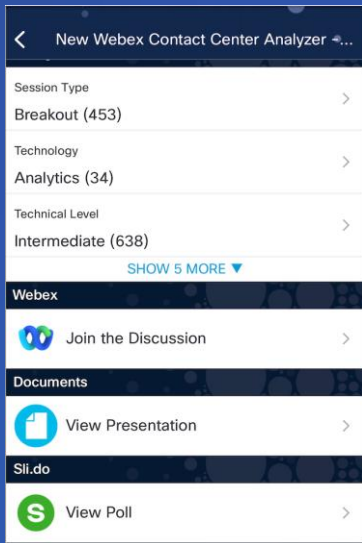


CISCO *Live!*



#CiscoLive

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Join at  
**slido.com**  
**#wccanalyzer**





The bridge to possible

# Data and Analytics

## Webex Contact Center Analyzer

Krishna Tyagi, Customer Success Leader

CCBU

@krishnatyagii

BRKCCT-2000



#CiscoLive

# Cisco Webex App

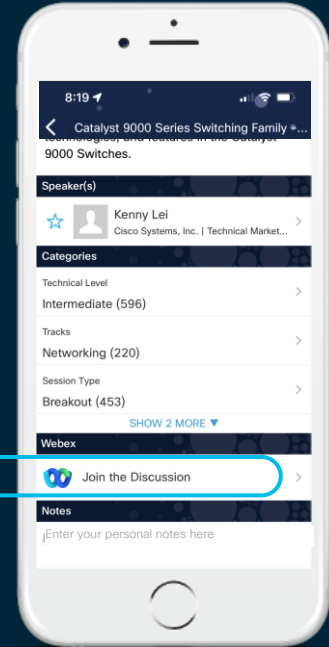
## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKCCT-2000>

slido

What key Challenges you see with Contact Center Data and Analytics ?

Join at  
**slido.com**  
**#wccanalyzer**



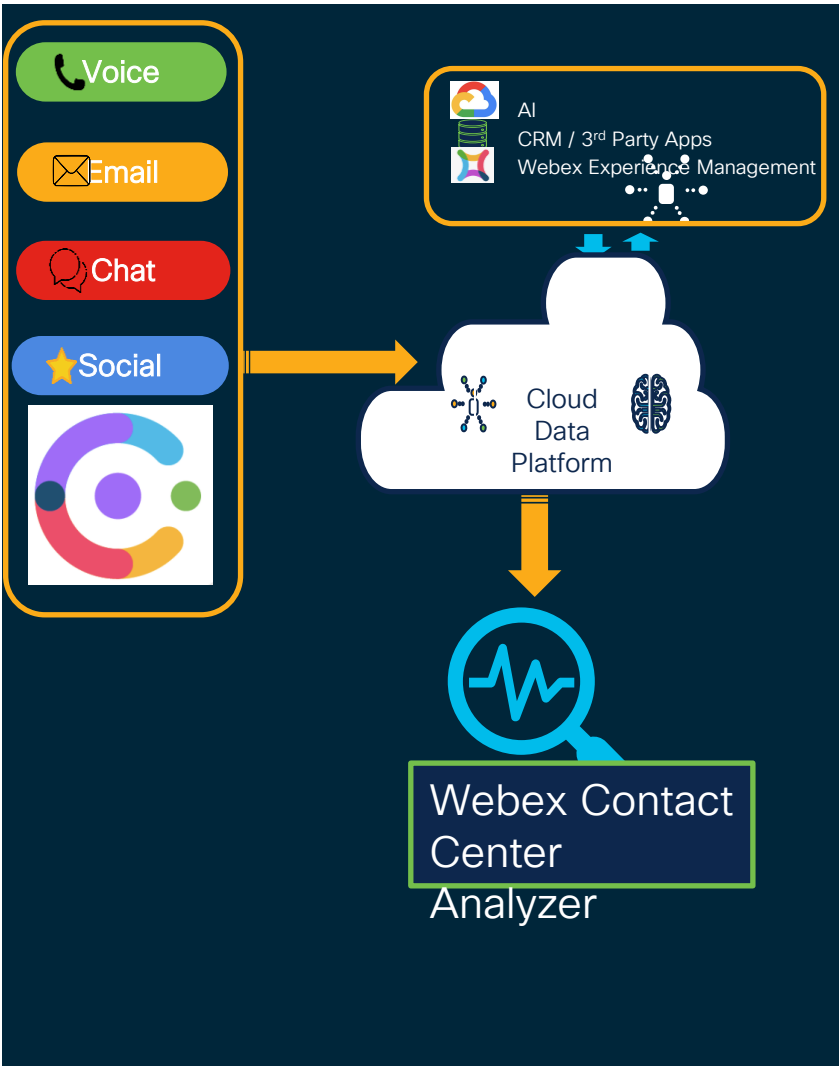
# Data Silos

# Where to start?



# Lacks insights

# Complex



A **Big data stream processing** Data Lake platform which can offer **Increased throughput at scale with high reliability** and create the foundation for **Simple, Intuitive and Rich analytic** Visualizations and **Out-of-the box performance metrics**



Bring Data together



Rich and Simple Visualizations



Ease of Migration and Administration



# Agenda

- Contact Center Data
- Analyzer User Interface and Visualization
- New Data insights and Capabilities
- Demo



# Contact Center Data



Bring Data together

# Data Creation and Storage

Customer Activity Record

Customer Session Record

Value of Activity State	Value of Activity Start Timestamp	Value of Activity End Timestamp	Value of Queue Name	Value of Activity Duration
new	2022-05-23 05:21:52 PM	2022-05-23 05:21:52 PM	N/A	0:00:01
ivr-connected	2022-05-23 05:21:52 PM	2022-05-23 05:22:08 PM	N/A	0:00:16
parked	2022-05-23 05:22:08 PM	2022-05-23 05:22:55 PM	KT_TelephonyQ	0:00:47
connect	2022-05-23 05:22:55 PM	2022-05-23 05:23:03 PM	KT_TelephonyQ	0:00:08
connected	2022-05-23 05:23:03 PM	2022-05-23 05:23:23 PM	KT_TelephonyQ	0:00:20
Ended	2022-05-23 05:23:23 PM	2022-05-23 05:23:23 PM	KT_TelephonyQ	0:00:00

