

# Veracity Contact Center

## Veracity Contact Center Analyzer

- REAL-TIME OPERATIONAL DASHBOARDS
- SCHEDULED PERFORMANCE REPORTING
- INTERACTIVE CUSTOMER ENGAGEMENT ANALYTICS

### An Interactive, Unified View into All Your Operations

Take control of your contact center with a unified view into your data and gain operational understanding and insights from a whole new perspective. With the Veracity Contact Center Analyzer, you can for the first time have a complete view of your customer interactions in real time and historically—no matter what operational system or channel through which interactions occurred—so you can optimize for operational efficiency, financial performance, business outcomes, or a better customer experience.

Veracity Contact Center Analyzer brings data together from your automated call distributor (ACD), interactive voice response (IVR), WFO, outbound campaign, customer relationship management (CRM), and other customer applications and data sources such as demographic services into a Customer Engagement Analytics Repository in the cloud so that you can analyze, understand, manage and automate customer interactions in new and innovative ways.

### This Data is Presented As:

**Real-time Operational Dashboards** – Used to monitor operations throughout the day so you can make changes at any time to maximize performance and productivity on the fly.

**Scheduled Performance Reports** – That automate the creation of daily, weekly, monthly, and quarterly cross-system reports that you have been creating manually with tools such as Excel, freeing your time to focus on higher-value management tasks and performance improvements.

**Interactive Customer Engagement Analytics** – That captures, organizes, and lets you interactively explore your customer interactions and agent activity.

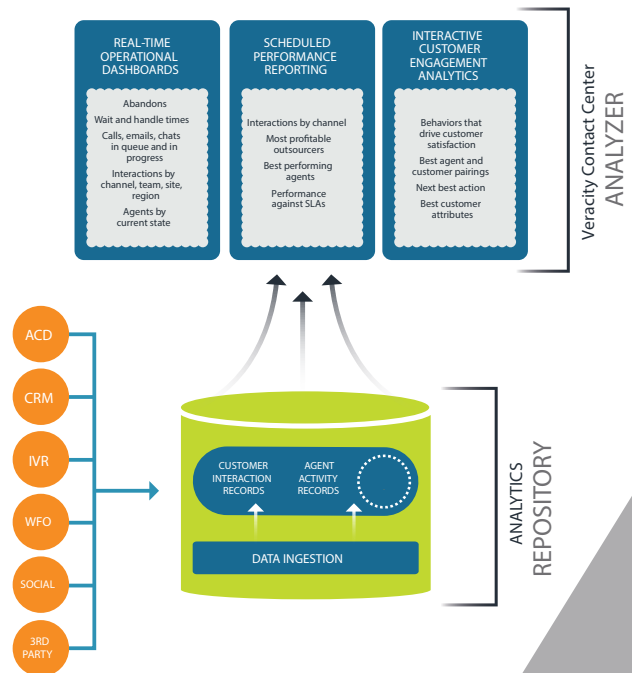


FIGURE 1

Veracity Contact Center Analyzer generates a real-time, scheduled or interactive view of your operations and business using cross-system data records created in the Customer Engagement Analytics Repository.



# Veracity Contact Center

## The Customer Engagement Repository

At the core of the Veracity Contact Center Analyzer is the Customer Engagement Analytics Repository that stitches together customer interaction and agent activity records from multiple contact center systems and vendors, including in-house built systems for a complete view of contact center customer engagements. The repository can be updated on a real-time or periodic basis.

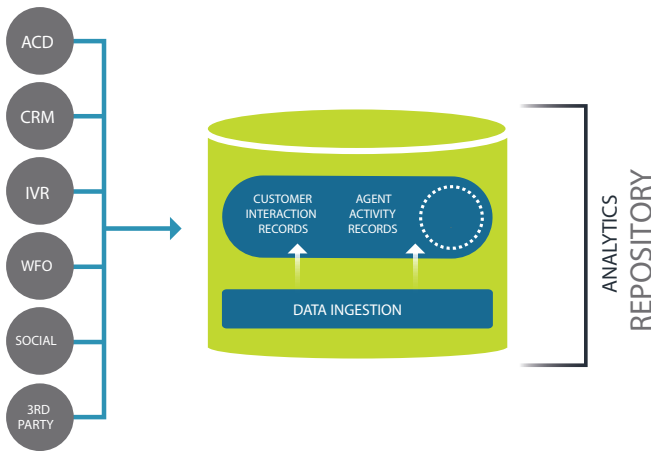


FIGURE 2

Gathering data from your various contact center applications and systems in real-time or a periodic basis, the Contact Center Analyzer creates integrated Customer Interaction and Agent Activity Records for each customer engagement across channels that provide operational and business insights like never before.

Customer Engagement Analytics Repository uses a predefined contact-center system-aware data dictionary that can adapt to unique and varied data sources and data types for quick insights, implementations, and ROIs. It is built using Big Data and NoSQL techniques for ultimate performance and extensibility.

Universal Data Dictionary – Understands the data fields and formats coming from the various systems the call center uses—ACD, IVR, WFO, Outbound Campaign, CRM, Marketing, Consumer Demographics—and applies heuristics to normalize the data across systems and vendors.

