



## BUSINESS INTELLIGENCE IN THE CONTACT CENTER

### Transforming Customer Data into Meaningful Business Intelligence

Traditionally, contact centers have measured success by tracking call length, average speed of answer, call duration, and other key metrics. While these numbers are useful, they tell only part of the story of how well a contact center is performing.

As an indicator of operational effectiveness, “customer satisfaction” is growing in importance. However, customer satisfaction means different things to different people, and how you measure it will vary from one business to another. Likewise, first call resolution may not be a clear indicator of service levels. There might be a good reason why a customer must call a second time to complete a transaction; conversely, a transaction being completed in one call doesn’t tell you how the customer felt about the experience.

In addition, today’s contact centers often incorporate back-office applications and multiple channels of interaction, such as email, web chat, and social media, in addition to voice calling. This increased level of complexity requires new ways to measure and assess performance.



## The Business Intelligence Challenge — and the Solution

The good news is that your contact center generates large amounts of data about your customers and your interactions with them. But what is the best way to bring that data together and use it to understand how your contact center — and more broadly, your business — is really performing?

The contact center experts at ConvergeOne will help you make sense of all your customer interactions — turning the data you gather into business intelligence you can use to improve operational efficiency and customer service.

## Not Your Vendor — Your Partner

At ConvergeOne, our goal is to earn your trust as an advisor and partner — someone you count on to deliver the very best solution based on your business and your goals. That means we sit down with you to thoroughly understand your business needs, objectives, environment, and pain points. We also want to know who your customers are and how they want to do business with you.

This commitment to truly knowing your business enables ConvergeOne to recommend a solution that will help you better understand and enhance the customer experience — evolving your contact center from a cost center to a profit center.

## A Solution Focused on Your Goals

ConvergeOne will help you define your contact center objectives and the best way to measure them at the operational level. Then we'll help you take everything you know about your customer interactions and analyze how well they line up with your goals.

Through our comprehensive portfolio of applications and services, ConvergeOne will deliver an end-to-end business intelligence solution that will help your contact center:

- > Integrate your infrastructure, systems, and applications to capture information from multiple sources.
- > Create a single data warehouse to centralize your reporting functionality and enable thorough root cause analysis.
- > Analyze the data from different perspectives, for a more holistic view of customer interactions and agent performance.
- > Assess the results based on your unique business objectives, to see how well your contact center is delivering on those objectives.



**We help you define your contact center objectives and the best way to measure them at the operational level.**

ConvergeOne will help you make sense of your data, no matter the source — enabling you to maximize the value of contact center tools including:

- > Call recording
- > Real-time call monitoring
- > Speech analytics
- > Desktop analytics
- > Multichannel analytics
- > Customer surveys
- > Agent scorecards and dashboards
- > Workforce management
- > eLearning and coaching
- > Key metrics reporting

The result is meaningful business intelligence that can help you enhance the customer experience, improve agent productivity, reduce costs, and increase revenue.

## All the Resources You Need

At ConvergeOne, our highly knowledgeable team of specialists are certified in multiple technologies and dedicated to supporting contact centers. That professional expertise combined with our flexible, personalized business model allows ConvergeOne to meet your needs at any stage of solution integration, from design through ongoing management.

ConvergeOne also has a robust partner program that includes some of the top technology innovators in the industry, who work with us — and our customers — to deliver best-in-breed tools and strategies for the contact center.

**For more information about our business intelligence solutions for the contact center, please contact your ConvergeOne representative, visit [convergeone.com](https://convergeone.com), or call 888 321 6227.**

