

ADVANCED ANALYTICS

COLLECT, ANALYZE, AND VISUALIZE CUSTOMER DATA ON ONE PLATFORM



Map and analyze your customer interactions across platforms in one place to maximize your customer satisfaction. Advanced Analytics gives you standard and customizable reports in real time and over time to ensure you have the data you need right when you need it most. This helps you make more informed, data-backed decisions across your entire experience.

ABOUT ADVANCED ANALYTICS

See and Understand Your Data Fast

Use intuitive dashboards, clear graphics, and automatic reports to make your data easy to see and comprehend. Then, drill down into the data to find the root causes behind the metrics.

Make Data-Backed Decisions

Analyze every interaction to get a deeper understanding of your customer’s entire experience with your company. Then, use data to spot trends, make real-time tweaks, and drive long-term strategic optimizations for constant improvements to your CX.

Track (and Optimize) Your Customer Journeys

Design customer experiences using data from every channel, at every touchpoint, for every interaction. Using Advanced Analytics, you’ll get a complete visual representation of your customer’s path, all in one place.

Monitor Agent Performance

Streamline processes and improve your customer operations with data. Using Advanced Analytics, you can see how an agent is performing over time and in the moment, so you can call out wins for repeat performance or stop coachable behaviors before they turn into bad habits.

USING ADVANCED ANALYTICS

As an early adopter, a large healthcare practice added Advanced Analytics to help their team make strategic decisions, map their customer journey, and unify their UCaaS and CCaaS data. Because we’re both the UCaaS and CCaaS provider, we can connect their reporting and give them a full view of their customer experience.

They can quickly access fully integrated end-to-end reporting and call journey mapping and make decisions for their contact center agents and patients, without wasting time, money, or resources digging for data.

Learn more [here](#).

KEY FEATURES



REAL-TIME DATA
Monitor your agent’s status and performance in the moment.



HISTORICAL DATA
Spot trends, anomalies, and gaps to make strategic decisions.



AUTO REPORTS
Add transparency to your operations with automated inter-departmental reports.



CUSTOMIZED ANALYTICS
Measure the metrics you care about most to optimize your operations.



THRESHOLD ALERTS
Know when you’ve reached or exceeded a pre-defined threshold.



CALL JOURNEY
Map your customer’s entire journey from start to finish.



PERFORMANCE MANAGEMENT
See inbound, outbound, and agent data in one place.