Multi-source Linking™ – Sophisticated heuristics connect collected in different systems that represent the actions from a customer or agent trying to accomplish a single task, such as placing an order, asking a technical question, or inquiring about the status of a shipment.

Customer Interaction Records™ – Connects all the data collected in different systems that represent the actions taken by a customer with the same intent, providing a complete view of what a customer does to evaluate, purchase, or obtain service for your products.

Agent Activity Records™ – Provides objective, statistical insight into the actions, behavior, and real-world performance of agents over time with particular kinds of customers, products, and interaction types so you can optimize your use of agents to maximize business outcomes.

# Veracity Contact Center

## Analytics with Veracity Contact Center Analyzer

Contact Center Analyzer is a browser-based analytics and reporting application used to segment, profile, and visualize the data in contact center systems. Identify key variables that impact productivity and desired business outcomes.

It provides a unified view into all fields in your contact center systems. Within a single browser window, you drag and drop data from your ACD, IVR, WFO, Outbound Campaign, Chat, Email, CRM, and other customer interaction systems to create interactive pivot tables, bar charts, line charts, pie charts, and time motion charts that represent the data in its most meaningful light.

### From This Process You:

**Create Cross-System Measures** – Create new business metrics calculated using fields and measures from multiple systems. Use your imagination: average revenue per call or agent teams, average customer satisfaction ratings by marketing program, product, or...

**Create Custom KPI library** – Create, store, and standardize on cross-system key performance indicators (KPIs) specific to your business that map agent and customer activity to business outcomes.

**Correlate Operational and Business Measures** – Map operational efficiency measures such as offered calls, handled calls, abandons, average handle times, and average response times to business performance measures such as first call resolutions, CSAT, NPS, conversions, revenues, profits, and retentions.

**Find What Impacts Business Outcomes** – Identify key variables that impact your sales, customer retention, and customer satisfaction. Statistically pinpoint high performing agent teams, successful marketing programs, and customer demographics that make a difference.

**Find What and Who Delivers Results** – Group your performance data by lead sources, affiliate partners, brands,

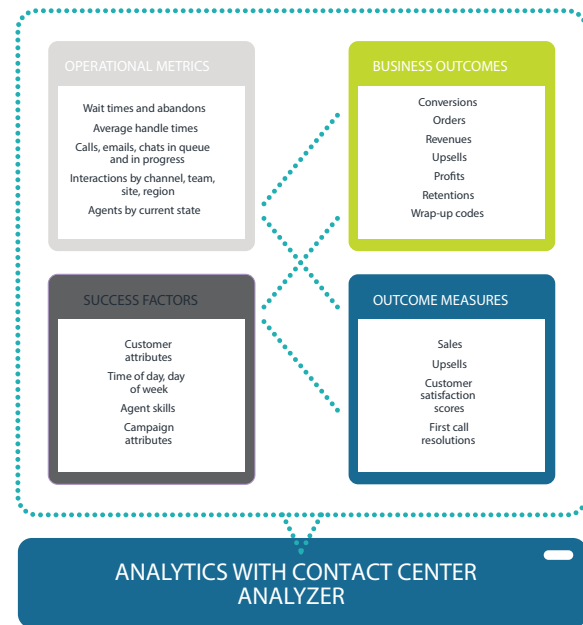


FIGURE 3

With Contact Center Analyzer, review customer interactions, map operational metrics to customer and agent factors, and discover how to optimize performance.

customer segments, dialed numbers, queues, agents, sites, or vendors; then map to sales, order size, retentions, upsells, first call resolutions, and CSAT scores.

## The Result

**Real-time Operational Dashboards** – That visually display everything going on in the contact center across channels, systems, and sites, including queues, call volumes, agent activities and states, and the nature of current customer interactions.

**Scheduled Performance Reports** – That detail periodic performance against key goals get automatically distributed to key stakeholders.

**Exploratory and Trend Analyses** – That tell you where your desired business outcomes and positive results really come from; such as agent behaviors, customer attributes, scripts, teams, outsourcers, or marketing campaigns.



# Veracity Contact Center

Customer Interaction  
Data from your Contact  
Center systems

Agent Activity Data from  
your Contact Center  
systems

Drag and Drop Fields  
onto the visualization  
canvas

Schedule Insights to  
Operationalize and Share

Create your own  
cross-system KPI  
formulas



Library of  
custom KPIs

Measures – are  
computed  
values that are  
automatically  
created as part  
of the data dictionary

Pivot Tables to view  
data from multiple  
perspectives

- Heat Maps
- Pie Charts
- Line Charts
- Bar Charts
- Tables
- Time Motion Charts

Cross Channel  
Analysis

Filter by time  
frames, sites, values  
and format

With an intuitive drag and drop user interface, you segment, profile, pivot, and graph your cross-system data into real-time dashboards, performance reports, and analytic insights you need. The data from your various contact center systems such as your ACD, IVR, Chat, Email, CRM, and other systems appear in a panel on your left. From there, you drag and drop them into a central analysis canvas to create insights and visualizations that identify correlations and trends.

