PRODUCT OVERVIEW

Customer Engagement 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 all your data and gain operational understanding and insights from a whole new perspective. With the Transera Customer Engagement 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.

The Transera Customer Engagement Analyzer brings data together from your automated call distributor (ACD), interactive voice response (IVR), customer relationship management (CRM) and other customer applications and data sources such as demographic services into a Customer Engagement 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 operational changes at any time during the day 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 like 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 and cross-analyze your customer interactions and agent activity with business and financial results to find opportunities for optimization you never knew existed.
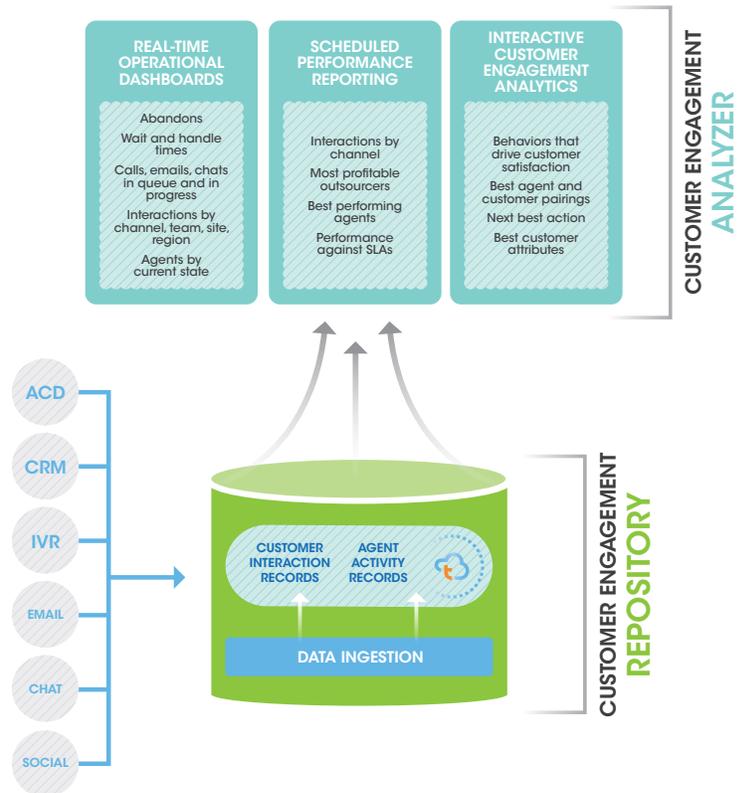

REAL-TIME OPERATIONAL DASHBOARDS	SCHEDULED PERFORMANCE REPORTING	INTERACTIVE CUSTOMER ENGAGEMENT ANALYTICS
Abandons	Interactions by channel	Behaviors that drive customer satisfaction
Wait and handle times	Most profitable outsourcers	Best agent and customer pairings
Calls, emails, chats in queue and in progress	Best performing agents	Next best action
Interactions by channel, team, site, region	Performance against SLAs	Best customer attributes
Agents by current state		

CUSTOMER ENGAGEMENT ANALYZER

ACD
CRM
IVR
EMAIL
CHAT
SOCIAL

CUSTOMER INTERACTION RECORDS AGENT ACTIVITY RECORDS

DATA INGESTION

CUSTOMER ENGAGEMENT REPOSITORY

FIGURE 1

Pulling data from the Customer Engagement Repository, the Analyzer generates the view of your operations and business that you need to optimize your performance.
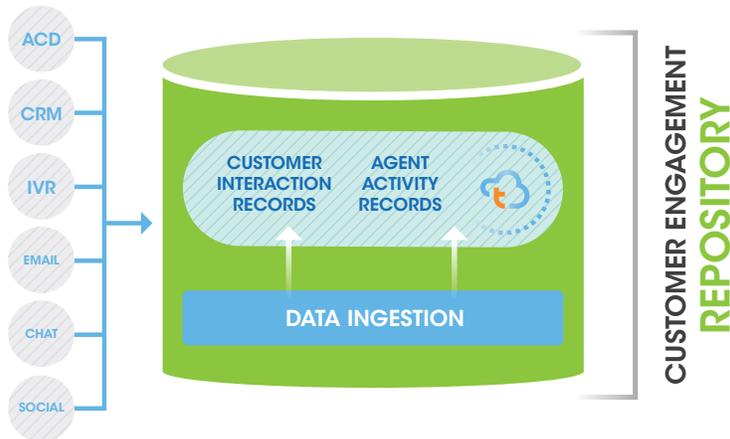
Customer Engagement Analyzer

FIGURE 2

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

The Customer Engagement Repository

At the core of the Transera Customer Engagement Analyzer is the Customer Engagement 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, based on your needs.

Transera's Customer Engagement Repository uses a predefined contact-center system-aware data dictionary that requires no lengthy hierarchical data modeling process and 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.

To get started, all Transera needs is a file of data from each system and a customer-specific repository will be up and running in a few days.

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

Multi-source Linking™ – Sophisticated heuristics connect the events and transactions in different systems that result from a customer or agent trying to accomplish a single task, like 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.

