

ADVANCED ANALYTICS FREQUENTLY ASKED

Incredibly powerful analytics that connect your customer journey data to improve your customer experience and empower your team.



WHAT IT IS

WHAT IS BROADVOICE'S ADVANCED ANALYTICS?

Advanced Analytics is our enhanced reporting and analytics tool. It's designed to give you a way to visualize data, drill deep into your data, and customize your data segmentation for in-depth analysis based on your unique needs. It also includes a call journey analysis feature that maps your customer interactions between platforms so you can fully understand and optimize your customer journey – from start to finish.

WHO IT'S FOR

WHICH INDUSTRIES CAN BENEFIT MOST FROM ADVANCED ANALYTICS?

Advanced analytics is built for anyone that wants to make data-backed decisions regarding their customer experience. The industries we've seen use it the most, however, are:

- **Healthcare**
- **Financial services**
- **Retail**
- **Education**
- **Technology and IT**
- **Hospitality and travel**
- **Manufacturing**
- **Government**

WHAT ROLES SHOULD HAVE ACCESS TO THE REPORTING AND ANALYTICS?

Data can (and should) be shared with anyone who's making decisions about your customer experience. The people we see working with the data the most are operations supervisors, service managers, call center managers, BPO executives, UCaaS users and CCaaS outbound supervisors.

KEY FEATURES

HOW DOES IT WORK?

Advanced Analytics gives you a look inside your entire customer experience through real-time and historical data so you can improve your efficiency, effectiveness, and growth. Here are a few key features:

- **Call journey analysis**
- **Unified UCaaS and CCaaS data**
- **Automated reporting**
- **Customizable dashboards**
- **Real-time analytics***
- **Historical analytics**
- **Drill-down analysis**
- **Instant feedback***
- **Threshold-based alerting**
- **Centralized dashboards with inbound, outbound, and agent data**

KEY BENEFITS

WHAT ARE THE BENEFITS OF USING ADVANCED ANALYTICS?

The solution provides actionable insights so you can make strategic, data-backed decisions surrounding your customer experience. It also helps you ID operational inefficiencies, trends in customer and agent behavior, and service anomalies, so your people and processes are as impactful as possible. This lets you proactively problem-solve, increasing customer and agent satisfaction.

WHAT PROBLEMS DOES IT SOLVE?

Using Advanced Analytics, you can address inefficient tracking and analysis of agent productivity. You can automate reporting and map your customer journey. What's more, you can consolidate your data from across platforms into one pane of glass while reducing your steps to access data, improving your reaction time to service needs.

CAN YOU GIVE ME A LITTLE MORE DETAIL ABOUT THE BENEFITS PER FEATURE?

Absolutely! Here's a slightly deeper look at what you can expect with Advanced Analytics:

- Real-time monitoring maximizes your agent's productivity *
- Automated reports provide transparency and efficiency across departments
- Customizable analytics help you get the data that matters most to your organization
- Threshold-based alerting boosts your operational responsiveness
- Centralized dashboards put inbound, outbound, and agent data into one, easy-to-access place for better decision-making

*for CCaaS only

WHY SHOULD I USE ADVANCED ANALYTICS WHEN GOCONTACT ALREADY HAS BASIC ANALYTICS?

Basic analytics help you keep a general pulse on your center's performance, but they won't help you optimize your people or processes. With Advanced Analytics, however, you can automate scheduled reports, set threshold alerts, map the entire customer journey, create and track custom metrics, and create custom dashboards and wallboards for transparency and in-the-moment performance management.

NEXT STEPS

HOW DOES YOUR TEAM SUPPORT ADVANCED ANALYTICS?

Just like with all our offerings, our team will be with you from implementation and onboarding, throughout the life of your contract.

HOW CAN I LEARN MORE?

For more information or to schedule a demo, [connect with our team here](#).