

# ADVANCED ANALYTICS

## UNLOCK THE POWER OF YOUR OPERATIONS PERFORMANCE

Intuitive analytics and dashboards built to connect your customer data so you can see and understand your entire customer journey.



### PERFORMANCE DATA FROM YOUR CUSTOMERS AND TEAM

Collect, analyze, and visualize all the customer data that flows through your UCaaS and CCaaS platforms in one place while optimizing your customer experience. With Advanced Analytics, you can:

- Proactively make data-backed decisions
- Immediately respond to issues
- Inform your strategic planning
- Improve your operational efficiency

### ELEVATE YOUR CUSTOMER EXPERIENCE

Improve data visualization, map your customers' journeys from start to finish, and access trend analytics to see and solve issues, before they arise. Using Advanced Analytics, you can:

- Find long-term trends in your experience
- Connect data across platforms
- Segment your data
- Access intuitive, customizable dashboards and reports

## INSIGHTS BUILT FOR YOU

Access insanely powerful analytics tools that connect your customer journey data to improve your customer experience and empower your team.



#### Call Journey Analysis

See how your customers interact with your brand across all your channels.



#### Unified Data

Track your UCaaS and CCaaS data in a single platform.



#### Automated Reports

Keep stakeholders up to date with reports sent straight to their inbox.



#### Customizable Dashboards

Use our templates or create customized dashboards and reports in minutes.



#### Historical Analytics

Spot trends, anomalies, and experience gaps to improve performance over time.



#### Drill-Down Analysis

Easily distill high-level dashboards to see detailed interaction data.

# THE SECURITY BEHIND YOUR DATA

Secure multiple layers of protection to make sure your customer data is never exposed to unauthorized viewers. Ever.

## SECURE HOSTED FACILITIES

First level security is powered by Microsoft Azure in their datacenters. Azure is ISO27001, SA570 Type II, and HIPAA certified. We also encrypt all data in the database.

## ENCRYPTED DATA STORAGE

Data is encrypted with each user's password. This means that the application-level controls that restrict each user to their own company's data can't be subverted to allow access to someone else's data.

## LIMITED DATA STORAGE

We don't store detailed or protected information. We retain the bare minimum required for our dashboard data and to run summary reports. Drilldown data comes from live queries and is not retained in permanent storage.

## ENCRYPTED TRANSMISSION

All data transmitted from your users to our servers and from our servers to the end user is encrypted with the highest level of SSL encryption available.

# FREQUENTLY ASKED QUESTIONS

## How will Advanced Analytics help my business?

It provides actionable insights so you can make strategic, data-backed decisions for your customer experience. Plus, it helps you find operational inefficiencies, trends, and service anomalies, so your people and processes are as impactful as possible.

## What problems does it solve specifically?

Tackle issues like inefficient tracking and analysis of user productivity and service levels. Then, automate reporting and map your entire customer journey. What's more, consolidate your data from across platforms into one pane of glass while reducing your steps to access data, which improves your reaction time to service needs.

## Why should I use Advanced Analytics when basic analytics have been okay so far?

Basic analytics are just that, basic. They'll help you keep a general eye on your operation's performance, but they won't help in optimizing your people or processes. With Advanced Analytics, however, you can automate scheduled reports, set threshold alerts, map the customer journey, create and track custom metrics, and create custom dashboards and wallboards for transparency and in-the-moment performance management.