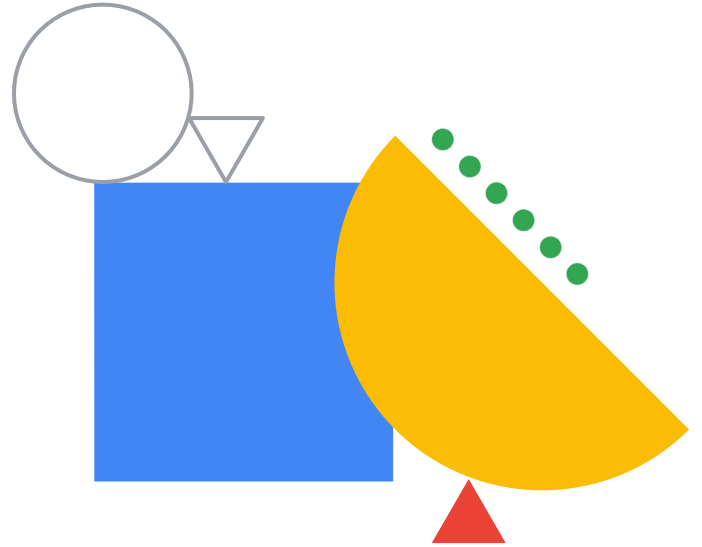


Introduction to Data and Reporting in CCAIP

Manager training



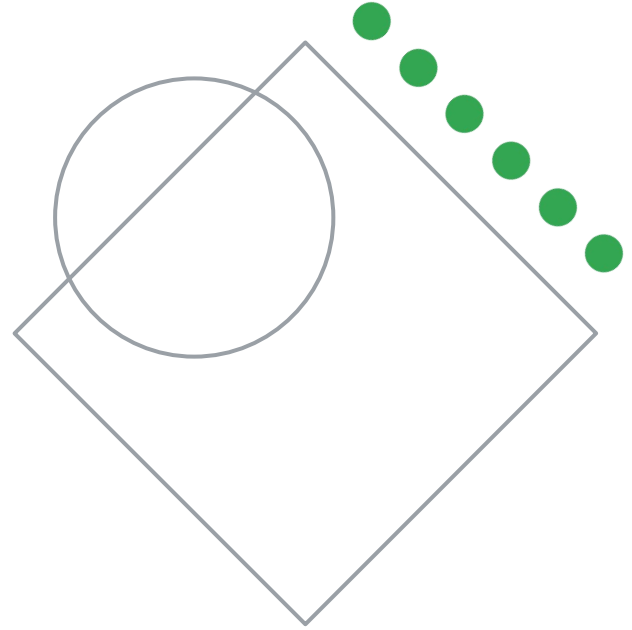
Objectives

01

Recognize CCAIP reporting methodology



CCAIP reporting overview



Interaction-Based Data Model

CCAIP 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

SESSION										
	INTERACTION					<Transfer>	INTERACTION			
Segment In-Menu	Segment Queue	Segment Ring	Segment Talk	Segment Hold	Segment ACW		Segment Queue	Segment Ring	Segment Talk	Segment ACW
	AGENT A						AGENT B			

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 managers 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

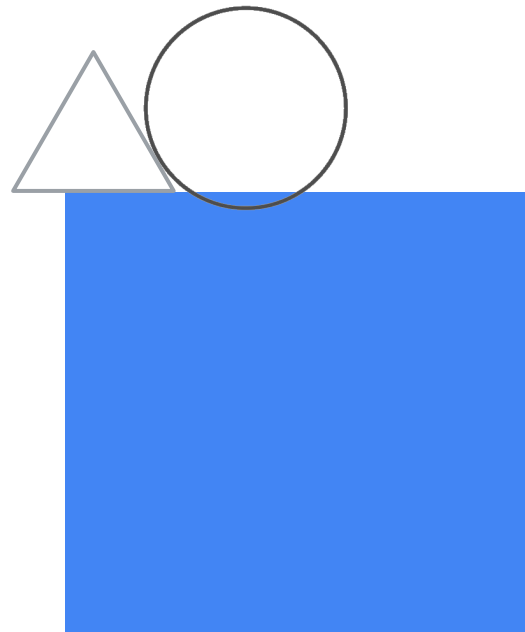
Please note the rest of the manager course will offer a deep dive into all of these options.

- 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](#)