Webex Contact Center

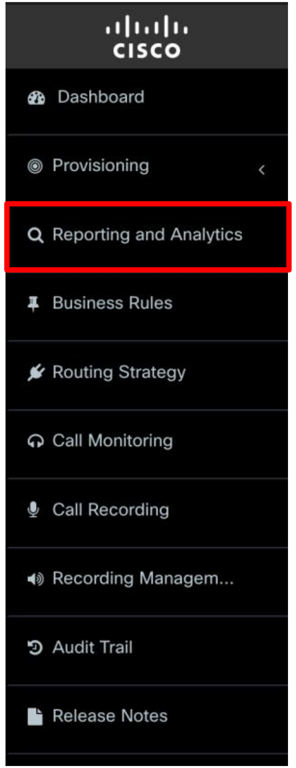
Analyzer Reporting

Agenda

1. Analyzer Overview
2. Creation of visualizations
3. Analyzer Scheduler
4. Stock reports
5. Dashboards
6. Q&A

Analyzer Overview

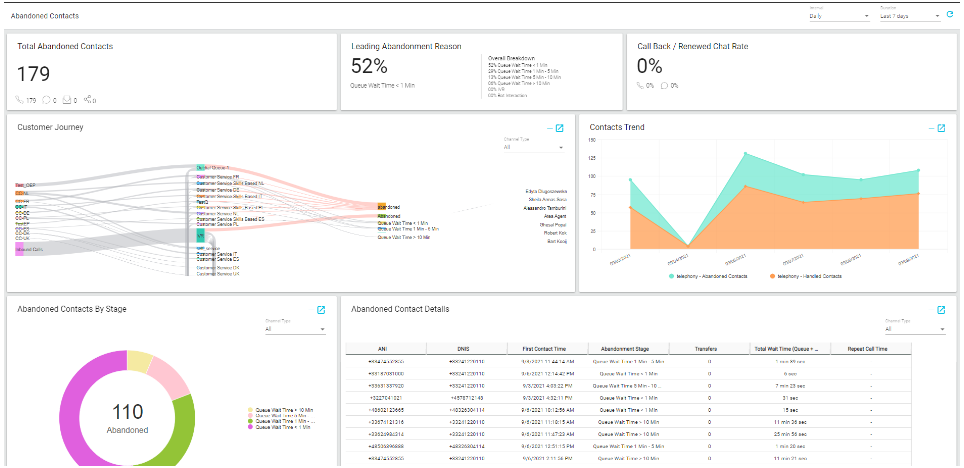
Portal Overview



- **Dashboard** - Enables authorized users to create, view, and edit the settings that are provisioned for the enterprise. It provides access to Audit Trail, Agent Skill Report, Provisioned Items Report, and Provisioned Skills Report.
- **Provisioning** – The provisioning dropdown provides the majority of Webex Contact Centre configuration apart from adding Users and Web Chat configuration , which are done within the Control Hub. Each of the drop-down menu items are described in this document.
- **Reporting and Analytics** - module that enables authorized users to segment, profile, and visualize the data in contact centre systems. It also helps to identify the key variables that impact productivity and desired business outcomes.
- **Business Rules** - Enables authorized users of the Analyzer module to incorporate customer data into the Webex Contact Centre environment for custom routing.
- **Routing Strategy** - Provides a web-based user interface for managing and configuring contact handling strategies. Authorized users can create and schedule global routing and team capacity strategies and alter them in real time in response to changes in business dynamics.
- **Call Monitoring**- Enables authorized users to silently monitor the quality of service being delivered across their multi-source contact centres. The power of the Webex Contact Centre service lies in the unique ability to monitor any call across any site. Through a simplified web interface, users can select the queue, team, site, or agent they want to silently monitor. Authorized users can provide instructions to the monitored agent without being heard by the caller and can join a call being monitored and participate in the conversation.
- **Call Recording** - Optional module that enables authorized users to record calls.
- **Call Recording Manager** - Optional module that enables authorized users to search for and play calls recorded through the Webex Contact Centre Call Recording feature
- **Audit Trail** - Enables authorized users to view details about provisioning changes made for their enterprise and export the data to a data analysis tool, such as Microsoft Excel.
- **Release Note** - Enables authorized users to view and download release notes

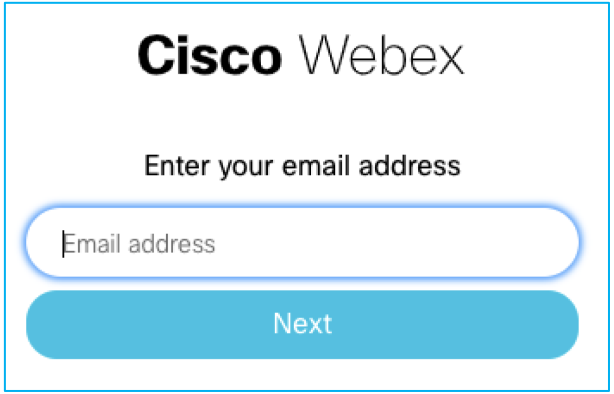
What it offers?

- Native Cloud reporting platform for Webex CC
- Stores Customer Interaction & Agent Activity records
- Historical & Real-time reports/Dashboards
- Customized visualizations and dashboards
- Schedule reports
- Supports Chart & tabular reports
- Export report as .CSV & Excel to do further analysis
- Dashboard Capabilities for single view of multiple Historical and Real-time reports



Portal Access

- Access using Cross Launch From Webex Contact Center Management Portal: https://portal.wxcc-eu1.cisco.com/
- Access using using Direct Link: https://analyzer.wxcc-eu1.cisco.com/analyzer/home



Analyzer Record Type – CSR/CAR

Choose the record type of the visualization:

- **Contact Activity Records (CAR)**: Represents an individual step in the customer workflow.
- **Contact Session Records (CSR)**: Represents the customer workflow, consisting of a sequence of customer activities.

00:00	IVR – EP1
00:20	Queue 1
00:50	Agent 1
01:30	Agent 2
01:40	Hang Up

CAR

Activity	Entity	Start Time	End Time	Duration
IVR	EP1	00:00	00:20	20 Sec
Parked	Queue 1	00:20	00:50	30 Sec
Talking	Agent 1	00:50	01:30	40 Sec
Talking	Agent 2	01:30	01:40	10 Sec

CSR

Start Time	00:00	End Time	01:40	Call Duration	01:40	Entry Point	EP1	IVR Duration	00:20
Final Queue	Queue 1	Queue Duration	00:30	Final Agent	Agent 2	Talk Duration	00:50		

Analyzer Record Type – ASR/AAR

Choose the record type of the visualization:

- **Agent Activity Records (AAR)**: Represents an individual step in the agent workflow.
- **Agent Session Records (ASR)**: Represents the agent workflow, consisting of a sequence of agent activities.

00:00	Login - Idle
00:20	Available
00:50	Talking
01:30	Wrap Up
01:40	Available
01:50	Logout

AAR

Activity	Entity	Start Time	End Time	Duration
Idle	Team 1	00:00	00:20	20 Sec
Available	Team 1	00:20	00:50	30 Sec
Talking	Queue 1	00:50	01:30	40 Sec
Wrap Up	Queue 1	01:30	01:40	10 Sec
Available	Team 1	01:40	01:50	10 Sec

ASR

Start Time	00:00	End Time	01:50	Staff Hours	01:50	Team	Team 1	Available Count	2
Available Duration	00:40	Talk Duration	00:40	Wrap Up Count	1				

Home

Total Agent Activity Records
119

Minimize

Time	Records	Oldest	Newest
Today	96	Dec 12, 2019	Dec 12, 2019
Yesterday	23	Dec 11, 2019	Dec 11, 2019
This Week	119	Dec 11, 2019	Dec 12, 2019
Last Week	0	-	-
This Month	119	Dec 11, 2019	Dec 12, 2019
Last Month	0	-	-
Total Records	**119**	**Dec 11, 2019**	**Dec 12, 2019**

Total Agent Session Records
33

Minimize

Time	Records	Oldest	Newest
Today	22	Dec 12, 2019	Dec 12, 2019
Yesterday	11	Dec 11, 2019	Dec 11, 2019
This Week	33	Dec 11, 2019	Dec 12, 2019
Last Week	0	-	-
This Month	33	Dec 11, 2019	Dec 12, 2019
Last Month	0	-	-
Total Records	**33**	**Dec 11, 2019**	**Dec 12, 2019**

Total Customer Activity Records
29

Minimize

Time	Records	Oldest	Newest
Today	29	Dec 12, 2019	Dec 12, 2019
Yesterday	0	-	-
This Week	29	Dec 12, 2019	Dec 12, 2019
Last Week	0	-	-
This Month	29	Dec 12, 2019	Dec 12, 2019
Last Month	0	-	-
Total Records	**29**	**Dec 12, 2019**	**Dec 12, 2019**