Customer Engagement Analyzer

The Customer Engagement Analyzer

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

It provides a unified view into all the fields in your contact center systems. Within a single browser window, you drag and drop data from your ACD, IVR, Chat, Email, CRM and other customer interaction systems and 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…

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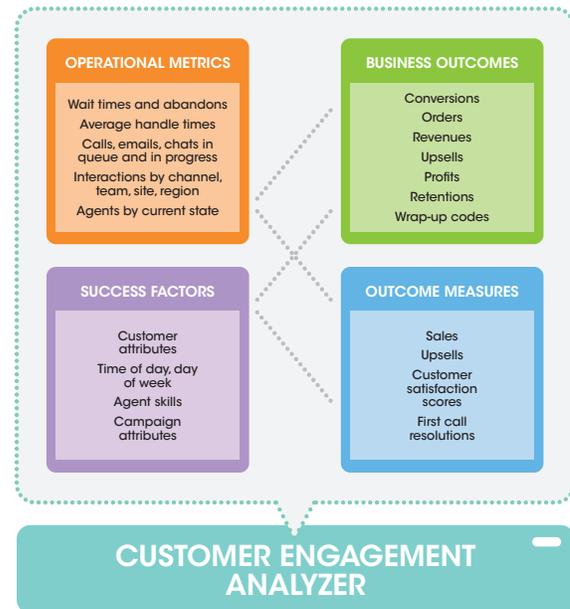

OPERATIONAL METRICS
Wait times and abandons
Average handle times
Calls, emails, chats in queue and in progress
Interactions by channel, team, site, region
Agents by current state

BUSINESS OUTCOMES
Conversions
Orders
Revenues
Upsells
Profits
Retentions
Wrap-up codes

SUCCESS FACTORS
Customer attributes
Time of day, day of week
Agent skills
Campaign attributes

OUTCOME MEASURES
Sales
Upsells
Customer satisfaction scores
First call resolutions

CUSTOMER ENGAGEMENT ANALYZER

FIGURE 3

With the Analyzer, you can analyze customer interactions, mapping operational metrics to customer and agent factors to business outcomes and measures, and discover how best to optimize for performance.

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 and service level on a periodic basis and 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.
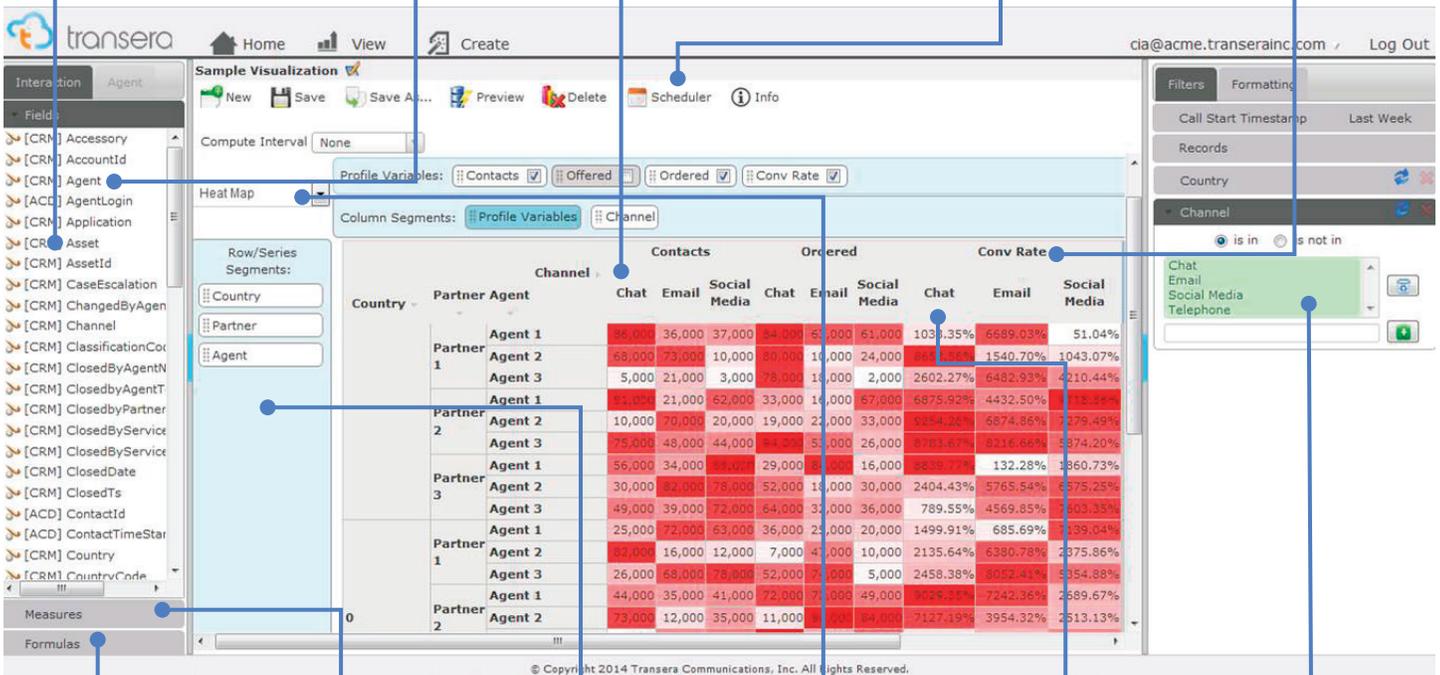
Customer Engagement Analyzer

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 the 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.