CSR Session ID	ANI	Call Start Time ↑	DNIS	Entrypoint Name	Flow Name	IVR Time	Queue	Queue Duration	Team	Agent	Ringing Duration	Connected Duration	Call End Time	Wrap Up Time
6f45bd49-8334-4fb7-b1c5-7d18597b694b	+146 9255 3791	2022-05-23 05:21:52 PM	+14152307 687	Demo_EP	Exec_Demo Exp0	00:00:16	KT_TelephonyQ	0:00:47	Bosco_COVIDTestingApp	ktysi ktyagi	0:00:08	0:00:20	2022/05/23 05:23:23 PM	00:00:05



Dialed Number

Entry Point

Flow

IVR

Queue

Ringing

Connected

Ended

Wrap-up



Login

AgentDN

TEAM

Idle State

Available State

Sign-out

ASR SessionID	Agent Name	Login Timestamp ↑	Agent Endpoint (DN)	Team Name	Idle Duration	Available Duration	Ringing Duration	Connected Duration	Wrapup Duration	Logout Timestamp
f2f45e74-8fe6-4361-a48d-bd9487ce8e58	ktysi ktyagi	2022-05-23 05:22:40 PM	+14695622405	Bosco_COVIDTestingApp	0:00:14	0:00:06	0:00:07	0:00:20	0:00:05	2022-05-23 05:23:32 PM

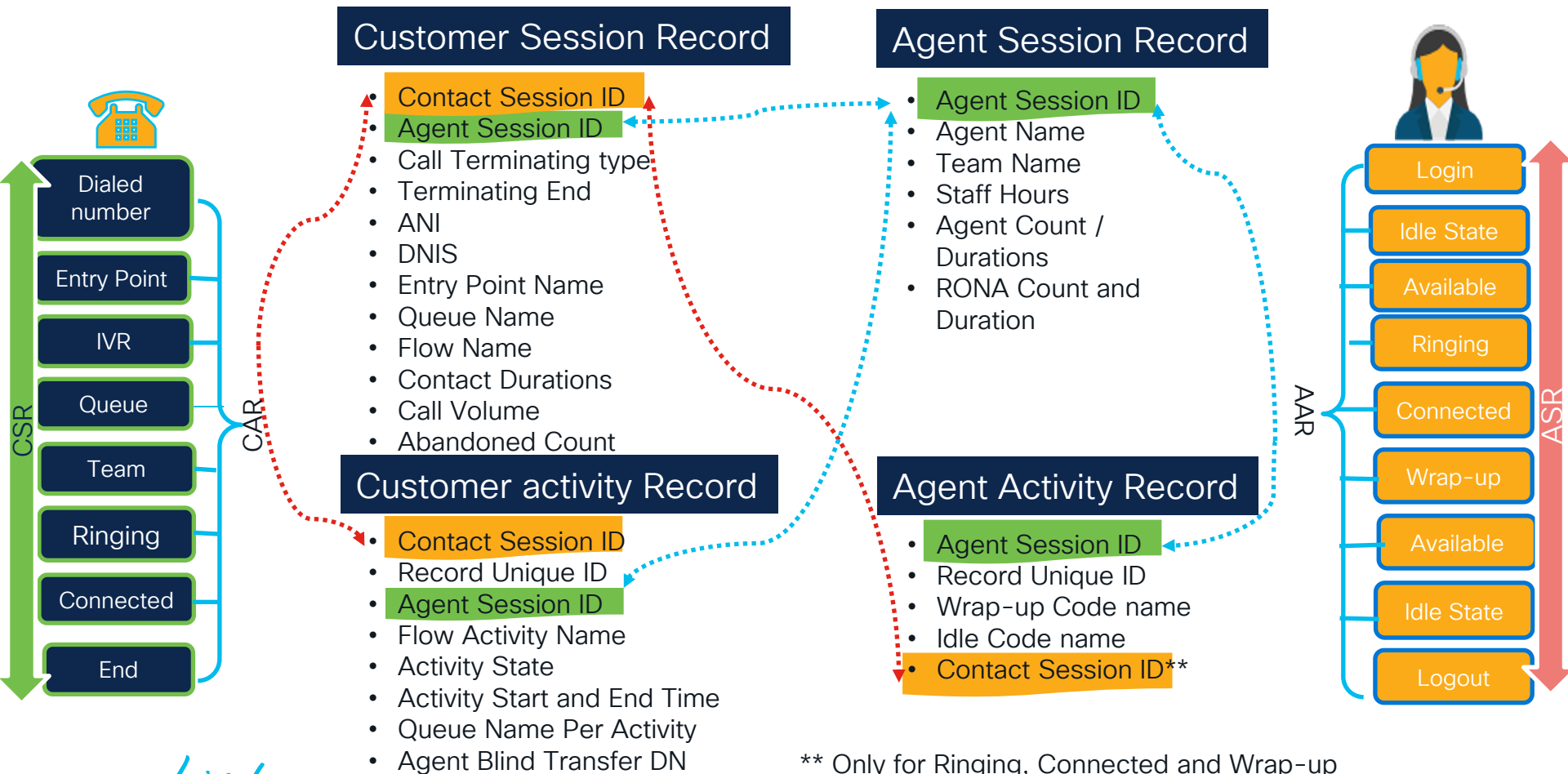
Agent Session Record

Agent Activity Record

Activity State	Contact Session ID	Activity Duration	Activity Start Timestamp	Activity End Timestamp
idle	N/A	00:00:14	05/23/2022 05:22:40 PM	05/23/2022 05:22:55 PM
available	N/A	00:00:02	05/23/2022 05:22:55 PM	05/23/2022 05:22:57 PM
ringing	6f45bd49-8334-4fb7-b1c5-7d18597b694b	00:00:07	05/23/2022 05:22:57 PM	05/23/2022 05:23:03 PM
connected	6f45bd49-8334-4fb7-b1c5-7d18597b694b	00:00:20	05/23/2022 05:23:03 PM	05/23/2022 05:23:23 PM
wrapup	6f45bd49-8334-4fb7-b1c5-7d18597b694b	00:00:05	05/23/2022 05:23:23 PM	05/23/2022 05:23:27 PM
logged-out	N/A	00:00:00	05/23/2022 05:23:32 PM	05/23/2022 05:23:32 PM <sup>10</sup>

