




# Uncovering the Ice-berg of Contact Center Analytics with Engagely's MIA

AI-powered voice insights to measure team performance, call audits and improve customer experience

Call center analytics is the process of collecting and analysing customer data to uncover valuable insights about business performance. It includes customer satisfaction (CSAT), revenue, customer retention, customer effort score, service-level agreement (SLA) performance and so much more.

However, the most common challenges many call centers today face are:

-  Lack of holistic view of the call center performance across all channels
-  Only highly escalated situations come into attention
-  Call center data is often limited to supervisors and team leads

With the right tools and strategy, call data can help businesses provide exceptional customer experience, boost brand loyalty, and improve efficiency across the board.

Understanding more than what meets the eye

Analytics software needs to monitor and review agent performance, not only from a customer lens but also from the perspective of both employees and management.

- ✔ **Customer Insights:** 360-degree view of customer
- ✔ **Team Insights:** Outlook of agents & supervisors
- ✔ **Overall Performance Insights:** Across channels & departments
- ✔ **Business Insights:** Holistic view for business growth & decisions

With MIA, we are introducing our Contact Center Analytics software which is:

- ✔ **Measureable:** Numbers to quantify and meaningful metrics to track & interpret
- ✔ **Integrated:** View of all customers, employees & business data from different sources, systems and channels built-in-all in real time
- ✔ **Actionable Insights:** Which are tracked, collected, optimized and organized into different reports, dashboards using built-in templates to enhance business intelligence and keep everyone on the same page

with tons of call data available, everything from call time, to the first call resolution, and to speech analytics. Business needs a package that will not overwhelmed agents and teams and will cover different ways of analytics



## The three-fold benefit:

While some analytics software just provides dashboarding and reporting, many fail to derive critical metrics and easy to understand reports. Here is what you can achieve with Engagely for your:

### Agents:

- Customer insights help agents provide quicker and personalized responses.
- Speech analytics guides agents with data points during interactions.
- Interaction analytics significantly grows agents' performance.

### Supervisors:

- Advanced analytics in a single window console gives power to your supervisors.
- Intelligent insights of agent performance, break timings, time spent in calls helps in decisions.
- 100% call audit possible with transcripts and recordings.

### Businesses:

- Plan in advance – based on agents' performance tracking.
- Power to choose your presence – based on Real-time analytics of channels and languages.
- Helps in decision making – based on historical analytics of customer conversation & agent interaction.
- Create loyal customers & enhance CX – based on user trends, types of customer, prevent dropped or abandoned customers.