



Connected Analytics for Contact Centers



Improved Business Outcomes for Contact Centers



CUSTOMER EXPERIENCE

Differentiated and
Personalized



REVENUE ACTIVITIES

Promotions
Increase Up-sell and
Cross-sell



OPERATIONS PERFORMANCE

Reduce Costs
Improve Efficiency

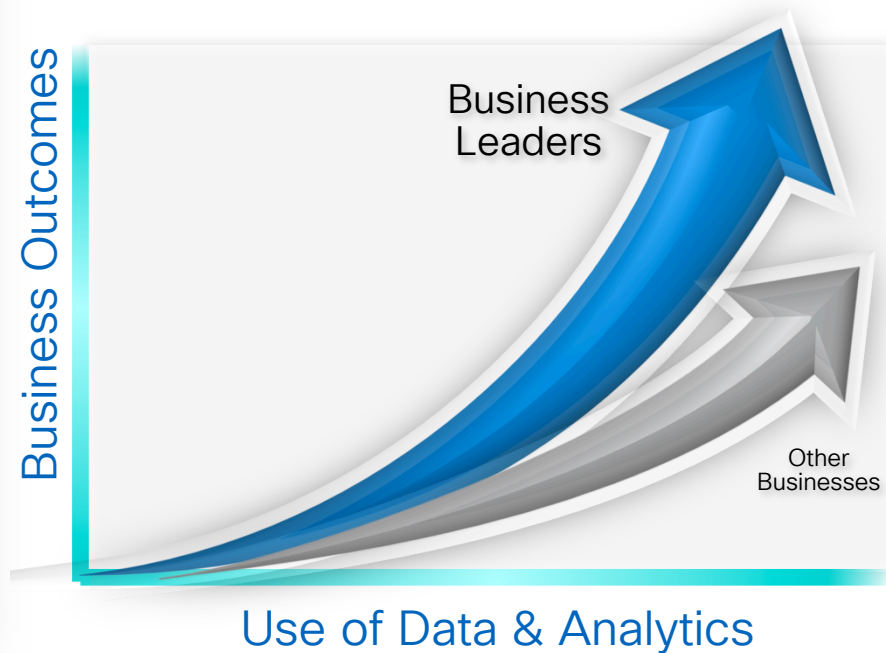
Business Opportunity: Contact Centers Use Their Data To Drive Better Outcomes with Analytics



What the industry is saying....

“As enterprises seek to make more sense of complex customer interactions they come to recognize the limits of their siloed legacy data capture systems, and many are turning to **new analytics** systems that have similarities to IT-based Big Data tools.”

“**Contact centers are ripe for this kind of effort:** they sit at the nexus of multiple data streams but have been slow to make effective use of most of them.”¹



¹ Keith Dawson, Ovum Research February 2012
<http://ovum.com/2012/02/09/contact-center-analytics-looks-a-lot-like-big-data/>

The Challenge



- Through 2017, **90%** of the information assets from big data analytic efforts will be siloed and un leverage-able across multiple business processes.
- **25%** of big data implementations will fail to deliver business value resulting from performance problems due to inadequate network infrastructure.

Gartner

Cisco Connected Analytics

Network-Enriched Insights from Data and Decision Science



Packaged, modular analytics applied to data exhaust from Cisco devices and endpoints enriched with customer operational and business data

Cisco
Packaged
Analytics
Solutions

IT



Optimized
networks for
service agility

Contact Center



**Personalized
contact center
service in
real-time**

Collaboration



Organizational
effectiveness,
collaborative
selling

Retail



Store
operations and
customer
service

Telco



Customer
stickiness and
operational
efficiency

IoE



Enabling new
business models
for innovation,
agility, efficiency

1. TAC Problem Resolution
2. Customer Care Analytics
3. Contact Center Optimization

Success with Connected Analytics



Focus on Generating Revenue

Span customer interactions to capitalize on revenue opportunities:

- Gain a holistic view of the customer, product, services, issues
- Anticipate and predict needs
- Drive revenue opportunities.

More Prepared Agents

With recommendations and a complete view of customer, agents provide:

- Higher level of service
- Resolve issues faster
- Improve operational metrics

Increased C-Sat Scores

Predictive and personalized service:

- Differentiates your business
- Increases customer satisfaction
- Retains customers
- Influences future revenue.