CISCO *Live!*

# Data Creation and Storage



\*\* Only for Ringing, Connected and Wrap-up

# Global Variable Reporting

- ❖ Call associated data (Customer Session Record)
- ❖ Use-Cases:
  - Caller entered Data
  - Agent entered data
  - Call Activity Data
  - External Application Data
- ❖ Variable Type:
  - Boolean
  - String : 256-character limit
  - Integer
  - Decimal
  - Date Time
- ❖ Allow Arithmetic operations
- ❖ Max 100 Reportable

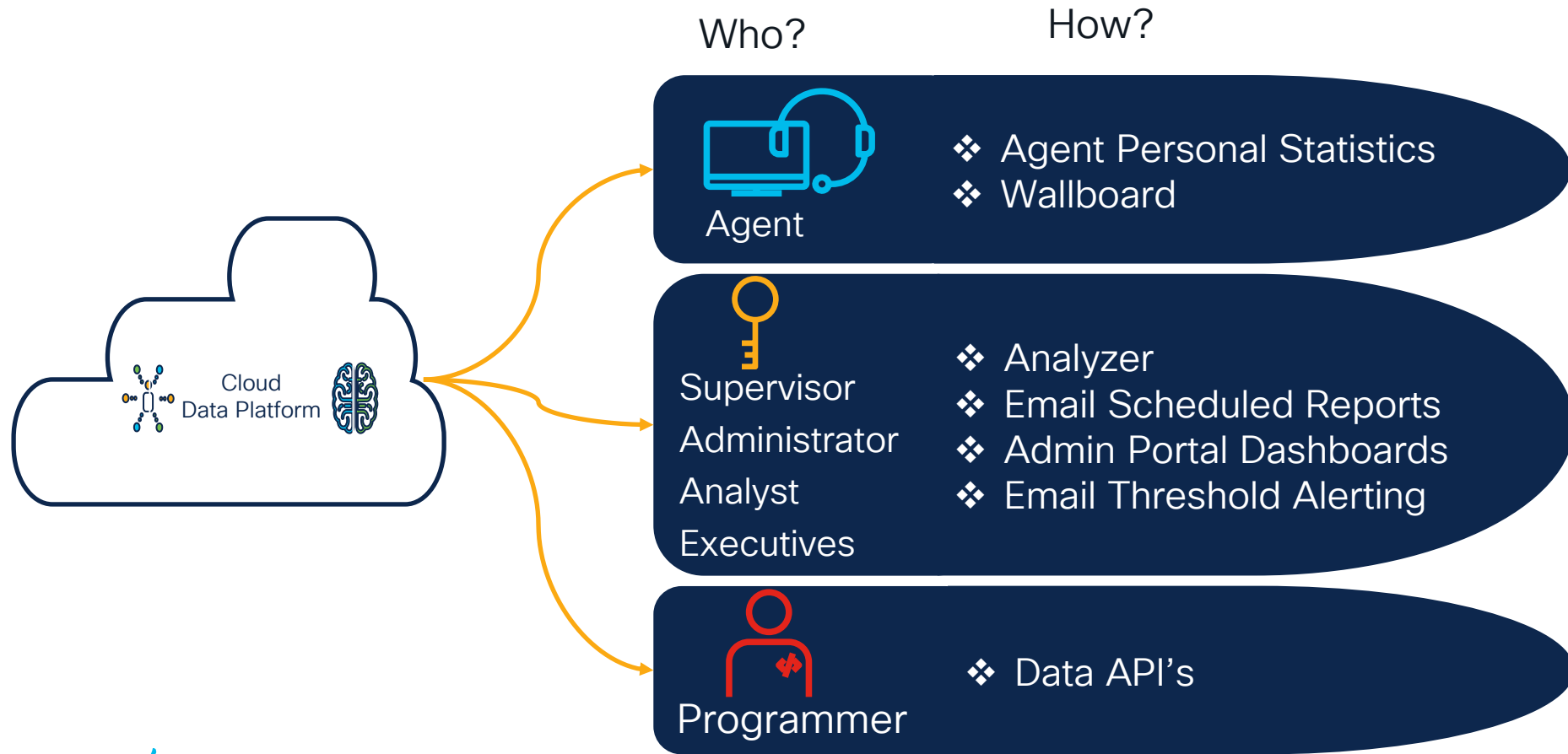
Value of Contact Session ID	Value of Global...	Value of Global_Exec_Skill_Priori... ↑
1d360c9c-8a3f-4446-8b1d-fa0f024f3eb0	TRUE	Skill_Mechanical-Priority_Medium
59e3d9ff-3313-497d-a5d2-f39c78ce0670	TRUE	Skill_Mechanical-Priority_High
dd7e5428-ffe1-4d02-aece-b337598c0b80	TRUE	Skill_Mechanical-Priority_High
93462d77-26ff-4a05-bbb7-8089c77c05f5	TRUE	Skill_Mechanical-Priority_High
4d446b23-9c2f-482e-a191-3d98dc4171d7	TRUE	Skill_Mechanical-Priority_High
f1e68385-66db-49de-ad55-4dab19c883ea	TRUE	Skill_Mechanical-Priority_High
d7f92e59-0c5b-4db5-a223-68fa149ef7de	TRUE	Skill_Mechanical-Priority_High
981698c7-0828-49af-b74a-69bc54a3377c	TRUE	Skill_Mechanical-Priority_High

