Customer Journey Analyzer for Business Metrics (Trials)

Customer Journey Analyzer

Customer Journey Analyzer is a cloud service that processes historical contact center data from on-premise deployment to generate specific Business Metrics. It displays trends to help you identify patterns and gain insight for continuous improvement. You can view the Abandoned Contacts dashboard on the Customer Journey Analyzer, which enables supervisors and business analysts to identify where contacts are being abandoned and take appropriate action. You can use Customer Journey Analyzer to create visualizations using Customer Activity Records and Customer Session Records.

The following reports are part of the Abandoned Contacts dashboard:

- Total Abandoned Contacts

- Leading Abandonment Reason

- Call Back / Renewed Chat Rate

- Customer Journey

- Contacts Trend

- Abandoned Contacts by Stage

- Abandoned Contact Details

For more informatiion on the reports, you can refer to **Online Help** in the dashboard.

Task Flow to Enable Customer Journey Analyzer

To enable Customer Journey Analyzer in your Cisco Packaged CCE solution, the task flow is as follows:

Note For more information on security aspects of this feature refer to the topic *Serviceability for Cloud Connect* at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-contact-center-enterprise/products-implementation-design-guides-list.html

Note For more information on Bandwidth calculators and Latency requirements, refer the topic *Bandwidth, Latency Consideration for Customer Journey Analyzer* at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-contact-center-enterprise/products-implementation-design-guides-list.html.

Sequence	Task
1	Install and configure the Cisco Packaged CCE 12.5(1) solution. For more information, see *Cisco Packaged Contact Center Enterprise Installation and Upgrade Guide* available at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-installation-guides-list.html.
2	Work with your Cisco Partner to on board your organization. For information, see Provision Customer Journey Analyzer, on page 2.
3	Install Cloud Connect Nodes and add inventory. For more information, see Install Cloud Connect Cluster, on page 3. **Note**: If you are upgrading to Cisco Packaged CCE Release 12.5(1), make sure all components are upgraded before installing Cloud Connect.
4	Complete the configurations for Customer Journey Analyzer. For more information, see Configurations for Cloud Connect.
5	Provision users to access Customer Journey Analyzer. For more information, see Provision Users, on page 4.
6	Cisco Packaged CCE solution users who are provisioned to use Customer Journey Analyzer, can launch it from the Cisco Unified Intelligence Center interface. For more information, see *Introduction to Cisco Unified Intelligence Center* chapter in *Cisco Unified Intelligence Center User Guide* available at https://www.cisco.com/c/en/us/support/customer-collaboration/unified-intelligence-center/products-user-guide-list.html.

Provision Customer Journey Analyzer

Work with your Cisco account partner to provision Customer Journey Analyzer for your Organization. Your Cisco account partner can provide Customer Journey Analyzer specific entitlements to your Cisco Webex Control Hub account.

When your Organization is entitled for Customer Journey Analyzer, you will receive an email requesting a sign-in to Cisco Webex Control Hub and password change.

Install Cloud Connect Cluster

Before you register to Cloud Connect on Cisco Webex Control Hub, install the Cloud Connect cluster in the Packaged CCE deployment. Install Cloud Connect on a separate Virtual Machine.

Install Cloud Connect on Cisco Unified Voice Operating System (VOS). This is an appliance model or closed-box and does not support navigation into, or manipulation of, the file system.

For more information about installing Cloud Connect, see *Cisco Packaged Contact Center Enterprise Installation and Upgrade Guide, Release 12.5(1)*.

Customer Journey Analyzer Configuration

To publish data to Customer Journey Analyzer, complete the following configurations:

- Before you register to Cloud Connect, include a Cloud Connect machine in the system inventory of the Packaged CCE deployment. For more information, see *Initial Configuration for Cloud Connect* section in *Cisco Packaged Contact Center Enterprise Installation and Upgrade Guide* available at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-installation-guides-list.html.

- To communicate with Customer Journey Analyzer, ensure to configure the proxy details used by Cloud Connect cluster. For more information, see *Cloud Connect Integration* section in *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* available at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.

- Register your Cisco Packaged CCE solution with Cloud Connect. For more information, see Register Packaged CCE with Cisco Webex Cloud, on page 3.

- To allow your Packaged CCE deployment to generate and publish data to Customer Journey Analyzer, ensure to enable the data generation and data streaming options. For more information, see *Cloud Connect Integration* section in *Cisco Packaged Contact Center Enterprise Administration and Configuration Guide* available at https://www.cisco.com/c/en/us/support/customer-collaboration/packaged-contact-center-enterprise/products-maintenance-guides-list.html.

Register Packaged CCE with Cisco Webex Cloud

To use Customer Journey Analyzer, register Unified CCX with Cisco Webex Cloud. Registration establishes a communication channel between the Packaged CCE deployment and Customer Journey Analyzer.

Before you begin the registration ensure that:

- Ensure that you have Administrator credentials of your organization for Cisco Webex Control Hub.

- Ensure that you have the Cloud Connect publisher node FQDN details.

- Ensure that your system has connectivity to both Cisco Webex Control Hub and to your Cloud Connect servers during registration.

- Ensure to configure the HTTP Proxy settings to enable Cloud Connect servers to access services in Cisco Webex Contact Center.

For more information about how to register, see the article *Register Cloud Connect* in https://help.webex.com/en-us/n24wo0fb/Register-Cloud-Connect.

Customer Journey Analyzer Data Flow

After enabling the data streaming, the **Cloud Connect** starts processing the call. The agent state changes, and publishes the data to the Analyzer.

The data flow is as follows:

1. **Cloud Connect Read** configuration data from CCE AWDB database. It reads all data in the required tables during the startup and reads differential data after that.

2. On periodic intervals, the call data and the agent state transition data, is read by Cloud Connect in mini batches.

3. Cloud Connect groups the data based on when the call is completed, transforms the data and sends it to the analyzer.

4. Analyzer processes and creates the business metrics dashboard.

Provision Users

After registering Unified CCX with Cisco Webex Cloud, administrator must manually provision the users who can access Customer Journey Analyzer.

Administrator can provision users from Cisco Webex Control Hub. For more information, see Add Users Manually in Cisco Webex Control Hub and Add Multiple Users in Cisco Webex Control Hub with the CSV Template.

After provisioning users, the Customer Journey Analyzer administrator must assign profiles and rights to users from the Cisco Webex Contact Center Management Portal. For more information, see *User Profiles* and *Access Rights* sections in the *CiscoWebex Contact Center Management Portal User Guide* at https://www.cisco.com/c/en/us/support/customer-collaboration/customer-journey-platform/products-user-guide-list.html.

Access Customer Experience Analytics (CEA)

You must have completed the registration process to access Customer Experience Analytics (CEA). You can access Customer Experience Analytics (CEA) from the Cisco Unified Intelligence Center interface.

For more information, see *Introduction to Cisco Unified Intelligence Center* chapter in *Cisco Unified Intelligence Center User Guide*.