

Our Check Points provide a lot more than user data. We use them to give you actionable business insight.



Game Changer: Contact Solutions Check Points

Why: Contact Solutions analyzes Check Point data for you on a continuous basis and provide proactive recommendations that you can use to:

- Make business decisions
- Increase efficiencies
- Increase customer satisfaction
- Drive revenue

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

Purpose

Check Points are quantitative data elements that capture caller actions at each decision point on a particular call from start to finish. Check Points tell what you need to know about how your callers use your automated system. When analyzed in aggregated quantities, Check Points deliver statistical data that captures trends, issues and bottlenecks.

Although logging pegs is not new to the industry, Check Points are fairly new. Contact Solutions' Check Points provide true caller pathing. We proactively analyze Check Point data on an ongoing basis and provide recommendations to you based on our findings. We leverage our Check Point data to improve caller experience, shorten call times, make continuous improvements to caller options and call scripts and decrease the number of live agent transfers. We use

Check Points to help you track customer actions at every step of every call so you can closely monitor call paths to refine and improve automated processes.

It's insight you can use to make business decisions, and it is part of our commitment to continuous improvement.

Business Benefits

- We provide analysis and reports to you on a continuous basis, as well as money-saving recommendations based on the data
- Because we analyze aggregated Check Points data for you ongoing, you get insight not only at the user level, but on trends that affect your entire business
- We can turn Check Points on and off as your reporting needs change, providing highly granular analysis or high level reporting

Technical Benefits

- Lowers comparable development costs while increasing customer behavior visibility
- Backed up automatically with no human intervention required
- Scalable up or down depending upon your current needs
- Our Check Points go beyond speech recognition because they tune your entire solution, not just the user input



Use Checkpoints where you need visibility

Now that you know how our Check Points are different, think of the possibilities:

We can add Check Points to the call flow at points at which the caller is likely to take an action:

Menus

Based on your analytical needs, we can place Check Points within a call flow wherever you want to analyze caller behavior; such as whether the caller makes a language choice, a particular menu selection or is timed out of a prompt.

Events

Check points can be written for key events such as whether the caller opts to hear their account balance, registers for a new service, or requests a survey after the call.

Host Transactions

Check points can track the number of completed host transactions such as how many cards are activated, how often specific information is retrieved or certain requests are processed.

We code our applications so that all site data feed counts on every Check Point are unique, and include Check Point duration times for analysis purposes. We don't just tell you what your customer did, we tell you how long it took so you can track call automation efficiencies and make improvements. The duration is set when the application moves from one place to the next, not when the caller actually gets to the place in the call flow.

How Check Points Work

When Check Points are integrated within a contact portal, the call flow is updated to indicate when and where the check points should be written. Check Points are logged via an asynchronous, internal Check Point servlet which executes the database insert if and when the database is available. Check Points only attempt to insert a record once. If the attempt fails, there is no retry or record of the failure.

Important data elements that Check Points identify include:

- Most commonly traveled paths
- Most common paths for transfers
- Unused portions of the contact portal
- Unreachable portions of the contact portal

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.