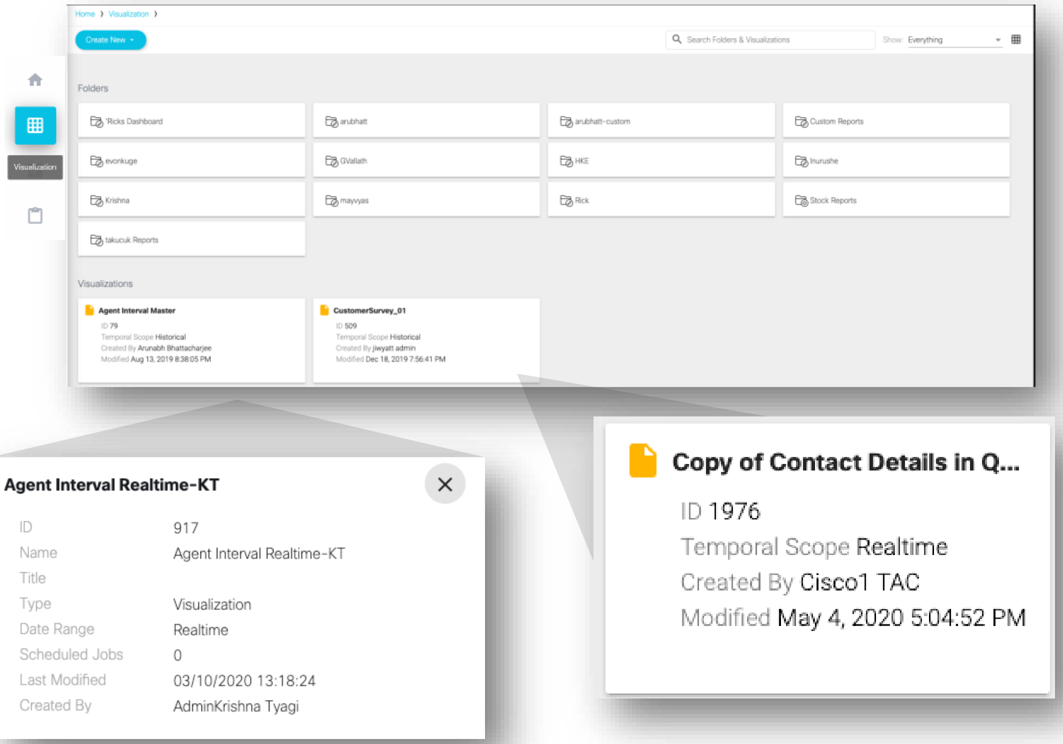
Total Customer Session Records
4

Minimize

Time	Records	Oldest	Newest
Today	4	Dec 12, 2019	Dec 12, 2019
Yesterday	0	-	-
This Week	4	Dec 12, 2019	Dec 12, 2019
Last Week	0	-	-
This Month	4	Dec 12, 2019	Dec 12, 2019
Last Month	0	-	-
Total Records	**4**	**Dec 12, 2019**	**Dec 12, 2019**

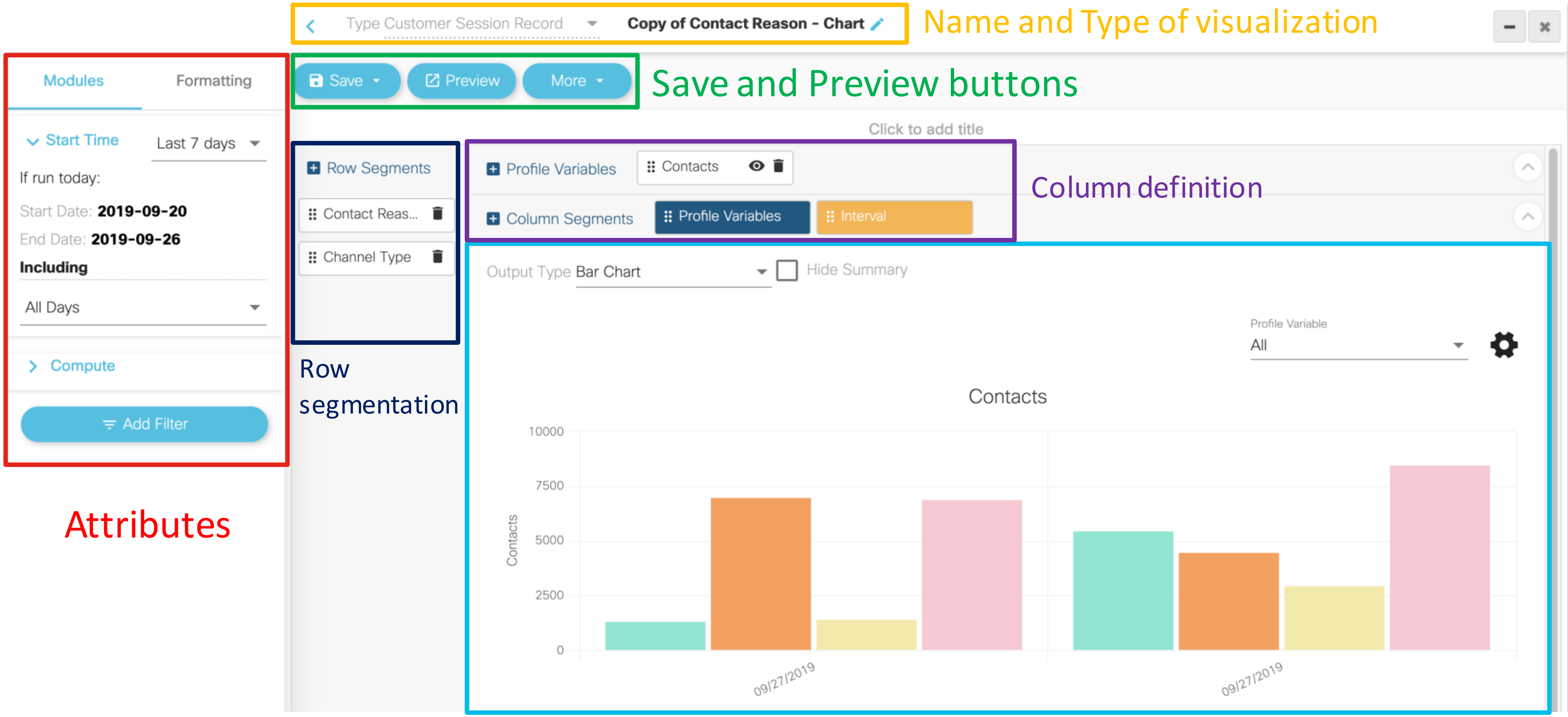
Navigation

- Visualizations, Dashboards and Variables
- By default, you will only have Stock Reports
- You can access to these stock reports or create new customized ones
- Search Folder and Visualizations
- 2 types of views: List or Grid
- Visualization Summary
  - Temporal Scope
  - Created By
  - Modified Date/Time
- Click on Details for more info