# Analyzer User Interface and Visualization

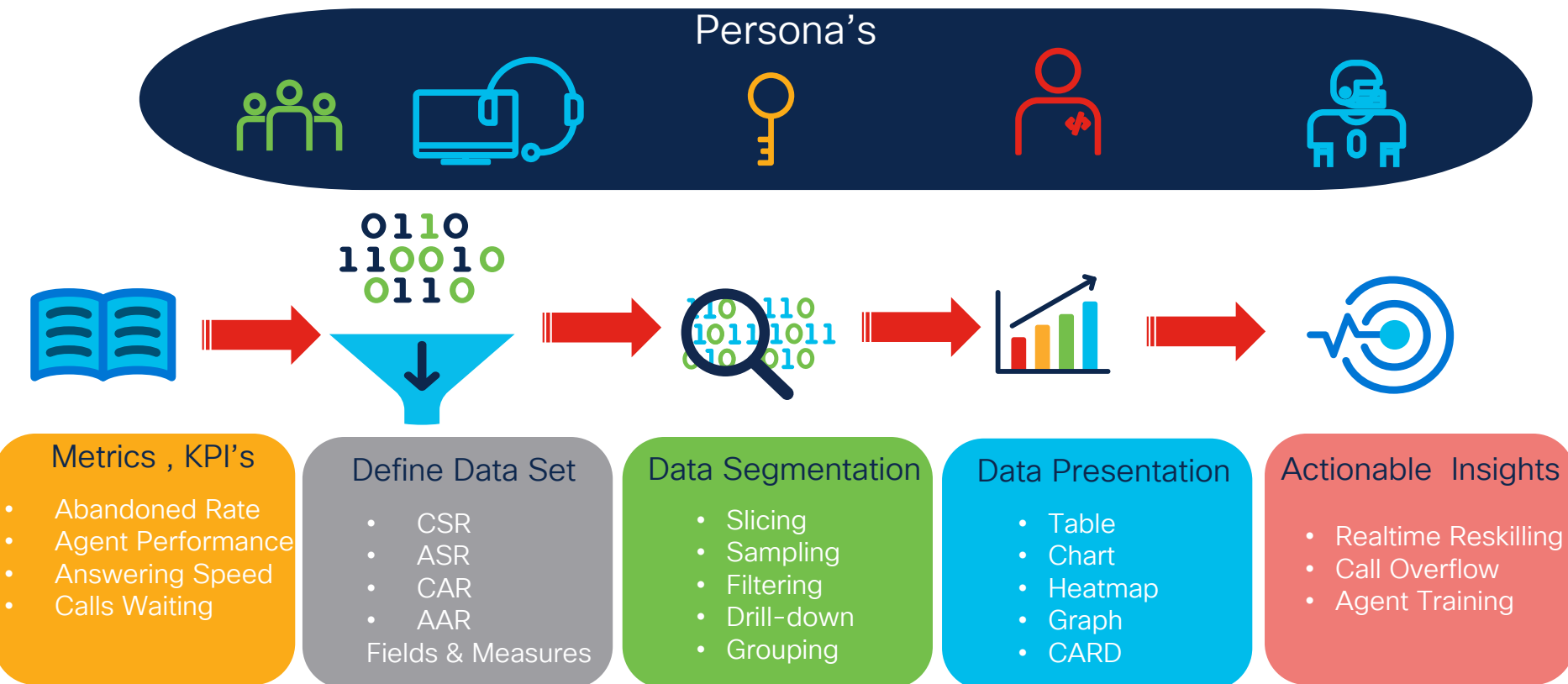


Rich and Simple Visualizations

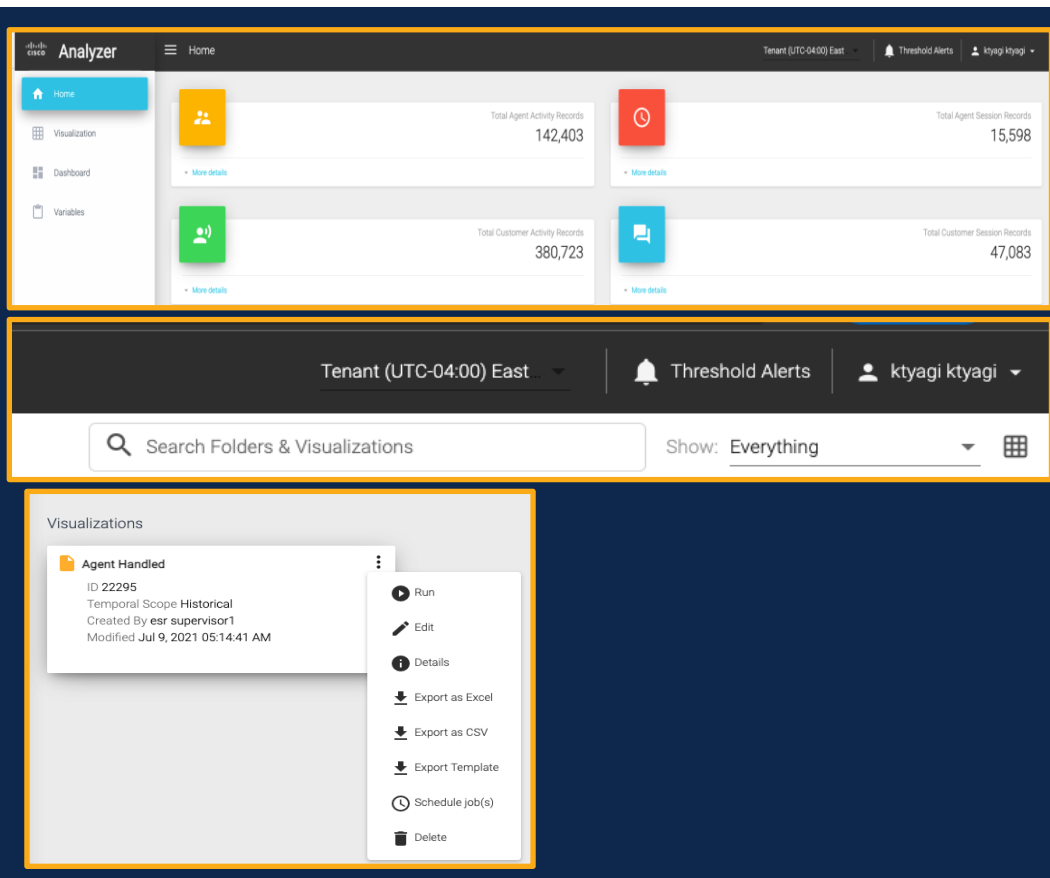
# Webex Contact Center Data



# The Analytics Approach



# Analyzer User Interface



[Customer Journey Analyzer \(cisco.com\)](https://cisco.com/customer-journey-analyzer)

[Webex Contact Center | My Dashboard \(cisco.com\)](https://cisco.com/webex-contact-center-my-dashboard)

- ❖ Time Zone Support: Browser or Tenant
- ❖ Threshold Alerts
- ❖ Search Folder & Visualization
- ❖ List View Sorting by Name, Last Modified, Created By