Connected Analytics for Contact Center Offer

A Winning Combination of Software and Services



Connected Analytics for Contact Center

Data Integration Software



- Aggregates data from multiple locations, different formats
- Customized extract, transform & load (ETL) script for structured & unstructured data ingestion



Analytics Software



- Analytics software for modeling
- Business rules engine
- Visualizations

Cisco Data & Decision Sciences

- Quantifies business problems
- Executes modeling and evaluation
- Delivers actionable recommendations



Operations Performance & Revenue Activities

Example: Make your “End of Call” info do more for you



Challenges

- We use Wrap Up codes, but we need to do more with them
- We want to predict future business and call volumes associated with wrap up codes
- We are asked to target customers likely to accept upsell/cross sell offers but are not sure how to be effective

Solution

- Wrap-up call analysis using UCCE data, CRM, and other enterprise data sources
- Analyze and identify call characteristics (successful wrap-up, call length, time of day, etc.)
- Use real-time analytics to drive precision routing, identify successful wrap up sequences, successful agents to determine cross training.

Impact & Results

- Callers speak with most knowledge able agents faster, reduce FCR, TTR
- Increase revenue with higher acceptance rates on promotions/offers
- Increase agent productivity
- Continuously improve routing efficiency

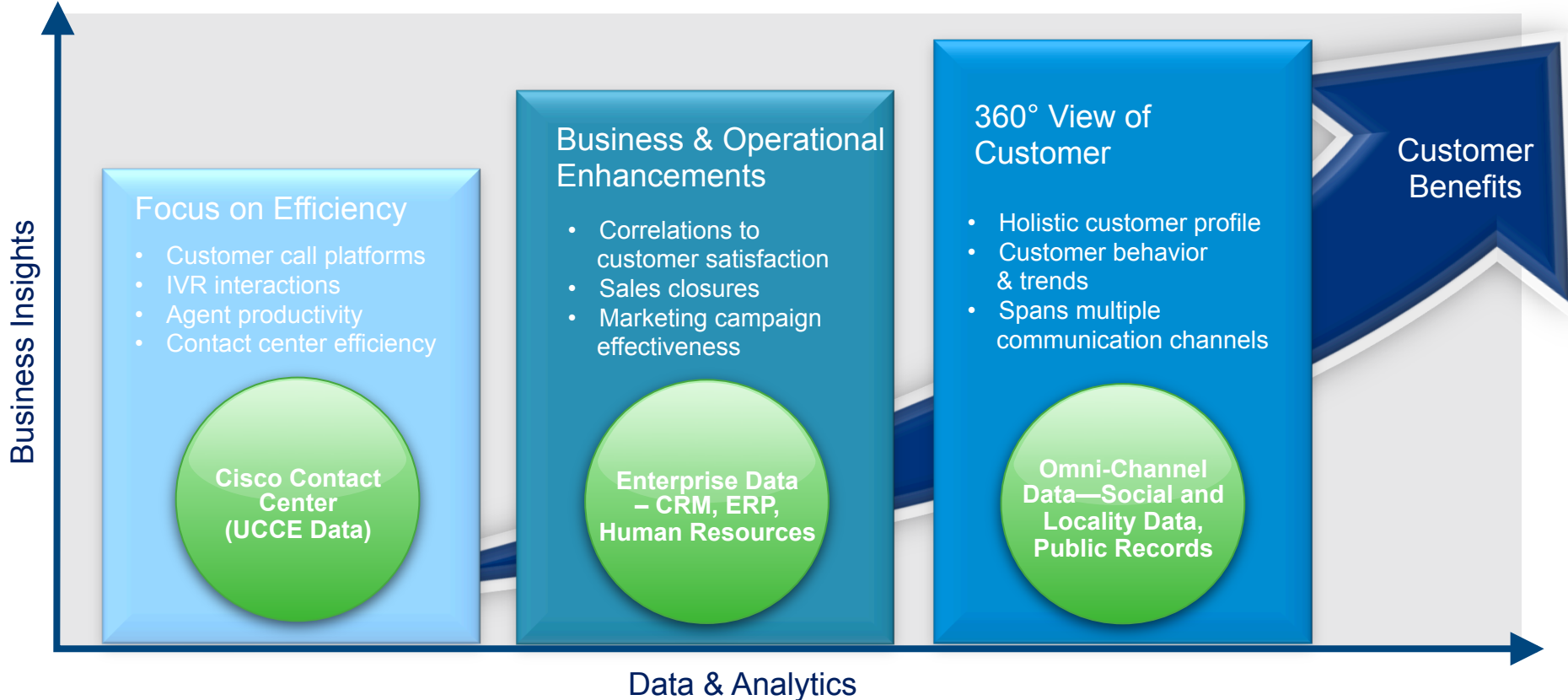


Cisco Connected Analytics for Contact Centers



Enables contact centers to deliver personalized customer service, reduce churn, present targeted offers, and improve agent productivity

Connected Analytics: Customized to Your Needs



Connected Analytics Enables Positive Business Outcomes



Descriptive Analytics

Gain clear understanding of business performance, identify targeted areas for improvement



Predictive Analytics

Per extracted business metrics, predict future trends and behavior



Decision Strategy

Derive actionable insights and execution strategies



Business Outcomes

Operational Efficiency

- IVR tree enhancement
- Repeat call reduction
- Workforce optimization

Improved Customer Care

- First contact resolution
- CSAT improvement

Increased Revenue

- Customer retention programs
- Cross sell & upsell strategies

Connected Analytics Improves the Customer Care Journey



Initial Contact

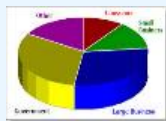
Post Engagement

**Inbound & Outbound
Customer Interaction**

**Customer Self-Help/
Redirection**

**Optimal Customer
Treatment**

Decision Strategy



Segmentation Analytics

- Accurate demographic & geographic identification