Creation of custom visualizations

Creation of Visualizations Overview



Output chart preview

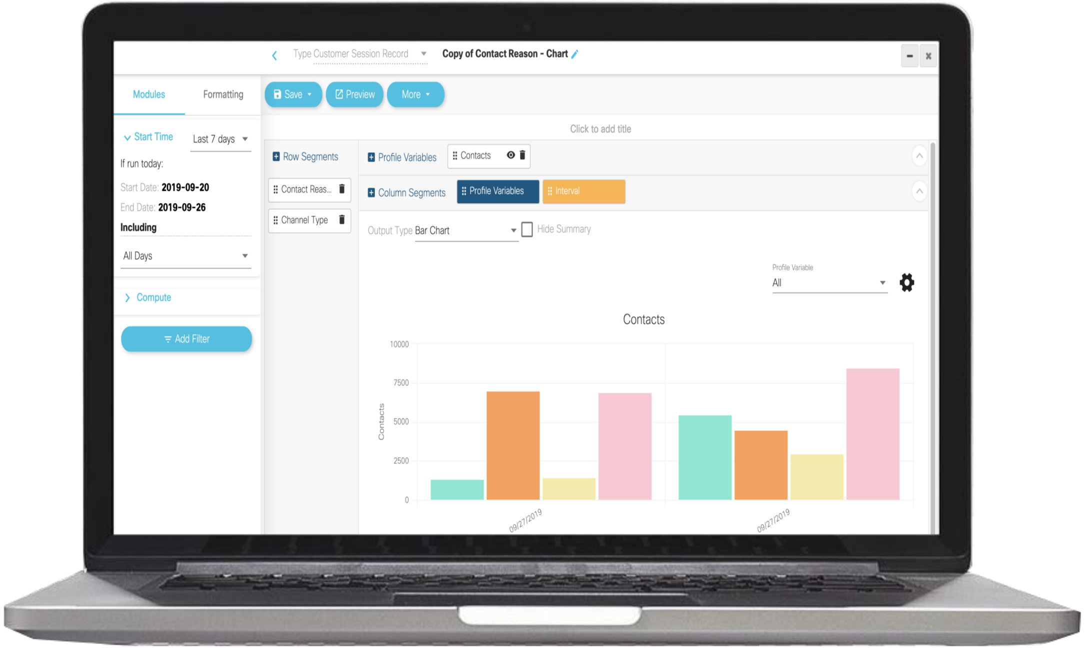
Create Visualization

Structure

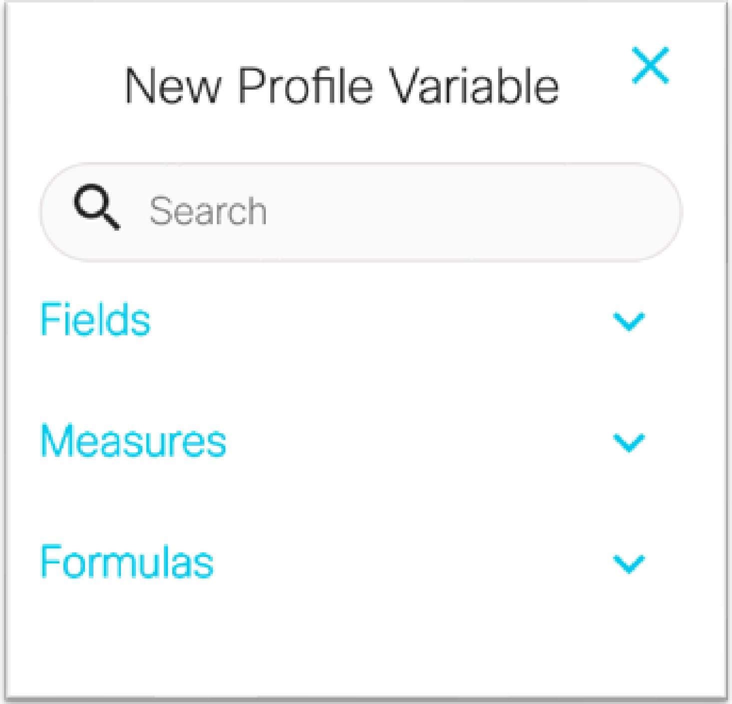
- Type or Repository: CSR, CAR, ASR, AAR
- Time Period: Realtime or Historical
- Interval
- Output Type: Table, Heatmap, Chart

Defines the data set

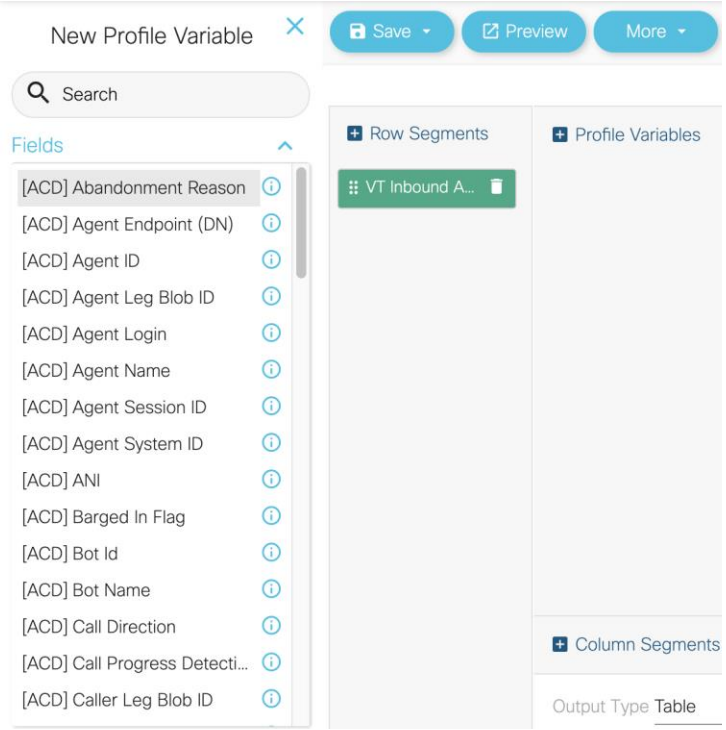
- Profile Variables:
  - Field, Measures and Formulas
  - Value or Count Report
- Row Segment
  - Fields, Enhanced Fields
- Filter
  - Fields, Measures



Visualization Variables



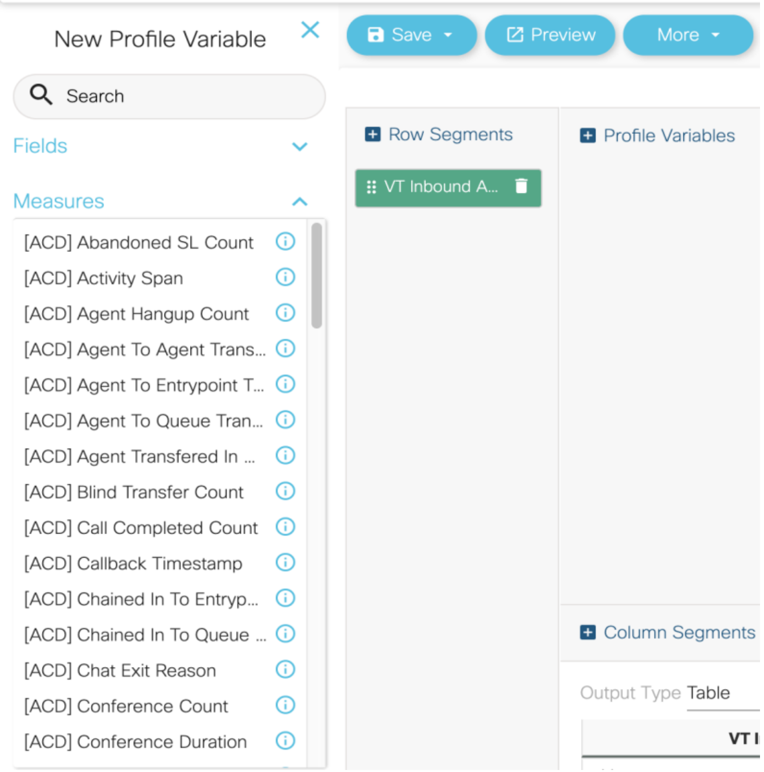
Fields



- Only fields can be used for segmentation as shown.

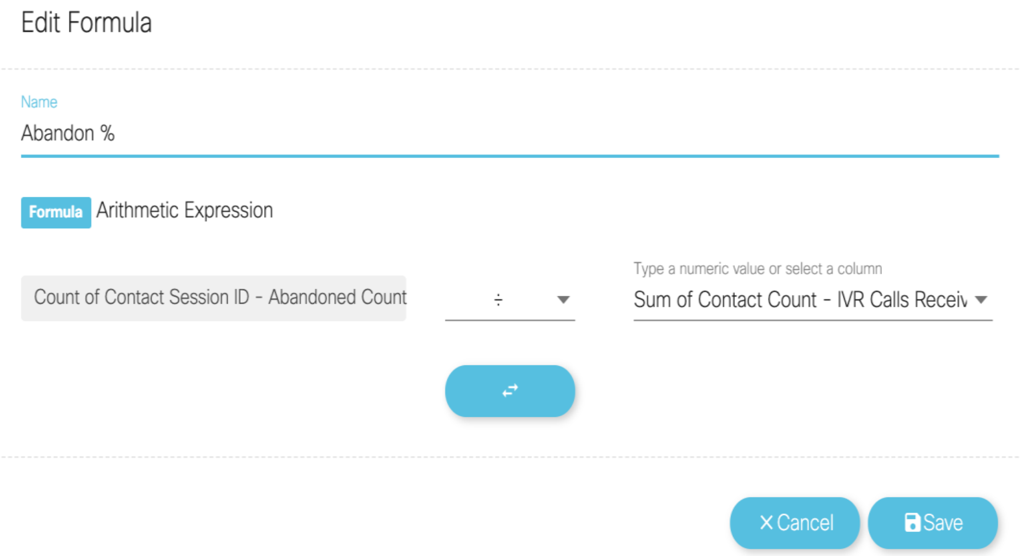
  - They are only textual values.
- Fields can be combined with measures to create specific conditions for profiling variables.
- DNIS, EntryPointName, QueueName and AgentName are all fields.
- The order of the fields can be changed by dragging them to another position.
- Remove a field by clicking the X that shows up on the field on the canvas when the mouse pointer is over it.

Measures

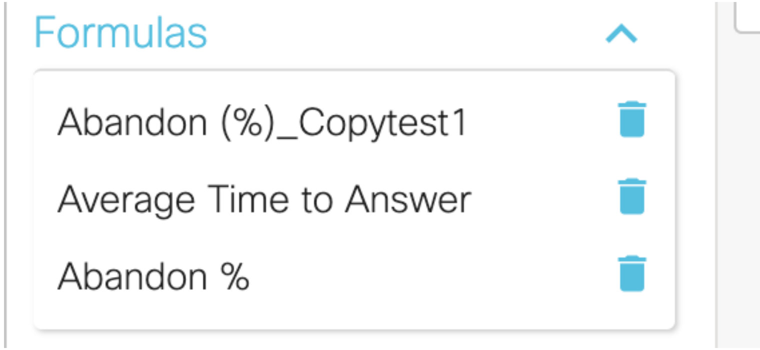


- Measures are computed values that are predefined in the data dictionary.
- They can only be used for profile variables.
- Remove measures the same way as a field and drag to change the location or order of the measures.
- Measures can also be defined as a range (ex. ItemShipped between 50-100).