## Persona's



0110  
110010  
0110



### Metrics , KPI's

- Abandoned Rate
- Agent Performance
- Answering Speed
- Calls Waiting

### Define Data Set

- CSR
- ASR
- CAR
- AAR

Fields and Measures

# Visualization Building Blocks

## Field

- ❖ Textual value used for segmentation
- ❖ For Example: Inbound DN, Customer ANI, Entry Point Or Agent Name
- ❖ Captures
  - Count: Count of the Record
  - Value : Value of the record
  - Cardinality : Total number of unique

Value of Agent Name		Count of Agent Name	
Team Name	Agent Name	Cardinality Agent Name	Count Agent Name
▼ akgosain_team (2)	▼ akgosain_agent1 (1)	1.0	2
	▼ akgosain_sa_admin (1)	1.0	4
Summary		2	6

Cardinality of Agent Name

## Measure

- ❖ Measures are computed values
- ❖ For Example: Connected Duration, Hold Duration
- ❖ Used as
  - Sum
  - Average
  - Count
  - Value
  - Minimum
  - Maximum

Sum of Connected Duration

Average of Connected Duration

Count of Connected Duration

Value of Connected Duration

Minimum Contact Start Timestamp

Maximum Contact Start Timestamp

Note: The Value of option is not available in a visualization that already includes a time interval or segmentation.

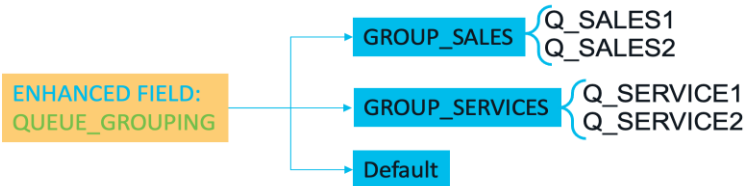
# Visualization Building Blocks

## Enhanced Field

- ❖ Combine multiple values of a Field into one or more groups.
- ❖ Save for future use in other visualizations

FIELD : QUEUE

VALUE: Q\_Sales1, Q\_Sales2, Q\_Service1, Q\_Service2



## Formula

- ❖ Formula can be created from a Field or Measure
- ❖ Arithmetic operations supported +, -, × or ÷
- ❖ Total Contact Time = Connected Duration + Hold Duration
- ❖ Support multi-tier

# Create Visualization

The screenshot shows the Cisco Live! visualization tool interface. The top bar displays the title 'Type Agent Session Record' and the visualization date '05/30/2022 16:10:07'. Below the top bar, there are buttons for 'Save', 'Preview', and 'More'. The interface is divided into several sections:

- 1** (Top Bar): The title bar and top navigation area.
- 2** (Left Sidebar): The 'Modules' section, showing 'Module1' and 'Start Time' (Last 7 days).
- 3** (Left Sidebar): The 'Compute' button.
- 4** (Main Content Area): The 'Output Type Table' section, showing a table with columns 'Team Name', 'Agent Name', 'Cardinality Agent Name', and 'Count Agent Name'.
- 5** (Main Content Area): The 'Profile Variables' section, showing 'Cardinality Ag...' and 'Count Agent ...'.
- 6** (Main Content Area): The 'Row Segments' section, showing 'Team Name' and 'Agent Name'.
- 7** (Left Sidebar): The 'Filters' section, showing 'Channel Type'.

Team Name	Agent Name	Cardinality Agent Name	Count Agent Name
Team Name 1 (2)	Agent Name 1 (1)	6094	5977
	Agent Name 2 (1)	8101	4493
Summary		14195	10470
Team Name 2 (2)	Agent Name 1 (1)	4823	5917
	Agent Name 2 (1)	4733	7306
Summary		9556	13223
Summary		23751	23693

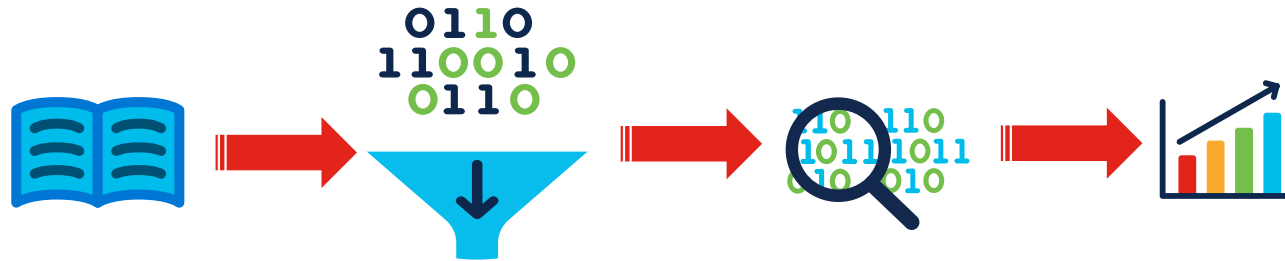
## Visualization Scope and View

1. Type or Repository:  
CSR, CAR, ASR, AAR
2. Time Period: Realtime or Historical
3. Select Duration (Realtime) or Interval (Historical)
4. Output Type: Table, Heatmap, Chart

## Defines the data set

5. Profile Variables:
  - Field, Measures and Formulas
  - Value, Cardinality or Count
6. Row Segment
  - Fields, Enhanced Fields
7. Filter
  - Fields, Measures

# Persona's



## Metrics , KPI's

- Abandoned Rate
- Agent Performance
- Answering Speed
- Calls Waiting

## Define Data Set

- CSR
  - ASR
  - AAR
  - CAR
- Fields and Measures

## Data Segmentation

- Slicing
- Sampling
- Filtering
- Drill-down
- Grouping

## Data Presentation

- Table
- Chart
- Heatmap
- Graph
- CARD

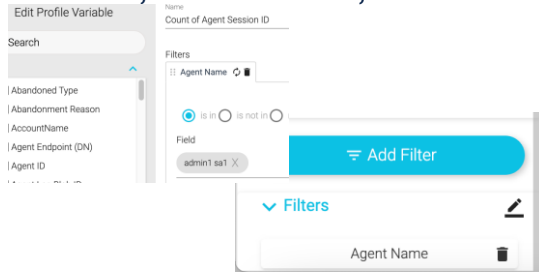


# Data Segmentation

## Filter

- ❖ Fields and Measures can be filtered
- ❖ is in , is not , < , <= , = , != , >= , > , between
- ❖ Customer Termination Type:

