

CC Reports & Dashboard (CUIC/Custom) – Case Study

Project Overview

In 2023-2024, I spearheaded the development of **30+ custom reports and dashboards** for a contact center, utilizing **CUIC** (Cisco Unified Intelligence Center) to streamline performance monitoring and improve operational efficiency. These reports provided key insights into customer satisfaction, agent performance, and call metrics. The goal was to provide **real-time** data that could be easily accessed by both agents and managers, enabling them to make quick, informed decisions. Through these reports, the contact center could identify performance gaps, optimize workflows, and ultimately enhance the customer experience.

My Role

As the **CC Developer & Data Analyst** for this project, I was responsible for:

- Collaborating** with contact center managers and supervisors to identify key performance metrics.

- Designing and developing** 30+ custom reports using **CUIC**, ensuring the reports met the specific needs of different teams within the organization.

- Creating real-time dashboards** to visualize key metrics and ensure quick access to data.

- Optimizing performance metrics** to ensure actionable insights were easily accessible.

- Integrating** data from multiple Cisco contact center systems to provide a holistic view of operations.

Challenges

- Data Integration:** Extracting and integrating data from multiple Cisco contact center solutions (e.g., ACD, IVR, HDS, AWDB) to provide comprehensive insights.

- Customization:** Ensuring each report and dashboard was tailored to specific business needs, from agent-level performance to top-level management insights.

Real-time Data: Ensuring that the dashboards and reports were updated in real time, providing managers and agents with up-to-date information.

User Accessibility: Designing the reports and dashboards to be user-friendly, ensuring easy access for different stakeholders with varying data needs.

Approach

Customized Reports: Designed specific reports to monitor key metrics such as call volumes, wait times, agent performance, and customer satisfaction scores. Each report was tailored to present the data in a manner that was most relevant to the role of the user (supervisor, manager, or agent).

SQL Query Optimization: Utilized **SQL queries** to extract relevant data from the Cisco systems, ensuring accuracy and efficiency in data retrieval.

Real-Time Dashboards: Developed dashboards that consolidated multiple metrics in real-time, enabling quick decision-making. These dashboards were designed to be interactive, allowing users to drill down for more granular data.

User-Centric Design: Focused on **user experience** to ensure that the dashboards and reports were intuitive, visually engaging, and easy to navigate.

Tools&Tech

CUIC (Cisco Unified Intelligence Center): For designing and managing reports and dashboards.

Cisco Contact Center Solutions: For pulling real-time data.

SQL Queries: For creating custom reports and pulling specific data from contact center systems.

Dashboard Design: Using CUIC's dashboards and custom development via JS/ Node js.

Outcome

Improved Operational Efficiency: The real-time dashboards provided immediate insights, helping agents and managers adjust on the fly to improve performance.

Increased Customer Satisfaction: By enabling managers to monitor key metrics like wait times and agent performance, customer experience was enhanced by reducing call times and improving response quality.

Streamlined Decision-Making: Contact center managers were empowered with data-driven insights to make timely decisions, resulting in improved team performance.

Enhanced Reporting Accessibility: The custom reports and dashboards allowed for quick access to data tailored to different team needs, from supervisors to executives.

Conclusion / KeyTakeaway

The development of **30+ custom reports and dashboards** revolutionized how the contact center managed its operations. By providing real-time, actionable insights, the solution empowered managers and agents to monitor performance, optimize workflows, and ultimately deliver superior customer service. This project showcased the power of data visualization and real-time reporting in enhancing operational efficiency and customer satisfaction.