- Communication channel & language selection
- Personalized outbound campaign messaging



Chat



Mobile
Devices



Social



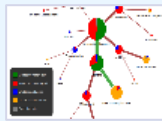
E-Mail



Video



Voice



Text Mining & Click Stream Monitoring

- Problem details
- How-to & user documentation
- Video tutorials
- Product alert & recall
- Click to chat or video-call agent
- Search customer threads
- Ask questions



Help Portal



Social
Community



Sentiment Analysis & Predictive Analytics

- Best-match agent selection
- Customer sentiment understanding
- Churn risk evaluation
- Agent advice & service recommendations



Customer
Context



Process Metrics & Insights

- Customer follow-up strategies
- Staffing management strategies
- Analytics driven operations improvement strategies



E-Mail
Survey



Post
Call
Survey



Customer
Workflow

Public Sector Agency (U.S.)

Uses Connected Analytics for Contact Center to predict and proactively address issues



Challenges

- High call volumes with little understanding of causes
- Wanted to evolve from a reactive model to be more efficient and plan for growth
- Lacked knowledge about talent and skills of field personnel

Solution

- Correlated trouble tickets to events, processes, people, geography
- Provide detailed analysis on call data (by geo, by issue, by product, etc.) predicting escalations and early warnings, RMAs

Impact & Results

- Visibility into service requests trending and critical issues
- Predicting issues allowed for preemptive actions
- Results of analysis and insights drove justification for additional resources and training



Cisco TAC

Leverage Predictive Analytics to Inform Decisions



Challenges

- Reduce Customer Assurance Program escalation cases
- Resolve service calls effectively and efficiently
- Avoid overloading CSEs

Solution

- Predictive analytics identifies service calls likely to escalate
- Business rules engine drives critical actions to mitigate risk of escalation and serve based on customer value
- Utilizes intelligent routing to best match support resources based on skills, availability, and current

Impact & Results

- Increased first call resolution
- Use of low-cost channels
- Decrease number of calls, misrouted calls, and call duration
- Improved service, customer insight
- Reduced costs
- Increased agent productivity



Benefit from Cisco Expertise



Cisco Connected Analytics gives you access to:



Leader in contact center technology and services



Trusted advisor to IT and business organization



Access to Cisco data expertise and technology



Single source for holistic contact center management, data decision sciences analytics, & IT solutions and services





DEMONSTRATION



CISCO TM