Formulas

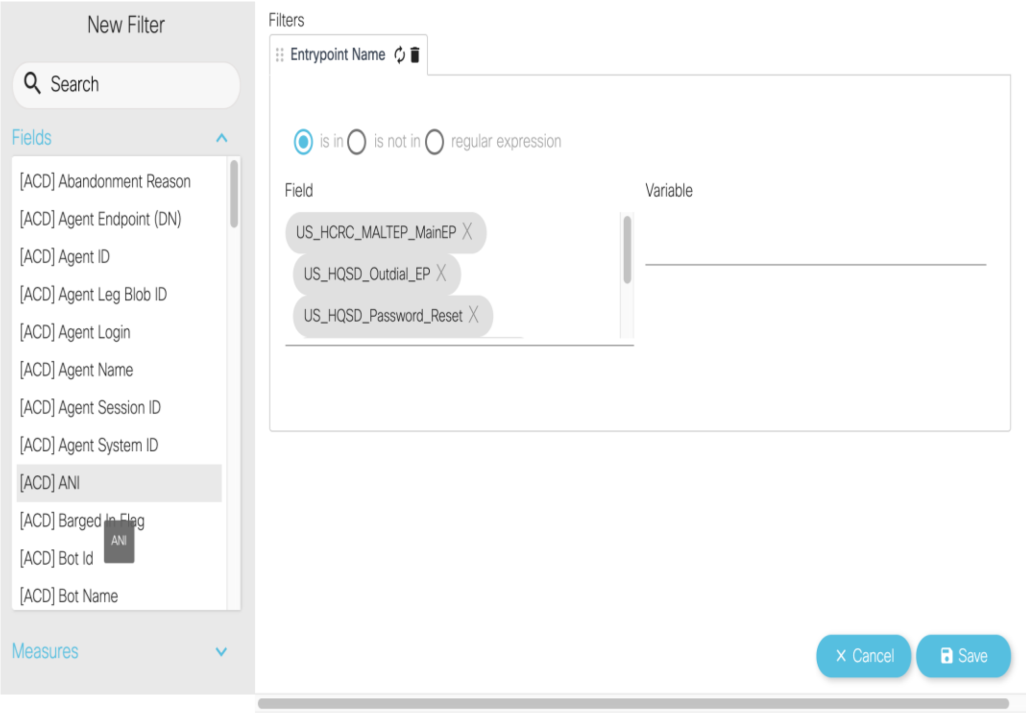


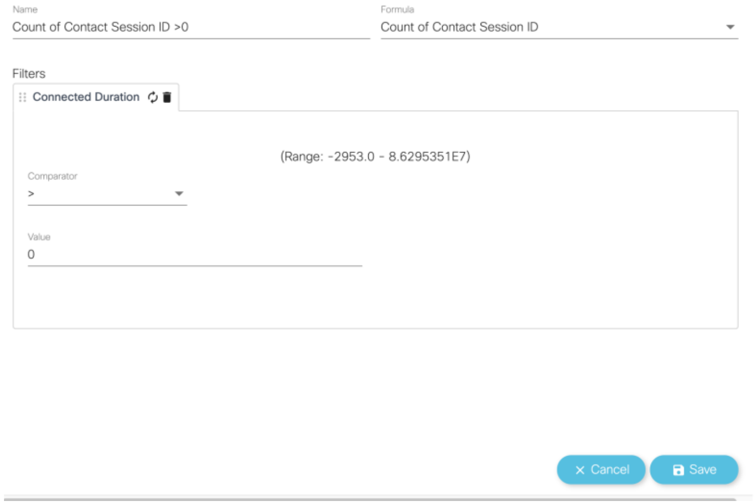
- The user can create formulas with an existing profiling variable or with a new profiling variable.
  - Right click an existing PV and click new profile variable.
- Formulas can only have one resultant profiling variable.
- Custom Formulas can be saved and reused across the Analyzer



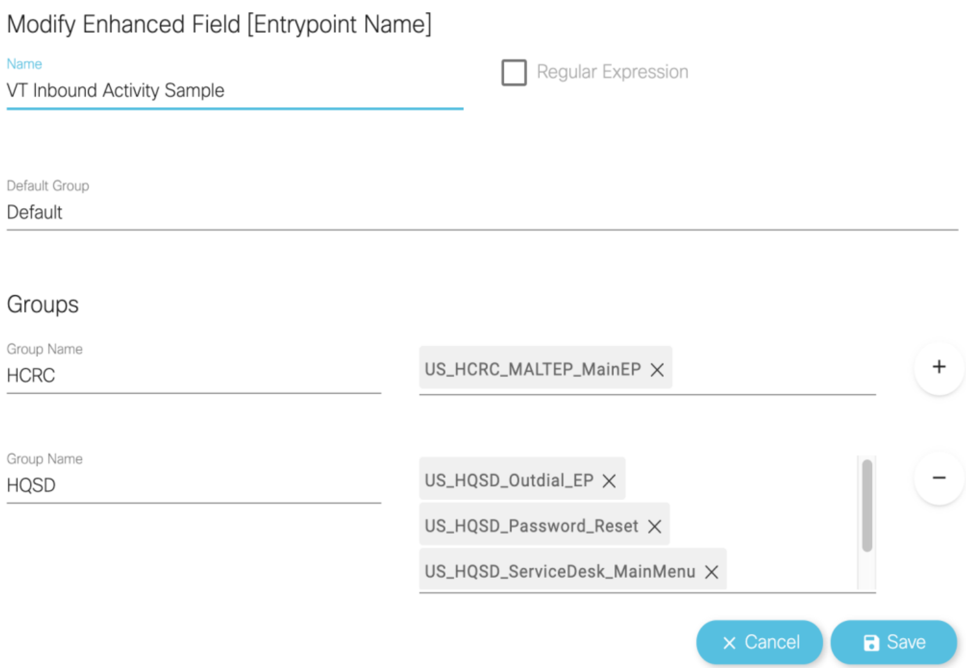
Filters

- Filters are found on the left side of the visualization canvas/panel.
- They set limits to the population of the data set.
- Fields and Measures can be used as filters for the visualization.
- Right click field or measure and Create Filter or drag to the filter panel.





