ORACLE CONTACT CENTER TELEPHONY ANALYTICS

KEY FEATURES AND BENEFITS

FOR BUSINESS USERS

- Increase customer satisfaction and retention rates, while decreasing costs
- Maximize customer value by increasing cross-sell and up-sell rates
- Monitor channel usage, costs
- Reduce CSR turnover and increase CSR productivity and effectiveness
- Understand customer profitability and propensity to buy

FOR IT

- Accelerate deployment with reduced cost and risk
- Integrate financial, HR, supply chain, CRM, and telephony data from multiple sources
- Quickly adapt to changing business needs by leveraging, not replacing, existing technology investments

In today's increasingly competitive marketplace, a company's contact center can become an important source of competitive advantage. Indeed, companies with top-performing contact centers typically have more satisfied customers, lower operating costs, and higher revenue per customer. To achieve these results, however, organizations must rigorously track and analyze key contact center metrics—for example, first call resolution rates, average call handle times, transfer rates, revenue per agent, and cost per contact—and take the appropriate actions to maintain performance levels. Oracle Contact Center Telephony Analytics provides organizations with powerful insight that enables them to analyze all aspects of contact center performance. The solution provides best-practice metrics, alerts, and key performance indicators (KPIs), enabling companies to take targeted action to improve employee productivity, reduce costs, and increase customer satisfaction.
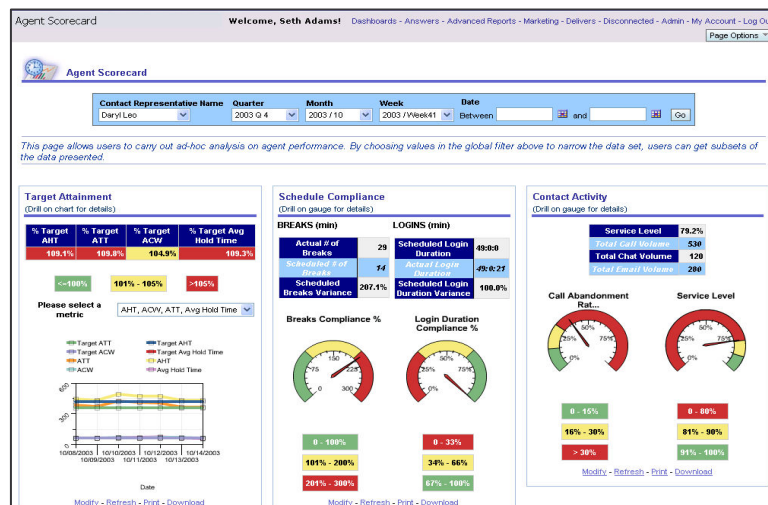
The Right Information – Right Now

Enterprises depend on information to optimize performance. However, most organizations are hampered by information that is incomplete, out of date, or otherwise inadequate for answering critical business questions. Additionally, organizations often struggle to deliver the right information to the right person at the right time.

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More effectively managing contact center performance requires integrating data from across the company's value chain—from financial, supply chain, human resources, and CRM systems. Oracle Contact Center Telephony Analytics is the only solution that unlocks valuable information hidden in systems such as telephony switch or routing middleware and CRM systems to provide contact center professionals with timely and comprehensive insight that enables them to take action. With Oracle Contact Center Telephony Analytics, contact center professionals can view the entire customer relationship; spot potential issues; and identify opportunities to cross-sell, up-sell, and improve customer satisfaction.

Solving Customer Problems

Picture this: Using Oracle Service Analytics in combination with Oracle Contact Center Telephony Analytics, a call center manager notices an increase in call volume and customer complaints over the past several days. Viewing the call types and disposition reports, the manager also notices increased call volumes in the morning about lost, missing, or late deliveries. A look at the deliveries to those customers reveals that many orders are backlogged—that is, they are not scheduled to ship as committed. The manager drills into his Oracle Contact Center Telephony Analytics dashboard and sees that the product supplier has been late on many deliveries. Upon further investigation, the manager discovers that his company recently changed payment terms with the supplier from 30 days to 90 days and the relationship with that supplier has suffered. The manager can now take action. He adds a "late order" option to the contact center's IVR menu with a message informing callers about problems related to orders from the supplier. He also places a notice about the problems on the company's self-service Web portal.

This scenario demonstrates how Oracle Contact Center Telephony Analytics can help contact center managers gain better control of the many factors that affect customer satisfaction. Through the benefit of powerful analytic information, the contact center manager was able to identify the root causes of problems and take rapid action to prevent customer defections. The scenario also demonstrates the ways in which Oracle Contact Center Telephony Analytics enables managers to take advantage of lower-cost options—in this case, IVR—to address simple inquiries and free customer service representatives (CSRs) to focus on higher-value calls.