Normal, Abandoned, Short



## Compound Visualization

- ❖ A compound visualization (Module) allow you to have different view for same visualizations.
- ❖ They can have differing date ranges, intervals, and filters.
- ❖ Compound visualizations cannot be scheduled or exported



## Drill Down

- ❖ Allow insight into detailed records
- ❖ CSR to CAR and ASR to AAR are most common drill-downs
- ❖ Add fields to the Drill-down view on the Fly
- ❖ Easy view launch in new tab, search or Export as Excel / CSV

# Customize Report Summary



- ❖ Customize group level report summary
  - Table Level (Default)
  - Group Level (Top-level Row segment)
- ❖ Supported summary formulas:
  - NONE
  - AVG
  - COUNT
  - MIN
  - MAX
  - SUM

Configure “Customise” and then select “Show Summary” Sample Report “Agent Details”

Customize Report Summary

Define the summary formula

Table level Team Name level

Cardinality Agent Name SUM Count Agent Name SUM

Column segments

Output Type Heat Map Show summary

☒ Table level [Customise](#)

☒ TeamLOB

TeamLOB	Team Name	Activity State	Idle Code Name
TeamLOB 1...	Team Name 1 (8)		
	Team Name 2 (8)		
Summary			

# Run-Mode Filtering

Allow you to filter and visualize the data without editing the report

- ❖ Choose filters while creating or editing a visualization
- ❖ Filters appear at the top-right corner of the visualization
- ❖ Row Segments Fields used for filtering can be will show as filter in
- ❖ Select required filters in “Show Filter on Run Mode” check box
- ❖ Maximum 5 filters can be added

New!

Start Time

Last 7 days

If run today:

Start Date: 2022-05-23

End Date: 2022-05-29

Including

All Days

Compute

Interval

None

Records

All

Show Filter on Run Mode

Choose upto 5 from below

☒ Duration

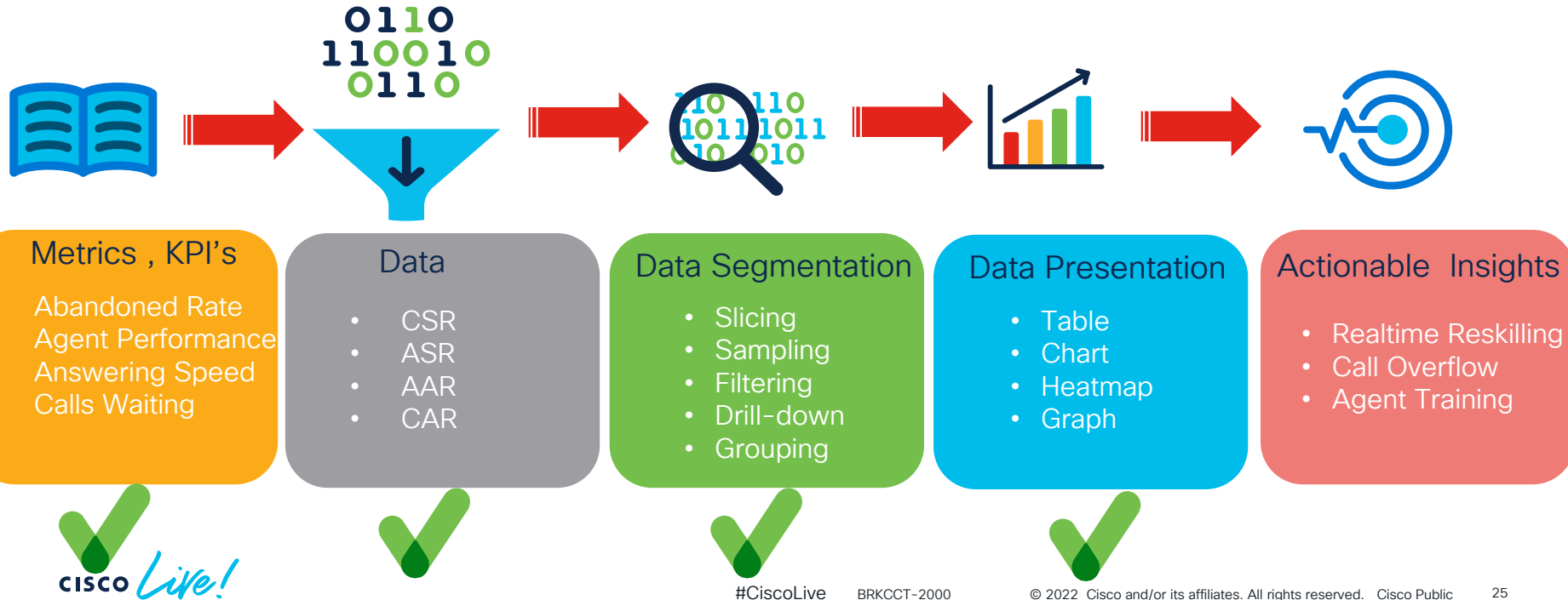
☒ Team Name

☒ Agent Name

Team Name	Agent Name	Duration
All	All	Last 7 days



# Persona's



# New Data insights and Capabilities



Ease of Migration



New data insights and Capabilities



# Skill Reporting

New data insights into Call and Agent skill assignments

Enable to identify [Routing profile](#) and [Agent assignments](#)

❖ Fields added for CSR, CAR, ASR and AAR

- [Agent Skill Profile](#)
- [Agent Skills](#)
- [Contact Required skills](#)
- [Contact Matched skills](#)
- [Contact matched Skill profile](#)

❖ Updated Stock reports with skill data

## ASR Reports:

- Agent Statistics Report
- Agent Details Report
- Agent Interval real-time

## CSR Reports:

- Agent Volume report
- CSR Report – Yesterday

Required Skills	Matched Skills	Skill Profile	Call #
Loans=Auto loan (1)	Loans=Auto loan (1)	SkillProfile-GT1 (1)	2
OS-Expert=Linux (1)	OS-Expert=Linux (1)	SkillProfile-GT1 (1)	1