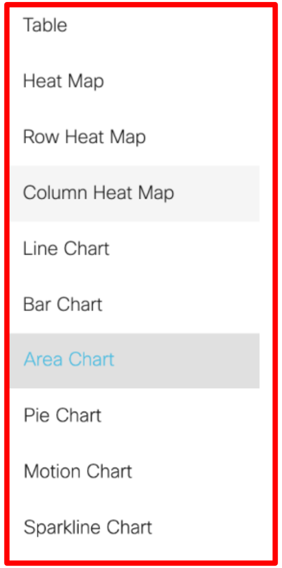
Enhanced Field

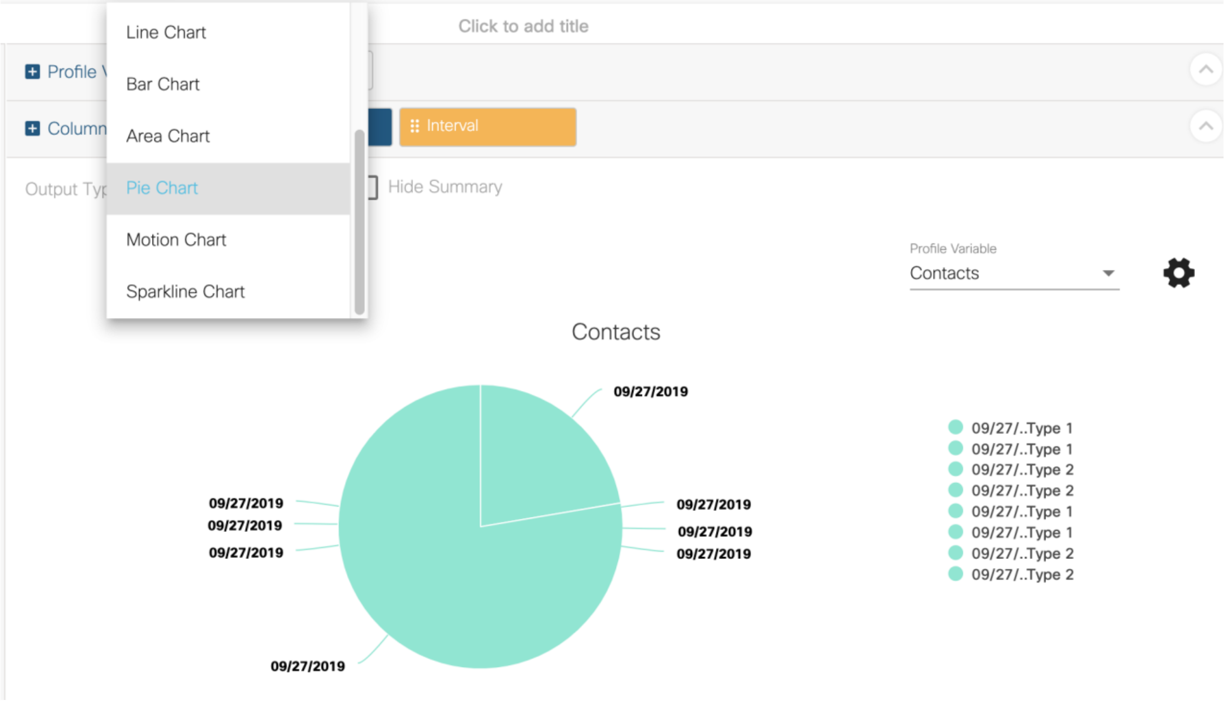


- While creating or editing a visualization, users can create one or more enhanced fields to combine multiple values of a segmentation variable into one or more groups.
- When the visualization is run, the values of all the segmentation variables in a group are combined into one row and the profiling variables for that visualization are computed for those segmentation values.

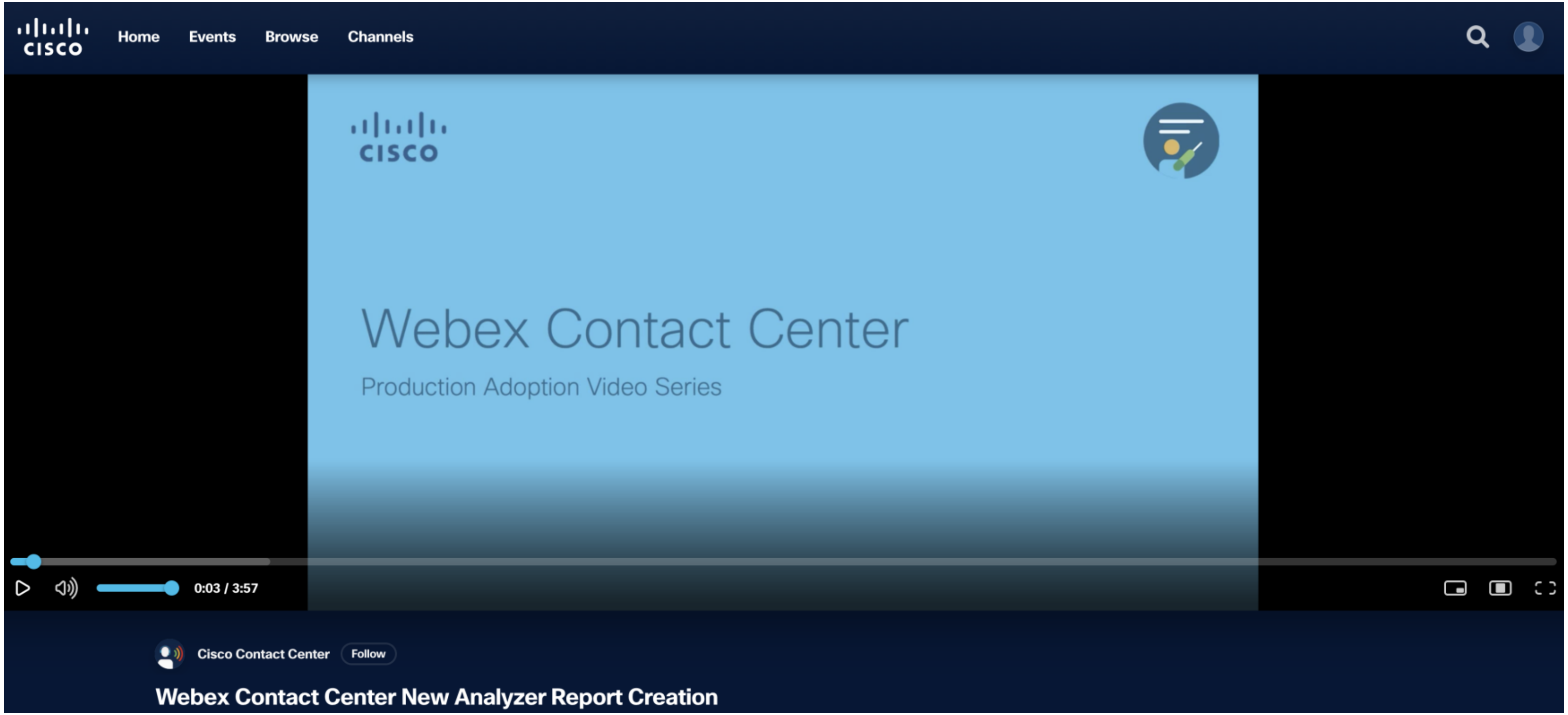
Data Output Formats

The data can be displayed as:





Creating a Visualization



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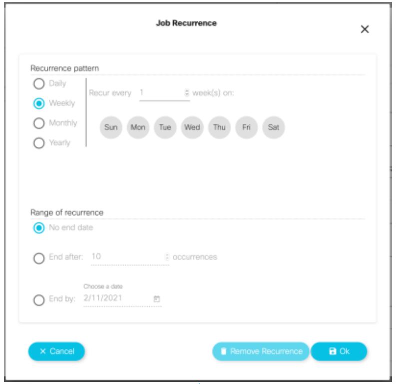
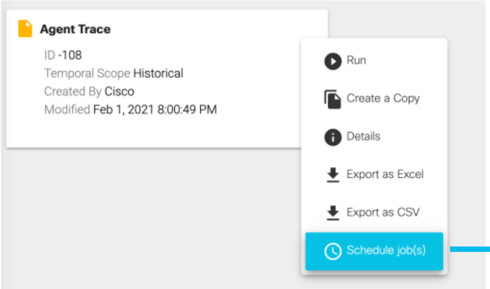
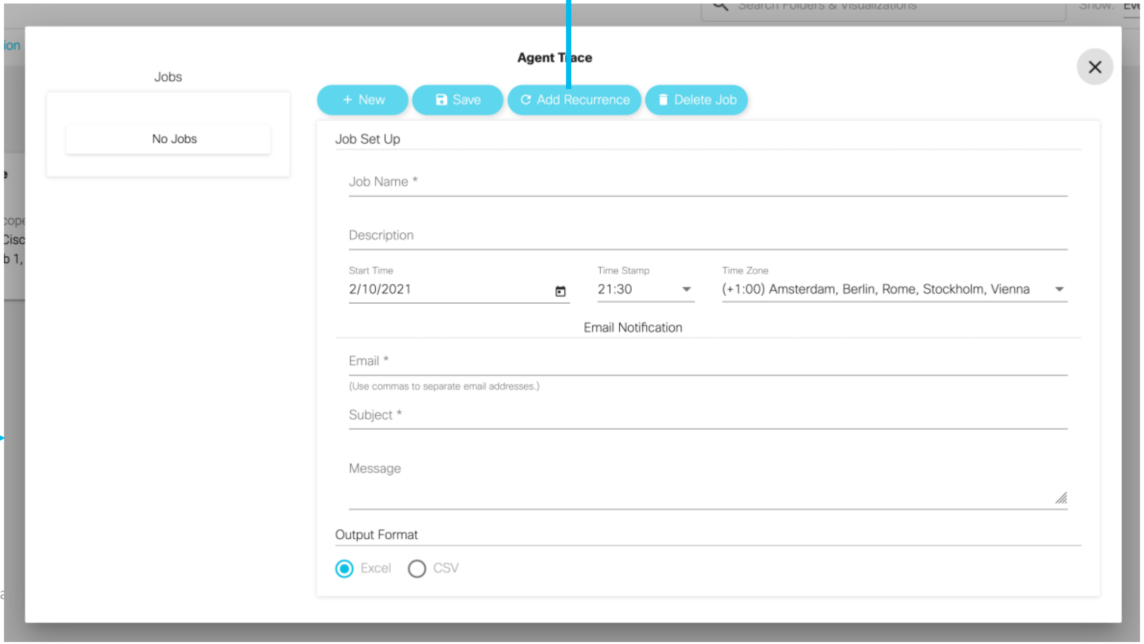
Analyzer Scheduler

