reporting can be customized to fit your needs so you have the tools you need to make intelligent, well-informed decisions about your contact center operations and processes.

## About Contact Solutions

Contact Solutions delivers on-demand contact automation services. The company's core business is to ensure its clients' self-service automation rates continue to increase well after the initial deployment. With its game-changing Continuous Improvement Practice and world-class hosting facilities, Contact Solutions is incentivized to continually find new contact center savings for their clients. By continuously identifying, implementing, and monitoring new contact automation opportunities, Contact Solutions consistently raises the bar on customer savings by reducing live-agent costs and stepping up the end-user experience.