## Call Skills



## Agent Skills

Agent Skills	Skill Profile	Agent Name
BooleanSkill-Expert-LIC Policy=True, French=8, Text=Test123 (1)	GT2 (1)	Agent8 Chorus (1)
Chinese=7, English-GT=7, French-GT=7, Enum-GT="Loans, Sales", Loans=Auto loan, OS-Expert=Linux (1)	SkillProfile-GT1 (1)	chorous-org-gaus1 chorus-org-gaus11 (1)
Chinese=7, English-GT=7, French-GT=7, Enum-GT="Loans, Sales", OS-Expert=Linux (1)	SkillProfile-GT1 (1)	chorous-org-gaus1 chorus-org-gaus11 (1)

# Transition Reports

Stock reports to Support UCCX to Webex Contact Migration customers

Total 9 reports are added:

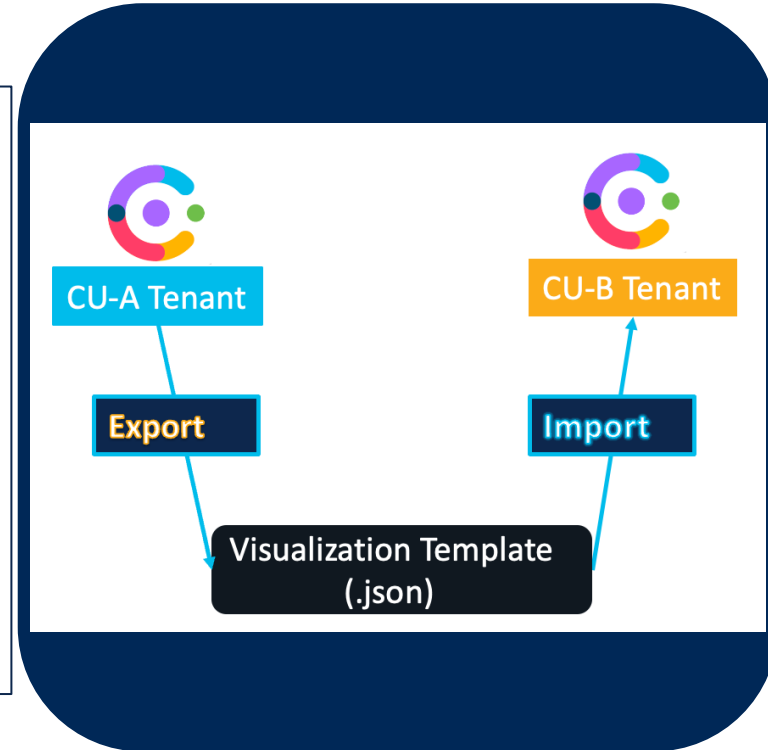
- Abandoned Call Detail Activity Report
- Agent Call Summary Report
- Agent Detail Report
- Agent summary Report
- Application Summary Report
- CSQ Activity Report by Window Duration
- CSQ Agent Summary Report
- CSQ All fields Report
- Multi Channel Agent Summary Report



# Export / Import Template

Allow reusability of report template across multiple tenant or for backup

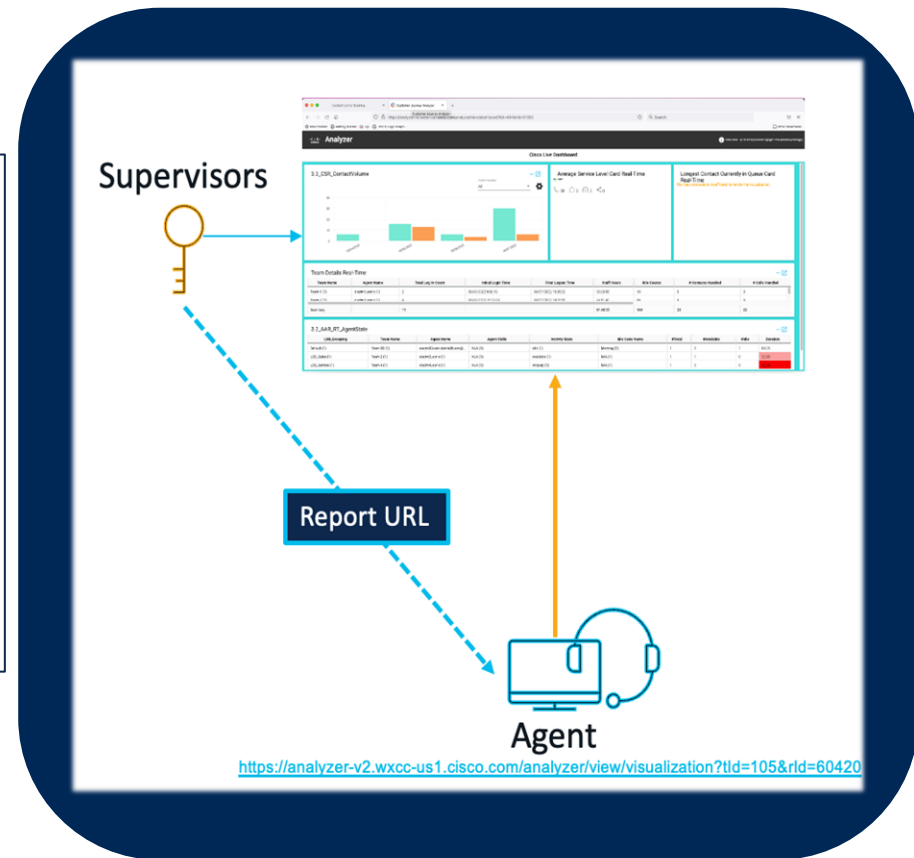
- ❖ Support single file or folder with multiple files
- ❖ Enable partners to create reporting assets
- ❖ File saved in json format
- ❖ Allow Max 25 template export or import at a time
- ❖ Filter names retain but value removed during export



# Browser Link Report Access

- ❖ Allow Supervisors to extend specific visualizations or Dashboard access to the Agents
- ❖ Browser links access for with standard and premium agents
- ❖ Report link can also be accessed within Agent desktop by configuring it in the Desktop Layout
- ❖ Run in browser time zone