Insight Where and When You Need It

To compete effectively in today's marketplace, companies need to deliver timely information to all roles—ranging from executives and managers to front-line employees. Oracle Contact Center Telephony Analytics provides key metrics, alerts, and reports, enabling contact center professionals to take action based on facts rather than intuition. Oracle Contact Center Telephony Analytics proactively delivers insight to CSRs while they are engaged with a customer, ensuring they always have the latest information they need to make informed decisions. Analytic insight can even be delivered directly to their customer relationship management systems so CSRs don't have to change screens when working with a customer. With cross-value chain insight, CSRs have a complete view of the customer's account, helping

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them resolve issues quicker and increase cross-selling rates.

Oracle Contact Center Telephony Analytics Benefits

Increase Customer Satisfaction and Retention

To maintain high levels of customer satisfaction and retention, organizations must be able to quickly and effectively handle open service requests and understand the factors that prompted those requests. Oracle Contact Center Telephony Analytics enables contact center managers to track top KPIs for service initiatives, including first and final resolution, average speed of answer, average handle time, call abandonment rate, and service levels. By understanding the key reasons behind operating trends, managers and CSRs are able to improve service, increase customer satisfaction, and drive higher profitability.

Monitor Channel Usage and Migration

As staffing costs continue to climb, contact centers are implementing new technologies to ensure that service requests are handled as cost-effectively as possible. Oracle Contact Center Telephony Analytics provides an integrated view of key metrics across all channels, including IVR, email, and the Web. Supervisors can analyze trends and usage of each channel and determine where customers abandon lower-cost channels, like an IVR menu or Web page, in favor of talking to a CSR. The application also tracks cost per contact, channel response times, and customer channel preference. Understanding how channels are used and identifying problem areas enables organizations to make improvements and point customers to the best channel for each type of interaction.

Improve CSR Effectiveness and Reduce Turnover

Oracle Contact Center Telephony Analytics provides supervisors with complete insight into how their CSRs are performing. Metrics such as CSR transfer rates, revenue per CSR, average handle time, and time spent by a CSR on after-call work help supervisors identify high-performing CSRs as well as those in need of additional training. Oracle Contact Center Telephony Analytics also integrates workforce management information—generally not available in call center reports— enabling management to determine how factors such as tenure, education, compensation, and training impact CSR turnover and performance.

Improve CSR Performance

Oracle Contact Center Telephony Analytics provides call center agents with information and alerts that help them maximize the value of each customer. Through the use of cross-value chain insight, each CSR can more effectively cross-sell and upsell more products and services, provide real-time information on order status, tailor service based on the customer's value to the company, and ultimately achieve higher levels of customer satisfaction and loyalty.

Maximize Productivity and Resource Utilization

Oracle Contact Center Telephony Analytics enables management to evaluate performance at the individual CSR and site level, comparing results to both internal targets and external benchmarks. Metrics such as cost to serve, average handle time,

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Oracle BI Applications provide complete, real-time, and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Tailored for more than 20 different industries and designed for rapid deployment at a low cost of ownership, Oracle BI Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle. All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise business intelligence need. Additional information about Oracle BI Applications is available at http://www.oracle.com/goto/obia

Oracle BI Applications include:

Oracle Financial Analytics

Oracle HR Analytics

Oracle Procurement and Spend Analytics

Oracle Supply Chain and Order Management Analytics

Oracle Sales Analytics

Oracle Marketing Analytics

Oracle Service Analytics

Oracle Contact Center Analytics

and contact profitability help management determine how individual CSRs and contact centers are performing. At sales-focused contact centers, Oracle Contact Center Telephony Analytics provides CSRs with visibility into existing customer relationships, helping them generate more revenue via cross-selling and up-selling. At service-oriented sites, the Oracle application closely monitors key processes, allowing supervisors to quickly resolve open service requests and better manage service volumes.

Faster Implementation, Lower Risk and Better Business Results

Providing actionable insight to the contact center requires a powerful analytic solution. However, the business intelligence solutions that are often deployed to fill this need are costly, take a long time to implement, and are difficult to modify when business requirements change. In contrast, Oracle Contact Center Telephony Analytics is a prebuilt solution designed for fast deployment at a lower cost, lower risk, and with better business results. Oracle Contact Center Telephony Analytics includes prebuilt data models, more than 150 metrics, and best practices based on Oracle's experience with thousands of contact center implementations. Oracle's robust enterprise analytics platform enables users to easily customize and extend the application without the need for programming. The intuitive, Web-based user interface enables rapid end user adoption and requires very little training.

Summary

Contact center analytics have traditionally been confined to telephony metrics generated by switches or CTI systems, leaving contact center managers with an incomplete picture of contact center performance. Oracle Contact Center Telephony Analytics provides contact center managers with new levels of insight by unlocking the information value hidden in systems across the enterprise. With Oracle Contact Center Telephony Analytics, contact center professionals have access to actionable information that drives greater customer satisfaction, lower costs, and increased revenue. Additionally, Oracle Contact Center Telephony Analytics is built on a robust analytic platform that integrates easily with Web servers, IVR, ACD, CTI, CRM, financial, human resources, and email applications.

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