Cisco Connected Analytics for Contact Center

INCREASE CALL CENTER EFFICIENCY AND IMPROVE YOUR CUSTOMERS' EXPERIENCE

What Is Connected Analytics for Contact Center?

Cisco® Connected Analytics for Contact Center (CACC) is analytics software that uses contact center data to deliver actionable intelligence in time to influence operational efficiencies and improve the customer experience. By aggregating contact center data, CACC helps you quantify business problems, such as pinpointing your most effective agents, improving agent efficiency, and understanding your customers' call experience including hold times and transfers. With this valuable information, contact centers can provide a better customer experience, improve agent productivity, lower operating costs, and boost call center efficiency.

Using Cisco Data Virtualization software, we aggregate your call center data and present a unified data view of analytics. CACC delivers both descriptive and predictive analytics. Descriptive analytics help you understand business performance and target areas for improvement. Predictive analytics help you predict future trends and behavior from extracted business insight. With this insight you can create a strategy to improve your contact center.

The Power of Analytics for the Contact Center

Customer expectations are changing as customers are more inundated with information now than ever before. Contact centers must exceed customer expectations to remain competitive. This, in combination with the fact that contact centers are encountering growing costs and complexity, means it's important for contact centers to find ways to reduce operating expenses while improving customer care.

By extracting data generated in the contact center, you can transform and derive key metrics for decisions and visualizations. Using analytics, you can gain insight on how to influence contact handling and provide direction to contact center personnel. These improvements made in the contact center, day after day, create overall savings and revenue growth for your entire company. In addition, company leaders can use insight from the contact center, turning the contact center into a source for large-scale business decisions that can save the company millions of dollars.

How is Connected Analytics for Contact Center Different?

Cisco's networking, infrastructure, and contact center leadership position provides unique capability to use Cisco Unified Contact Center Enterprise (UCCE) or Packaged Contact Center Enterprise (PCCE) data for new customer insight. CACC enhances and extends the value of Contact Center Enterprise (CCE) data to line of business managers, turning the contact center into a source for business decisions and creating better outcomes. Through using Cisco proprietary technologies and data science to power the CACC solution, we provide CCE customers a Cisco product offering for the contact center. Because Cisco CACC is a prepackaged, out-of-the-box solution that pulls data from CCE, it's easier for you to get started with operational analytics and expand capabilities in the future.

Cisco CACC provides predictive analytics on CCE data, enabling you to influence contact center efficiencies. Specific analytics include:

- Customer call patterns
- Wrap-up call analysis
- Agent productivity monitoring
- Customer effort reduction
- Proactive supervisor notification
- Recommended actions
- Tuning of business rules

Influencing your customers' experience through predictive analytics of CCE data helps you improve customer satisfaction. Specific analytics we can derive from CCE include:

- First-contact resolution
- Customer satisfaction by agent
- Call state analysis
- Issue resolution path analysis
- Transfer analysis

Benefits of Cisco Connected Analytics for Contact Center

- **Boost operational efficiency**: Analytics, such as call analysis, wrap-up code analysis, and agent analysis, can help you reduce the number of repeat calls from customers, track agents' performance to pinpoint areas for improvement, and train agents for better agent retention, all of which can lower operating costs and boost revenue.

- **Improve customer care**: Create a better customer experience by analyzing call history to improve first-contact resolution, knowing your most effective agents and their expertise for better call routing, and reducing customer effort in the call process. With CACC, you can strategically improve your customer satisfaction (CSAT) scores.

Why Cisco

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company, but we can also bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight, insights you can use to change behavior, capture opportunity, respond to threats, and improve your business.

For More Information

For more information about Connected Analytics for Contact Center or to request a private briefing, contact us at ask-ccanalytics@cisco.com.