*Note: Drill Down functionality is not available via browser link report access*

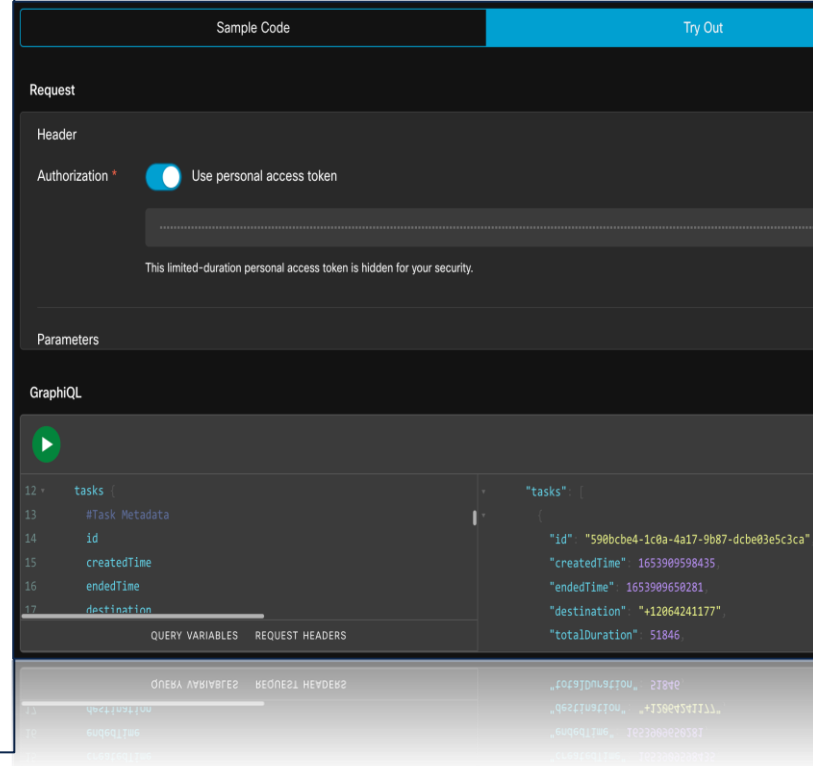


# Data API's

<https://developer.webex-cx.com/documentation/getting-started>

[Search](#) | [Webex Customer Experience for Developers \(webex-cx.com\)](#)

- ❖ GraphQL endpoint
- ❖ Defined schema support read/search for tasks and other entities
- ❖ Support filters and aggregations
- ❖ Use-cases:
  - Extract the data for external BI consumption
  - Creating custom dashboards outside the Analyzer
  - CX use-cases to impact Contact IVR and Contact Routing
    - Check if customer Callback record exists
    - Check Last Agent Routed – get them the same expert




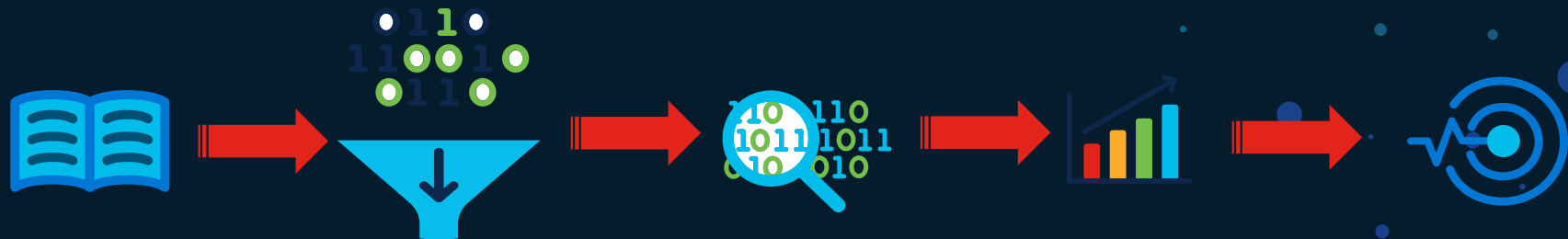
# Demo





# Demo: Customer Use-case

 Samantha - Sr Manager (Customer care across LOB's)



## Metrics , KPI's

### Real-time Agent Statistics

- Data at LOB level (with Team and Agents)
- Activity State with Idle Code
- Agent count in states
- Duration in last state
- Summary and Easy filter

## Define Data Set

### AAR (Real-Time)

- LOB
- Team Name
- Agents
- Activity state
- # Available and Idle state
- Idle Code
- Duration in state

## Data Segmentation





- Grouping
- Filtering
- Drill-down
- On the Fly Filtering
- Summary

## Data Presentation

- Table
- Heatmap

## Actionable Insights

- Agent State Change
- Process Improvement
- Agent Training



Total Agent Activity Records

-1


[More details](#)



Total Agent Session Records

-1

[More details](#)



Total Customer Activity Records

-1

[More details](#)



Total Customer Session Records

-1

[More details](#)

# Data Silos

# Where to start?



# Lacks insights

# Complex



Bring Data together



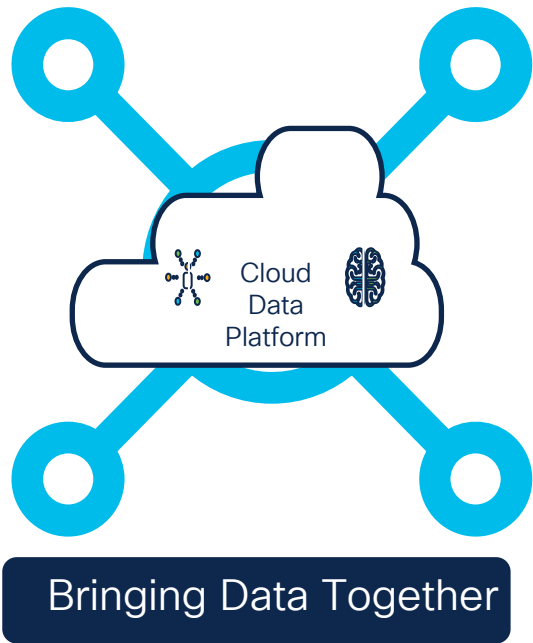
Rich and Simple Visualizations



Ease of Migration and Administration

# Takeaway

Data & Analytics is in the core of our Strategy for improving Customers Experience



Easy and Next level Analytics

slido

What additional capabilities or changes you would like to see in Cisco Webex Contact Center Analyzer?

Join at  
**slido.com**  
**#wccanalyzer**



# Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.
- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.



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### Cisco Modeling Labs

Network simulation platform for design, testing, and troubleshooting

### Cisco Learning Network

Resource community portal for certifications and learning



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### Cisco Instructor-led and Virtual Instructor-led training

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- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)



The bridge to possible

# Thank you

CISCO *Live!*



#CiscoLive