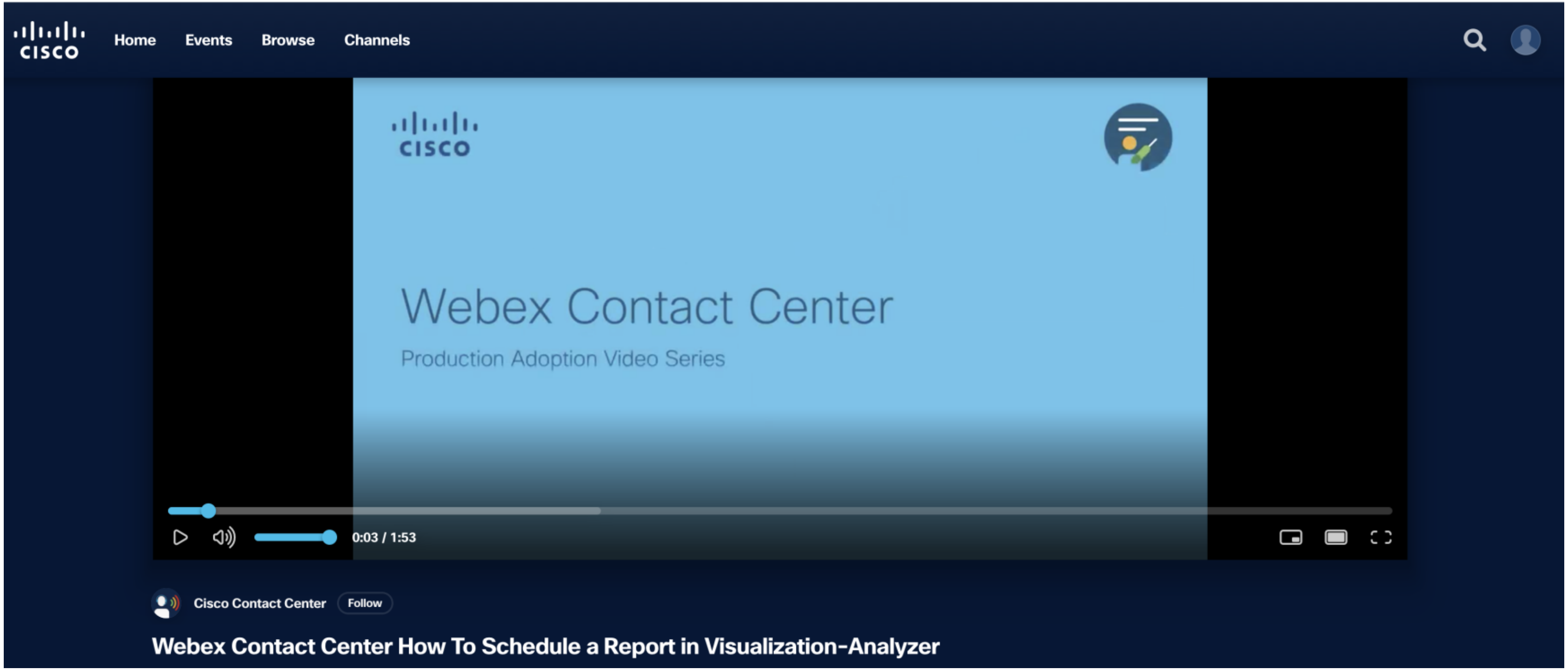
Analyzer Scheduler







Scheduling a report



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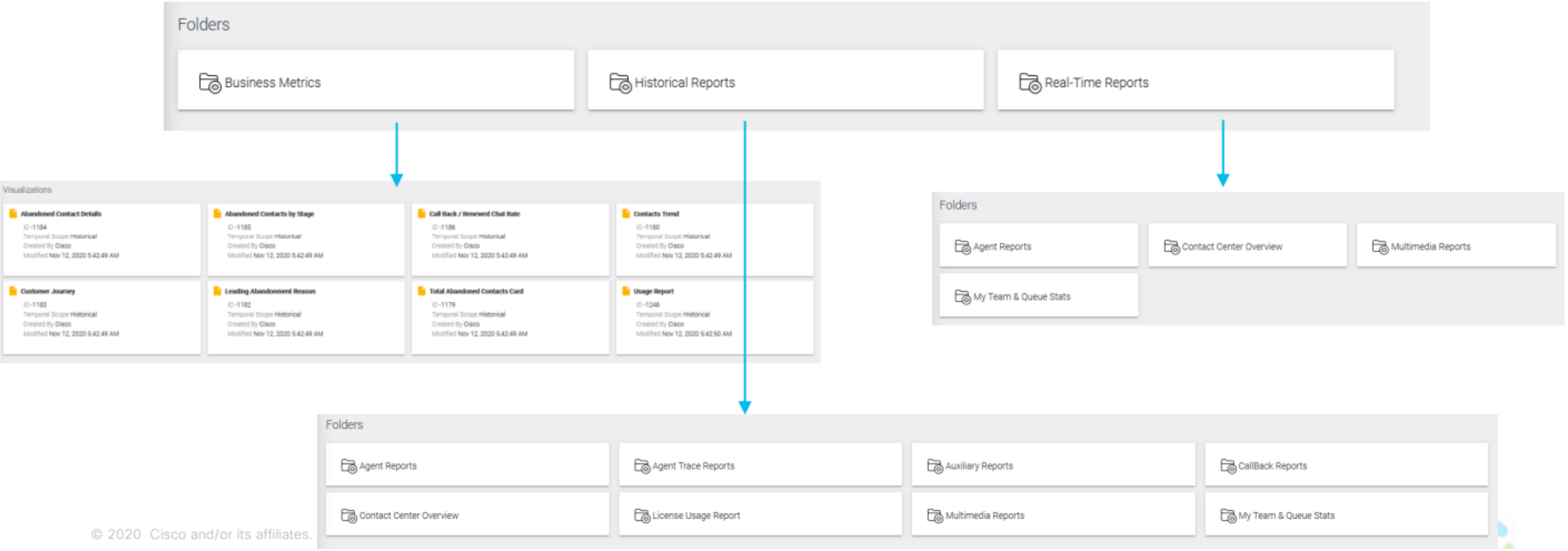
Stock Reports

Visualizations

- Business Metrics, Historical and Realtime reports available



[Analyzer guide]

Business Metrics

Home › Visualization › Stock Reports › Business Metrics

Visualizations

Abandoned Contact Details
ID -1184
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

Abandoned Contacts by Stage
ID -1185
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

Call Back / Renewed Chat Rate
ID -1186
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

Contacts Trend
ID -1180
Temporal Scope Historical
Created By Cisco
Modified Jul 15, 2021 05:10:37 AM

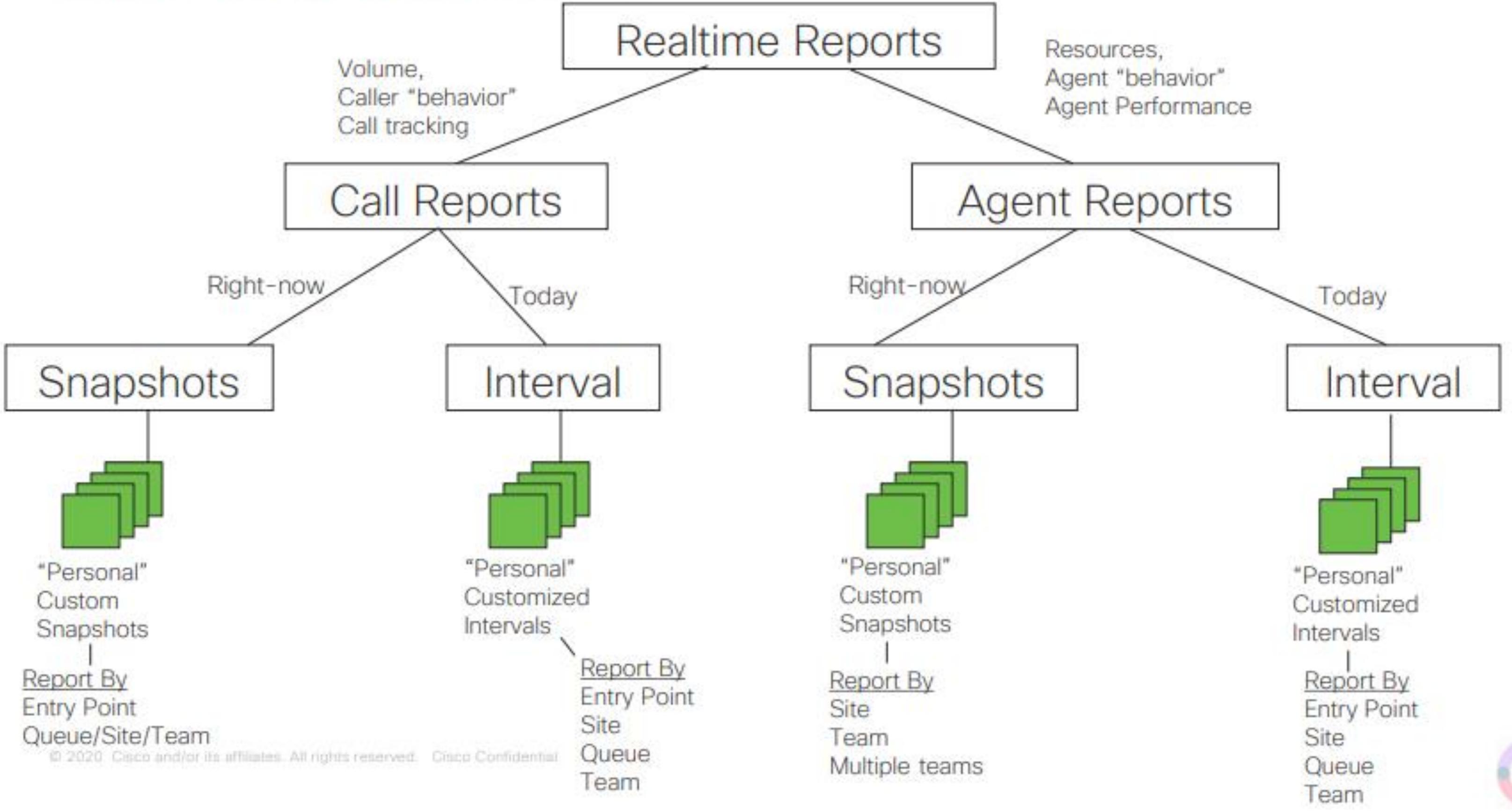
Customer Journey
ID -1183
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

