

6 Reasons Your Contact Center Needs Cross-System Customer Engagement Analytics

Improve your:

Customer Experience

Customer Service Strategy

Business Outcomes & Customer Interactions

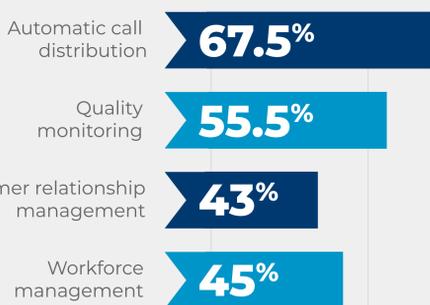


Call center analytics allow your IT and business departments to define and align on common goals.

To ensure that your contact center is meeting your sales and customer support goals, **Key performance metrics (KPIs)** must be set up and supported by your IT staff. Your business applications and customer records should all sync up so you can **provide the best customer experience possible**.

Integrating these KPIs requires mapping out all of your business systems so they can work smarter, together.

Reason #1



91%

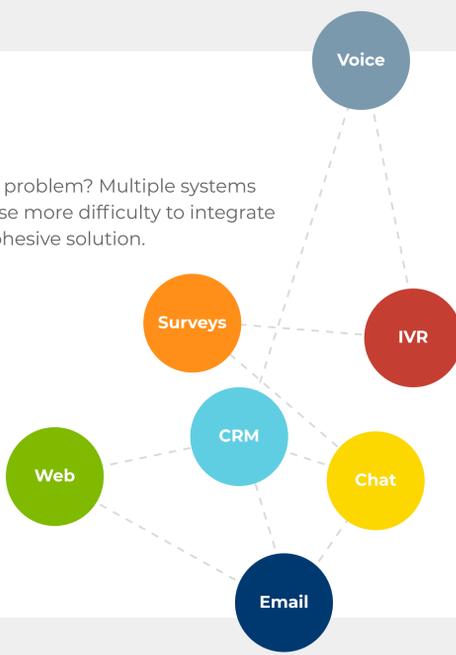
of contact centers must use multiple applications in order to track and measure agent performance.*

These applications should all correlate to supporting the customer interaction.

Reason #2

Over **60%** of call centers are using **7 or more systems** to interact with customers across all channels.†

The problem? Multiple systems cause more difficulty to integrate a cohesive solution.



Reason #3

Integrated, Automated Insights

Multiple systems that are isolated will quickly become rendered ineffective. In order to leverage the benefits of technology, all data must be garnered automatically without manual intervention. Today, many call centers require additional staff to keep multiple spreadsheets in order to analyze their data.



manually integrate data using spreadsheet software*



say the data is not integrated at all*



of companies are developing their own systems, such as data warehouses to integrate the data – which is up from 2016*

Reason #4



The Top 3 Routing Strategies

used by companies do not take into account the demonstrated skillsets or past performance of agents.

Skills-based routing supports higher first call resolution and, overall, better call quality. More companies are using skillbased (or Best Available Agent-based) routing now than in the 2016 trends report, but too many companies do not use the correct metrics to evaluate its agents.

Reason #5

5 Key Metrics

If you can't manage it, How will you measure it?

Key Performance Indicators (KPIs) are an important factor when predicting costs, revenue opportunities and future needs. By leveraging the following metrics as indicators of the quality of the customer experience,

- First Call Resolution
- Call Quality and Call Abandonment
- Service Levels and Response Times
- Forecasting Accuracy
- and Average Handling Time

you can reduce costs and customer frustration, decrease agent burnout, target training and better assist your agents as they resolve customer queries.



Reason #6

Top 3 Benefits of Masergy Cloud Contact Center:



83% of users say it dramatically improved customer experience



77% reported improved customer service strategy



61% have improved outcomes of customer interactions

SOURCES: *Agent Performance Survey Report † Aberdeen