

Performance analytics empowers management to access, absorb, and act on data more quickly. With multiple missions, contact centers can no longer rely on KPIs and other information generated by the automatic call distributor and related support subsystems. Information must come from multiple data bases and devices. For example, if the objective is to grow revenue, then the contact center needs to know how much revenue is being generated in whole or in part from the agent pool and measure this by agent and by time unit. If the goal is cost reduction, then it is necessary to understand the cost of processing a call through various channels. No ACD or workforce management system knows what revenue or costs are related to contact center interactions. The data resides elsewhere in the organization.

A Performance analytics (PA) solution – often referred to as performance management software – scoops data from various sources, sets it aside in a central DataMart, unifies it so it can be extracted and manipulated, then presents it to agents and managers in the form and channel that best stimulates improved performance. Performance analytics software is invaluable for capturing and reporting expense and revenue data.

One of the greatest advantages is the ability to make faster and more effective decisions that result from having real-time access to the information.

“We can measure anything that we track... Activ! Intelligence can capture that data and deliver the information to whomever you authorize to receive it. A huge benefit is that we can get all of this information from all of our nine sites.”

- Lou Orsi
Vice President
1-800-Flowers.com

“The built-in messaging system led to more timely communications between supervisors and agents.

“We use this to alert people to meetings or immediate incentives. The message pops on the screen immediately. The real-time messaging has been a huge win for us.”

- Bruce Allison
Call Center Manager
House Values

Financial Benefits of Performance Analytics					
	Cost Savings			Revenue Enhancement	
	Labor	Productivity	Other	Direct	Indirect
Consolidated information		✓		✓	
Presentation of “Metrics that Matter”		✓			✓
Automated reporting	✓				
Integrated workflows	✓			✓	
Centralized messaging		✓			
Real-time alerts for faster decision-making		✓			
Drill-down to identify causes	✓				
Faster call processing	✓		✓	✓	
Higher first-contact resolution	✓		✓		✓

Reduction in Call Handle Time

The most immediate and most easily measured benefit is a sharp reduction in average handle time. The software reduces handle time in two ways. First, consolidating the information that agents need into a variety of views reduces the time it would otherwise have taken to wade through multiple data bases and Web sites and log in and out of separate applications. The other way PA reduces handle time is through pre-configured workflows.

Automated Reporting

Another important money saver is automating the reporting process. By some estimates, supervisors spend as much as 30 percent of their time preparing reports. Manual reporting involves completing complex spreadsheets based on data from various contact center support systems and enterprise data bases. Performance analytics calculates the various measurements (for example, cost per call), and displays graphical tables that show real-time performance. The software spotlights significant deviations that need immediate attention.



Informed Decision Making

Although it's hard to quantify, perhaps the most important contribution is the more informed decision-making that results from having all this information readily available. If, for example, there is a service level problem in the Denver contact center, managers get an alert or email message. The manager can then drill down to find out the cause – perhaps there is a problem with the network, attendance is down because of bad weather, or a training session was erroneously scheduled during a peak calling period. Once the cause has been identified, managers can then take the appropriate actions, like notifying home agents to login or deflecting more calls to a contact center that is experiencing low traffic. Lacking this centralized depot of information it could have taken many hours of phone calls and analysis of application-specific reports to get to the root of the problem.

Case Study - HouseValues

HouseValues generates 100 percent of its revenues through telephone contact. Account Executives make outbound calls to sell real estate agents on HouseValues services. The biggest obstacle hindering contact center productivity was the difficulty in getting timely and comprehensive reports. Creating performance reports and calculating incentive earnings meant hours downloading call statistics into Excel then sorting and reformatting the information – a lot of work to get the reports they needed.

VPI produces Activ! Intelligence, a unique application that combines many of the features of analytics, e-Learning, performance management and CRM. HouseValues piloted VPI's Activ! Intelligence for four months. At the conclusion of the trial they observed substantial improvements in the time it required to prepare reports and in contact center effectiveness:

- Savings of nine hours per month in preparing manual reports
- Savings of 15 hours per month in verifying time sheets
- Savings of 15.5 hours per month in reporting tracked sales leads to AEs.
- Savings of six hours per month in preparing special sales reports for marketing department
- Account executives gained an additional 40 minutes per day to spend generating new business and they used it well. For one of these teams, revenue climbed 22% over the control group.
- 13 percent gain in certification sales reported by one of two teams.
- Helped reduce abandoned calls by 50 percent; Collections were up substantially due largely to the 50 percent drop in abandonment

About the Author

Richard Bucci is Associate Consultant for The PELORUS Group (www.Pelorus-Group.com) where he specializes in contact center technologies. He has authored in-depth reports on interactive voice response, workforce management, and quality monitoring. Richard's articles and observations have been published in CRM Today, Contact Center World, Communications Convergence, CRM Magazine, Call Center Magazine, Contact Professional, Call Center News, Speech Technology, and several other trade and business publications.

About The PELORUS Group

Founded in 1987, The PELORUS Group has emerged as one of the fastest growing independent market research and consultancy companies in the financial services and telecommunications industries. The PELORUS Group produces authoritative analysis and research reports, provides custom business planning services, and offers timely industry conferences.

About VPI

VPI (Voice Print International) is a leading innovator and provider of integrated call recording and workforce optimization solutions for enterprises, trading floors, government agencies, and first responders. Through its award-winning suite of solutions, VPI empowers organizations to proactively improve the customer experience, increase workforce performance, ensure compliance, and align tactical and strategic objectives across the enterprise. With the power to be proactive, organizations are equipped to actively identify and maximize opportunities and minimize risk. For more than a decade, VPI has been providing proven technology and superior service to more than 1,000 customers in over 25 countries. Learn more at www.VPI-Corp.com or call 1-800-200-5430.

