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

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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

Cisco Data & Decision Sciences
- Quantifies business problems
- Executes modeling and evaluation
- Delivers actionable recommendations

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
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 knowledgeable 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

Customer Benefits

Business & Operational Enhancements
- Correlations to customer satisfaction
- Sales closures
- Marketing campaign effectiveness

Enterprise Data – CRM, ERP, Human Resources

360° View of Customer
- Holistic customer profile
- Customer behavior & trends
- Spans multiple communication channels

Omni-Channel Data—Social and Locality Data, Public Records

Data & Analytics

Focus on Efficiency
- Customer call platforms
- IVR interactions
- Agent productivity
- Contact center efficiency

Cisco Contact Center (UCCE Data)
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

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### 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

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

**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

**Sentiment Analysis & Predictive Analytics**
- Best-match agent selection
- Customer sentiment understanding
- Churn risk evaluation
- Agent advice & service recommendations

**Process Metrics & Insights**
- Customer follow-up strategies
- Staffing management strategies
- Analytics driven operations improvement strategies
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
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