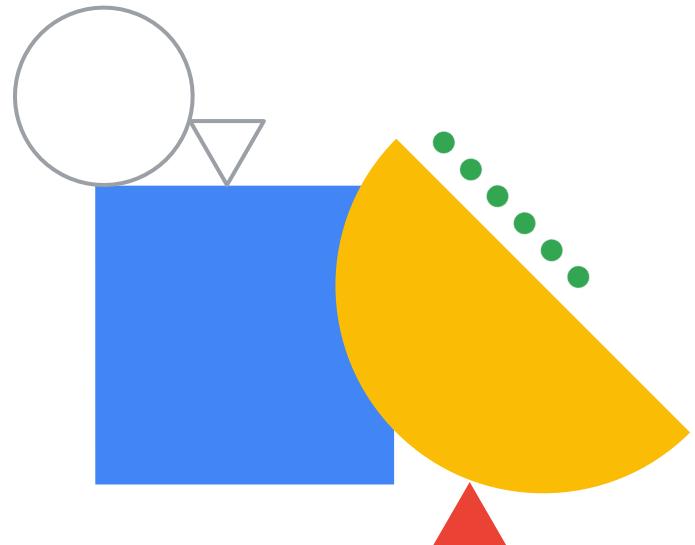


# Introduction to Data and Reporting in CCAIIP

Manager training



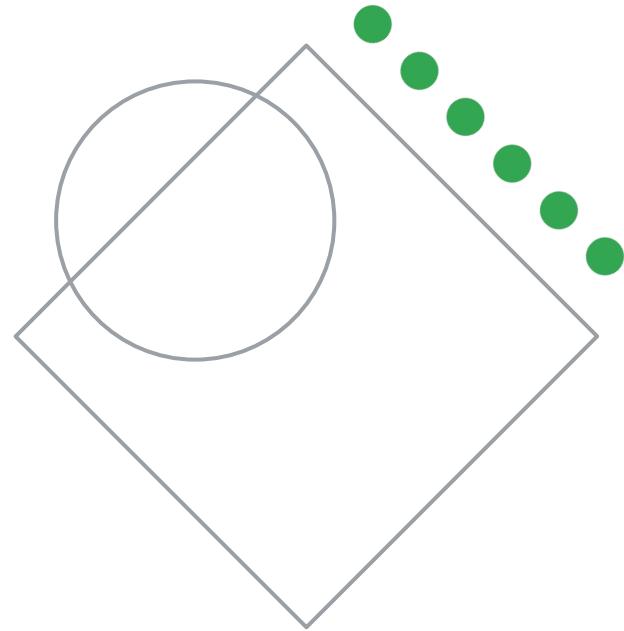
# Objectives

01

Recognize CCAIP reporting methodology



# CCAI reporting overview



# Interaction-Based Data Model

CCAIPI uses the Interaction-Based Data Model to provide new level of insights into your call and chat metrics. It tracks every instance of consumer interactions with agents.

- **Session** - The consumer's complete experience from initiating contact with your contact center to ending it. A session may consist of multiple interactions.
- **Interaction** - Each time the consumer directly interacts with an agent via call or chat (including Virtual Agents)
- **Segment** - Subcomponents of interactions like talk time or wrap-up time



# Why does the interaction data model matter to you?

- Breaking down sessions into interactions allows for a more detailed metric analysis for managers, workforce management, and reporting on specifics at the executive level of your organization.
- If you are a manager who only manages one queue that takes escalations, you will not need to know about whole session statistics, just the interactions that your team answered.
- Different interactions within the session could be assigned to different agents, and agent stats should only reflect the portion of the call they were assigned to for reporting accuracy.

# Reporting types

## Real-time dashboards

Leverage the real-time dashboards to ensure contact center efficiency in your day-to-day operations.

## Live monitoring pages

Monitoring pages can assist you in analyzing specific agents, queues, and more.

## Downloadable reports

You have the ability to download many different types of reports into CSV files. This will allow you to store the files long term.

# Reporting options

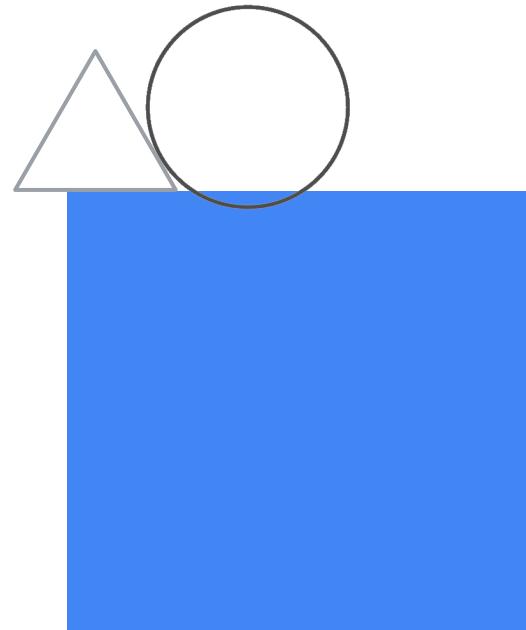
Please note the rest of the manager course will offer a deep dive into all of these options.

- Real-time dashboards for all channels
- Downloadable Reports
- Reporting API - Only way for custom reporting
  - 13 data models like agent, agent status history, call, chat, team, and more
  - Accessible with any tool - Postman, Looker, Tableau

# SLA - Service Level Agreement

- Contact centers decide and then are committed to answering a set percentage of calls/chats within a certain number of seconds.
  - **Example:** The typical industry standard is to answer 80% of calls within 20 seconds. Therefore, out of all of the calls that came into the business, 80% of them were answered within 20 seconds or less.
- You can find the SLA within the Performance Metrics Dashboard and many other places within the platform.

# Reporting terms and uses



# The data dictionary (1 of 2)

The data dictionary provides the definition of metrics and additional details if applicable.

Additional details can include:

- Formatting
- Aggregates
- GROUP BY
- Calculations
- Examples

Use the data dictionary if you have any questions about terms and what they mean in reporting, or if you want to know exactly how a calculation is made.

For business reviews with stakeholders who may not have direct experience with the contact center, the dictionary can provide necessary information for their strategic decision-making.

# The data dictionary (2 of 2)

Take a look at the following example of how you can leverage the data dictionary:

There is a metric for abandoned percentage when it comes to calls (abandoned % - call). This metric is for the total queue abandons as a percentage of the total queued calls for the given period. Failed calls are not treated as abandoned.

Calculation:

Count of calls abandoned / (count of inbound calls handled + count of calls abandoned)

Knowing that failed calls are excluded from this definition of abandoned is helpful additional information. This detail can make a difference in the ways in which contact center SLA is met, analyzed, and evaluated. Without the details in the data dictionary, these types of details would be lost.

# Documentation and release notes

To access documentation for topics in this course please access the links below:

[Data dictionary](#)

[Standard Reports](#)

[Reporting API](#) (only way for custom reporting)

- 13 data models like agent, agent status history, call, chat, team, and more
- Accessible with any tool - Postman, Looker, Tableau

[Release notes](#)