

WHAT IS BUSINESS INTELLIGENCE?

- A. "The ability to apprehend the interrelationships of presented facts in such a way as to guide action towards a desired goal."
– **Hans Peter Luhn**, IBM, 1958
- B. "Concepts and methods to improve decision making by using fact-based support systems."
– **Howard Dresner**, Gartner Group, 1989
- C. "Getting the right information to the right people at the right time."
– **R. M. Bogza**, Academy of Economic Studies of Bucharest, 2008

BI FOR THE ENTERPRISE STARTS WITHIN THE CONTACT CENTER

Common Challenges

- Multi-vendor, multi-site, and/or multichannel contact centers
- More than one ACD
- Need to integrate and report on data from supporting systems, both inside and outside the contact center
- Have unstructured and/or multi-sourced data
- Have a need for customer-designed or multi-sourced metrics