Leading Abandonment Reason
ID -1182
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

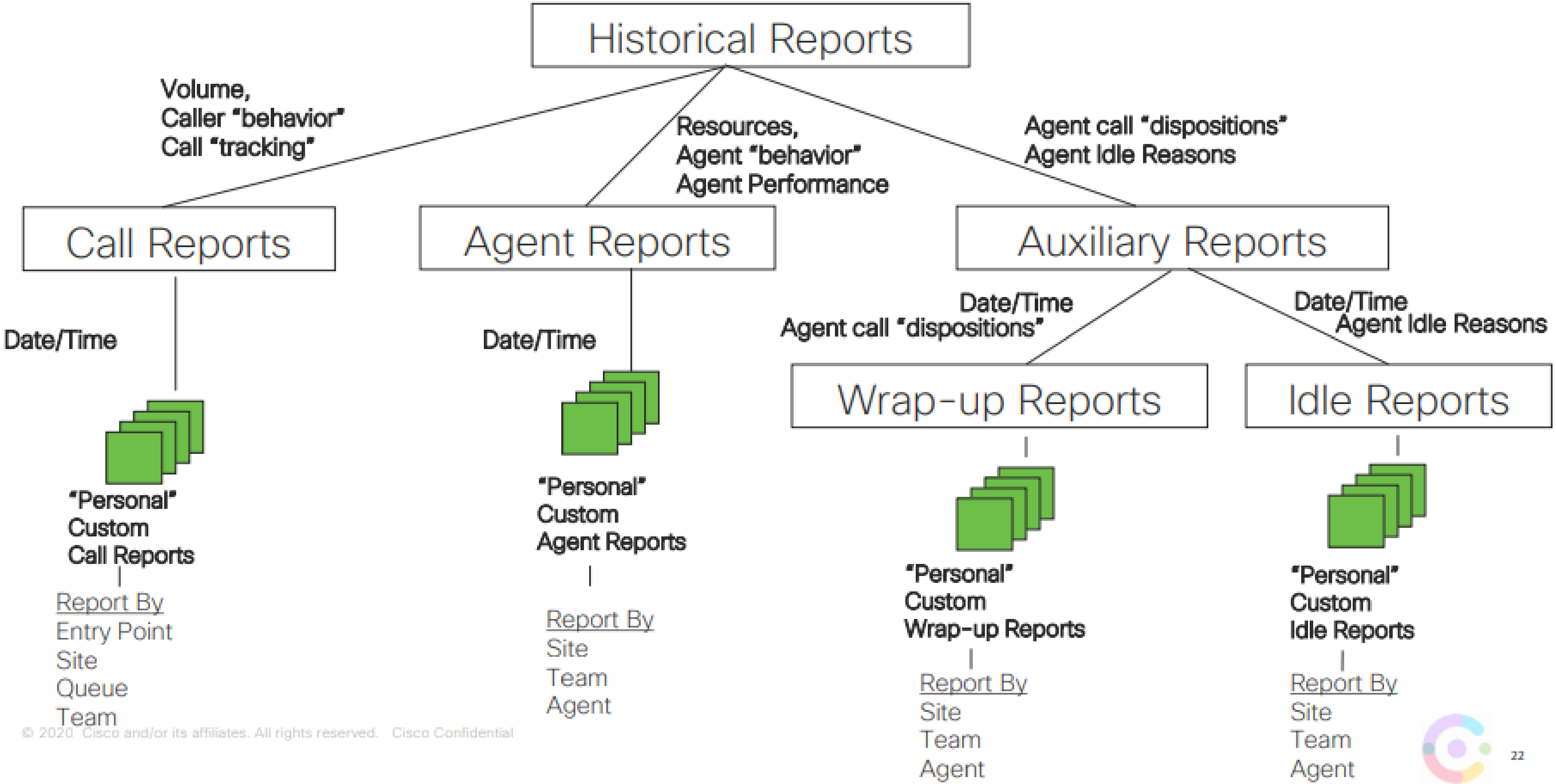
Total Abandoned Contacts Card
ID -1179
Temporal Scope Historical
Created By Cisco
Modified Jul 15, 2021 05:10:37 AM

Usage Report
ID -1246
Temporal Scope Historical
Created By Cisco
Modified May 22, 2021 03:56:16 AM

