

# Servicing Activity Analysis (Capability)

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- 2. Example of Use
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## 1. Role Definition

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Analyze customer servicing position activity, including teller, case/contact center traffic and VoIP activity. Analysis includes captured call/channel/device type, activity, onward routing and resolution decisions for operational and procedural insights and facility/process and training improvement (Root Cause Analysis)

## 2. Example of Use

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Contact center management reviews servicing activity analysis in order to identify areas where additional training and guidance is needed to improve the customer experience

## 3. Executive Summary

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This service domain analyzes servicing activity to support continual service improvement

4. Key Features

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- Analyze servicing activity for root causes
- Consolidate and present data to support analysis
- Recommend remedial actions that might mitigate the root cause for detected issues

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Servicing Activity Analysis API ( <a href="https://app.swaggerhub.com/apis/BIAN-3/ServicingActivityAnalysis/12.0.0">https://app.swaggerhub.com/apis/BIAN-3/ServicingActivityAnalysis/12.0.0</a> )
Core Business Object	 Servicing Event ( <a href="#">object_26.html?object=43088</a> )
Individual Analytics	<a href="#">servicingRootCauseAnalysisAccumulators</a> <a href="#">servicingRootCauseAnalysisActivityAnalysis</a> <a href="#">servicingRootCauseAnalysisPerformanceAnalysis</a> <a href="#">servicingRootCauseAnalysisTrends&amp;Events</a>
Portfolio Analytics	<a href="#">servicingRootCauseAnalysisPortfolioActivityAnalysis</a> <a href="#">servicingRootCauseAnalysisPortfolioMake-UpAnalysis</a> <a href="#">servicingRootCauseAnalysisPortfolioPerformanceAnalysis</a>
Scenarios	<div> <a href="#">Review Call Centre Activity for New Product (views/view_55164.html)</a></div> <div> <a href="#">Adjust Call Centre Position Assignments (views/view_55380.html)</a></div> <div> <a href="#">Perform Servicing Root Cause Analysis (views/view_54750.html)</a></div>
Service Role	Analyze consumer servicing position activity, including teller, case/contact center traffic and potentially VoIP activity in more advanced situations. Analysis includes captured call/channel/device type, activity, onward routing and resolution decisions for operational and procedural insights and facility/process and training improvement (Root Cause Analysis)
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	

stereotype

ServiceDomain

Appears on



(views/view\_50722.html)



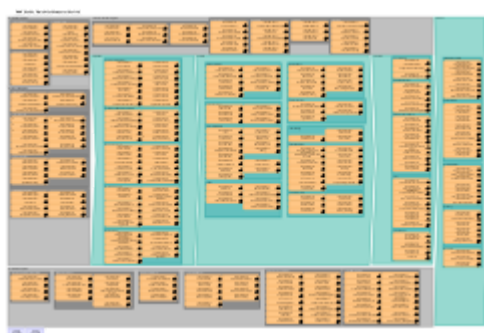
## Servicing Activity Analysis SD Overview

(views/view\_51447.html)



Total view new style for Interaction Mana...

(views/view\_51705.html)



BIAN Service Landscape V12.0 Value Ch...

(views/view\_51891.html)

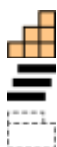


BIAN Service Landscape V12.0 Matrix Vi...

# Relations



aggregated by















Cross Channel (object\_25.html?object=130605)


Wave 3 ([object\\_25.html?object=153743](#))

Channel Management (object\_25.html?object=172028)


gets input  
from

-  Advanced Voice Services Management (object\_20.html?object=29564)
-  Business Unit Management (object\_21.html?object=30964)
-  eBranch Management (object\_21.html?object=34844)
-  Customer Behavior Insights (object\_21.html?object=34917)
-  Current Account (object\_21.html?object=37122)
-  Customer Offer (object\_22.html?object=39968)
-  Contact Center Management (object\_22.html?object=40392)
-  Contact Routing (object\_22.html?object=41059)
-  Contact Handler (object\_20.html?object=41839)
-  Brokered Product (object\_20.html?object=42491)
-  Contact Center Operations (object\_22.html?object=43894)
-  Session Dialogue (object\_23.html?object=48273)

















is equal to


-  Servicing Activity Analysis (object\_38.html?object=46635)

is part of

-  Cross Channel (object\_25.html?object=130605)

realized by

-  Servicing Root Cause Analysis\_ Analytics Object (object\_25.html?object=111443)
-  Servicing Activity Analysis\_SD\_Operations (object\_19.html?object=212810)
-  Servicing Root Cause Analysis\_Invocation (object\_18.html?object=212818)
-  Servicing Root Cause Analysis\_Reporting (object\_18.html?object=212820)
-  Servicing Root Cause Analysis\_Instantiation (object\_18.html?object=212823)
-  Servicing Activity Analysis\_SD\_Service Group (object\_19.html?object=242356)
-  Up CR Update aspects of servicing root cause analysis (object\_13.html?object=31425)
-  Ev BQ Initialize application of a specific algorithm for root cause analysis (object\_13.html?object=32313)
-  Rq CR Request manual intervention in servicing root cause analysis (object\_12.html?object=33742)
-  Re CR Retrieve details about servicing root cause analysis (object\_15.html?object=38700)
-  Ev CR Initialize servicing root cause analysis (object\_15.html?object=40954)
-  Re BQ Retrieve details about the application of a specific root cause algorithm analysis (object\_16.html?object=44693)
-  Rq BQ Request manual intervention to the application of a root cause algorithm (object\_16.html?object=44890)
-  Ex CR Execute an automated aspect of root cause analysis (object\_17.html?object=47601)
-  Servicing Root Cause Analysis (object\_24.html?object=47883)
-  Servicing Root Cause (object\_24.html?object=48379)
-  Analyze (object\_28.html?object=58100)

sends output to		Serviceing Event History (object_21.html?object=30330)
		Employee Access (object_21.html?object=36898)
		Channel Activity History (object_21.html?object=38870)
		Customer Behavior Models (object_22.html?object=41791)
serves		Customer Management (object_6.html?object=126743)
		Interaction Management (object_6.html?object=130131)
triggered by		Contact Center Operations (object_22.html?object=43894)
		Serviceing Activity Analysis (object_22.html?object=46634)
triggers		Serviceing Event History (object_21.html?object=30330)
		Management Manual (object_20.html?object=32915)
		Product Design (object_22.html?object=44093)
		Serviceing Activity Analysis (object_22.html?object=46634)