Real-time Overview



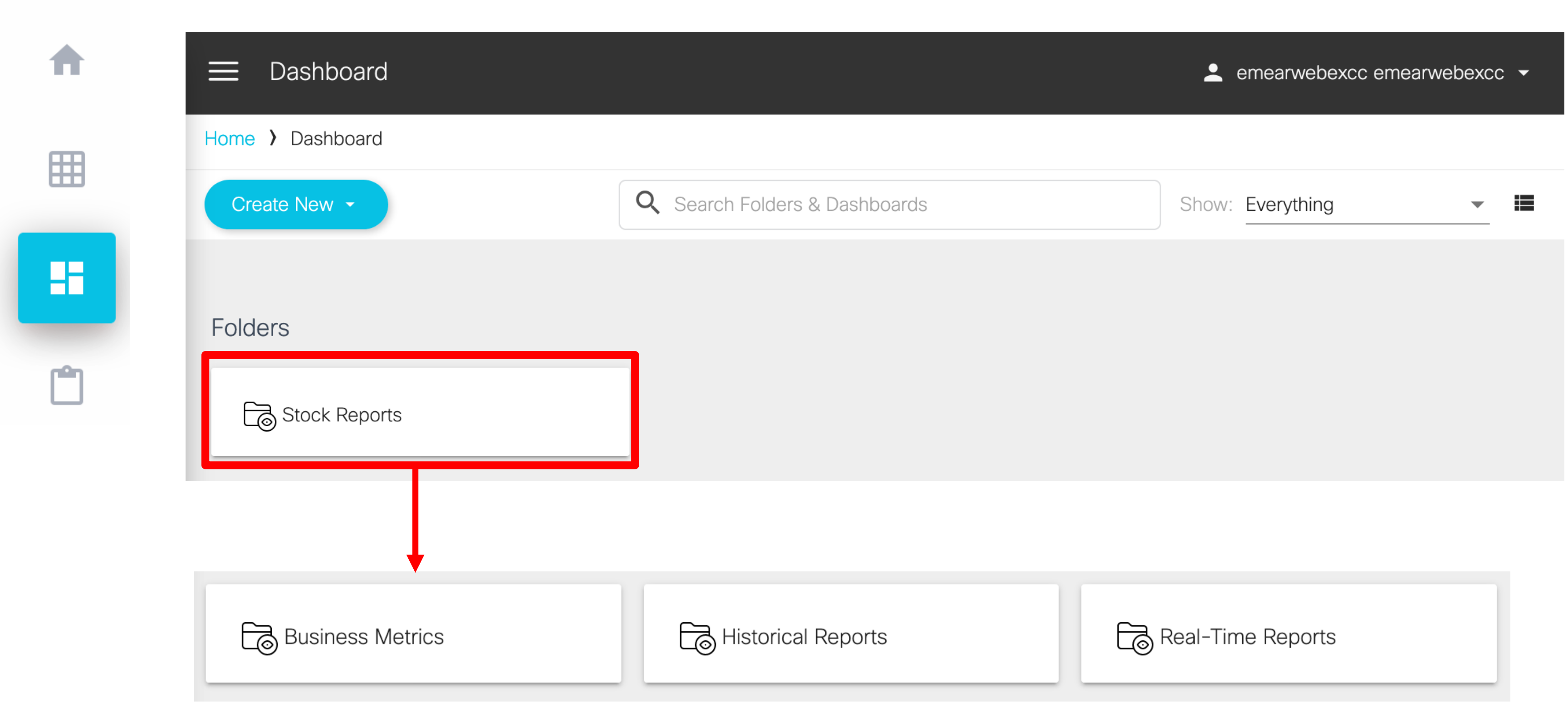
Historical Overview



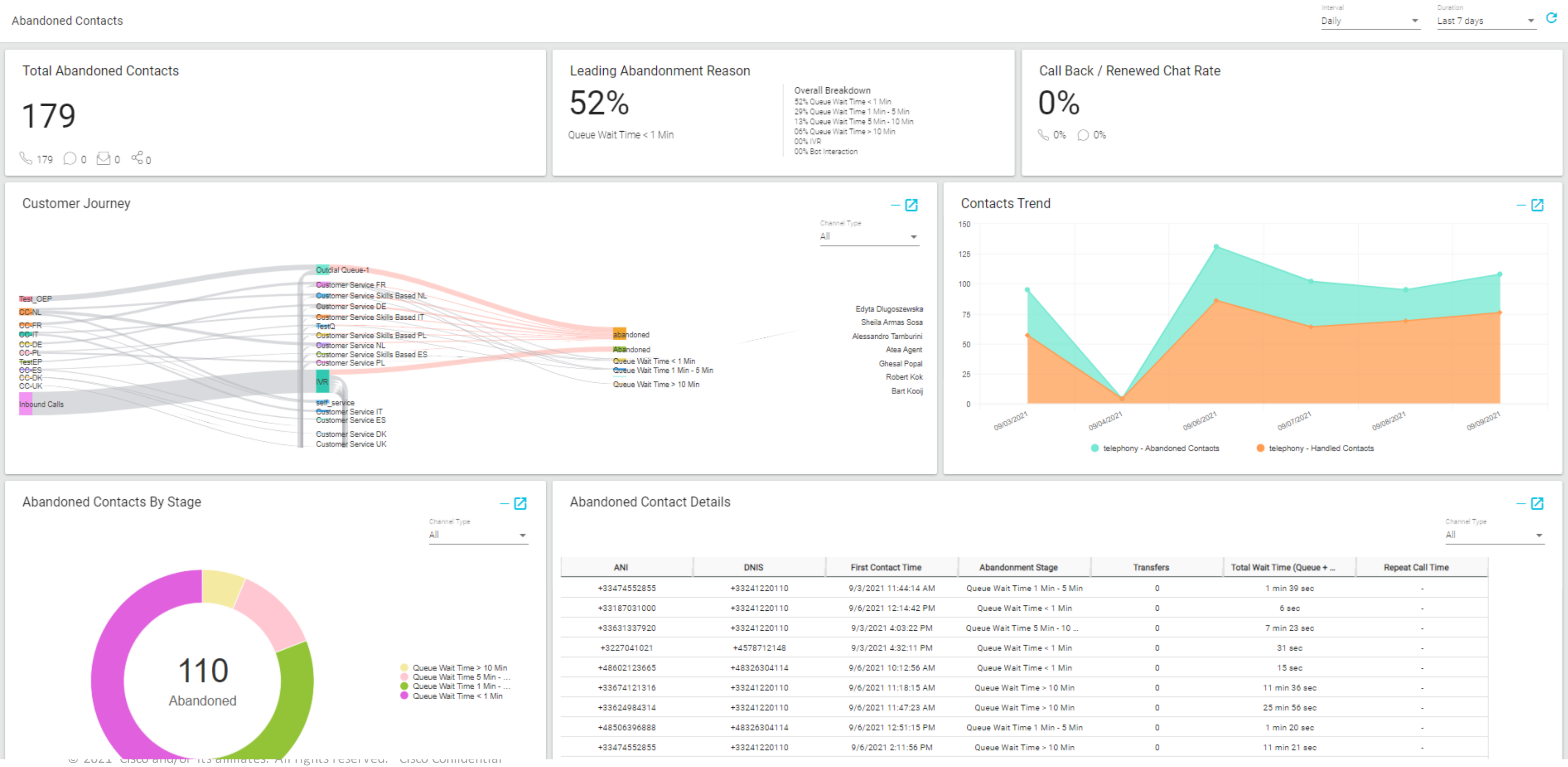
Analyzer Dashboards

Dashboards

The Analyzer Demo

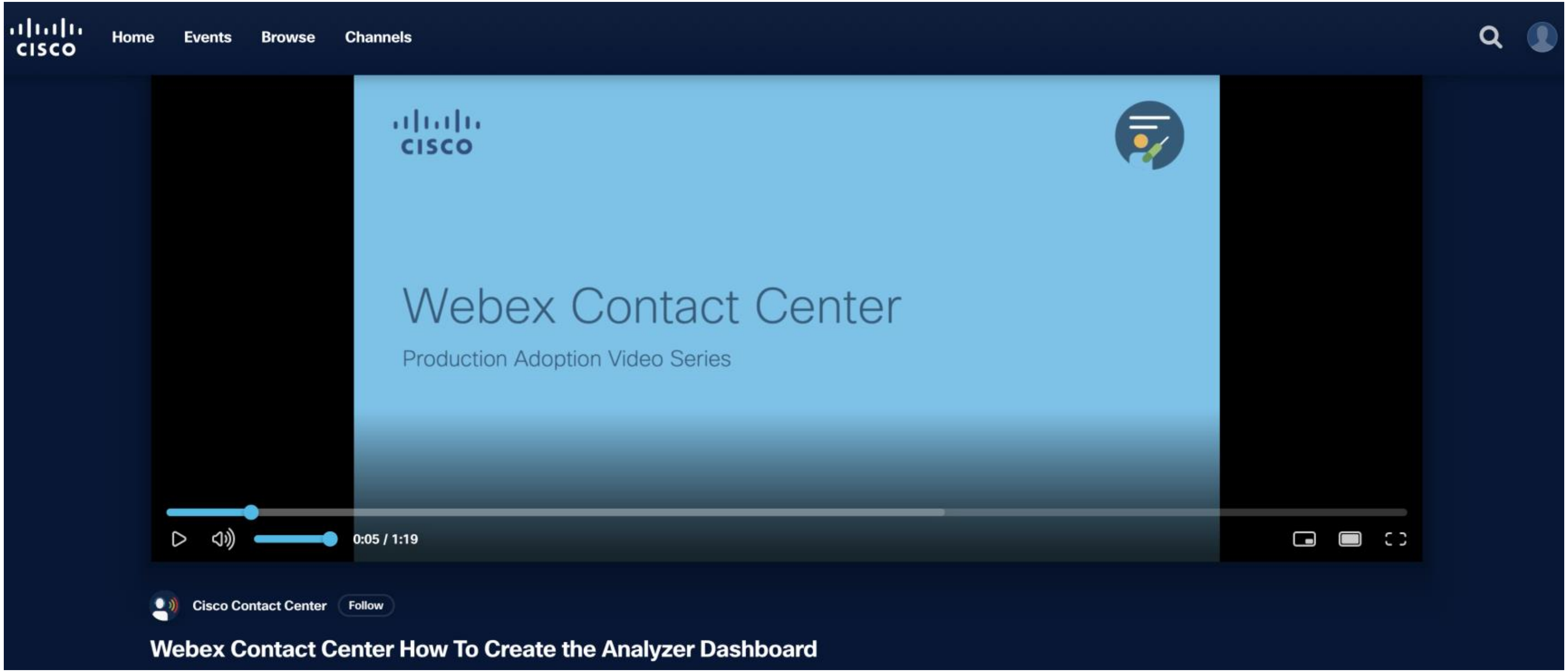


Analyzer Dashboards



ANI	DNIS	First Contact Time	Abandonment Stage	Transfers	Total Wait Time (Queue + ...	Repeat Call Time
+33474552855	+33241220110	9/3/2021 11:44:14 AM	Queue Wait Time 1 Min - 5 Min	0	1 min 39 sec	-
+33187031000	+33241220110	9/6/2021 12:14:42 PM	Queue Wait Time < 1 Min	0	6 sec	-
+33631337920	+33241220110	9/3/2021 4:03:22 PM	Queue Wait Time 5 Min - 10 ...	0	7 min 23 sec	-
+3227041021	+4578712148	9/3/2021 4:32:11 PM	Queue Wait Time < 1 Min	0	31 sec	-
+48602123665	+48326304114	9/6/2021 10:12:56 AM	Queue Wait Time < 1 Min	0	15 sec	-
+33674121316	+33241220110	9/6/2021 11:18:15 AM	Queue Wait Time > 10 Min	0	11 min 36 sec	-
+33624984314	+33241220110	9/6/2021 11:47:23 AM	Queue Wait Time > 10 Min	0	25 min 56 sec	-
+48506396888	+48326304114	9/6/2021 12:51:15 PM	Queue Wait Time 1 Min - 5 Min	0	1 min 20 sec	-
+33474552855	+33241220110	9/6/2021 2:11:56 PM	Queue Wait Time > 10 Min	0	11 min 21 sec	-

Creating a Dashboard



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Questions?