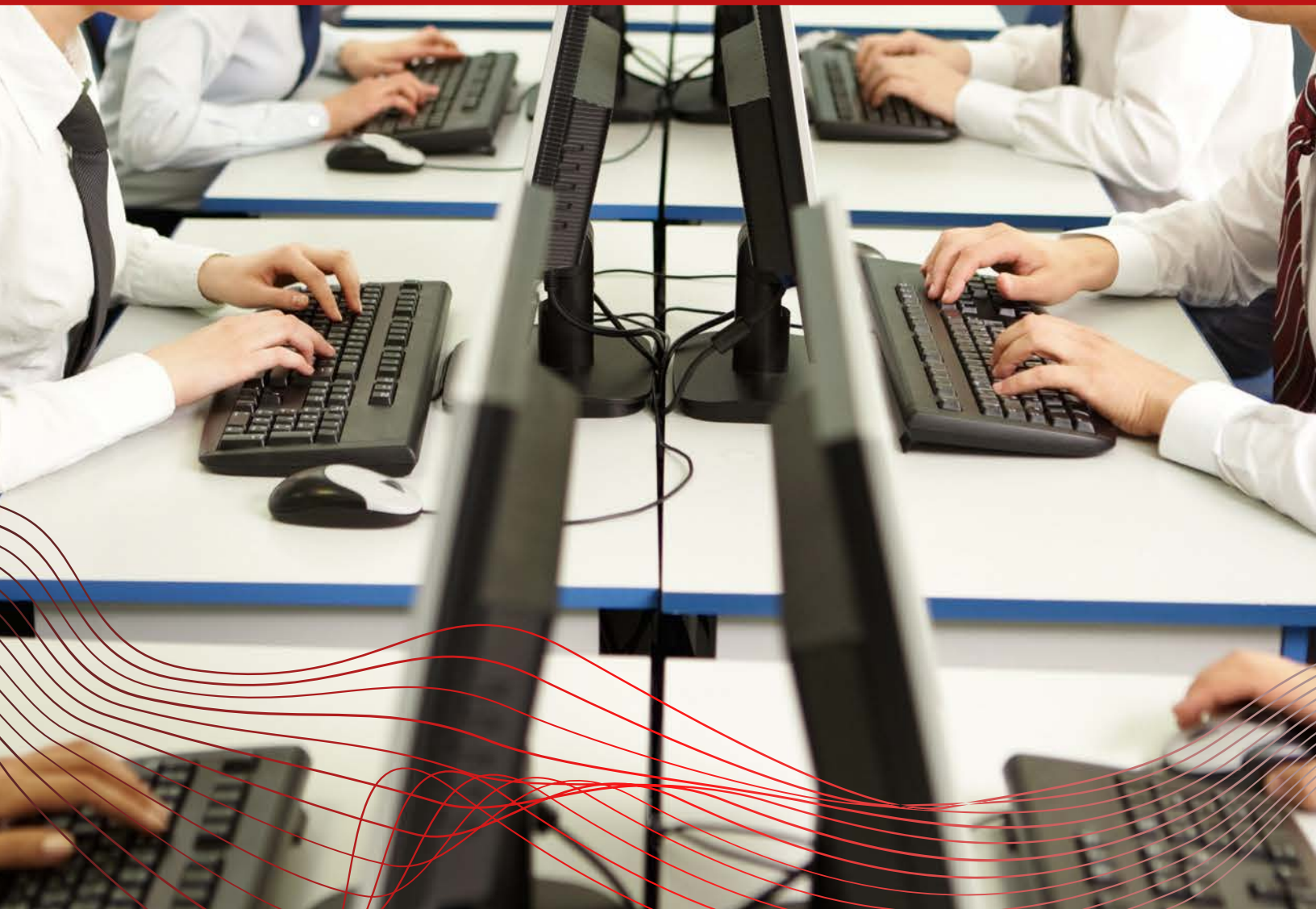


THE BENEFITS OF ANALYTICS SOFTWARE IN CALL CENTER MANAGEMENT



- INCREASE CUSTOMER SATISFACTION
- OVERSEE EMPLOYEE PERFORMANCE
- MAXIMIZE PRODUCTIVITY & REVENUE



CALL CENTER MANAGEMENT:

How Analytical Tools Can Benefit Your Company

Today's call centers are busier and more complex than ever. With a need to handle high volumes of daily calls and satisfy a long list of key performance metrics, call center supervisors and agents need easy access to pertinent information in order to improve efficiency and address operational issues before they negatively impact revenue.

Simplified access to real-time analytics and data customization are crucial to the success of a call center's operations. In this report, we examine how call center managers can leverage data to the benefit of their business.





CUSTOMER SATISFACTION

Did you know that each year, Americans spend a total of roughly 900 million hours on hold? Being unable to handle customer questions, concerns or problems in a timeframe that keeps them happy is a problematic scenario for any call center.

Although managers across the country work hard every day to accomplish this goal, they often struggle to handle and make sense of the enormous amounts of data that come from the proverbial ocean of key performance metrics related to customer satisfaction. Think about it – call centers often get a bad reputation for being insensitive to the value of a customer’s time, but it’s difficult to manage diverse data points all at once.



CUSTOMER SATISFACTION

Some of the most common metrics call centers use to gauge their performance in relation to customers include:

- **Average Hold Time** – amount of time a customer spends waiting for someone to talk to them
- **Abandon Rate** – percent of inbound calls abandoned before an agent speaks to a customer
- **Average Wait Time** – average amount of time calls stay in queue before being answered
- **Missed Calls** – the number of calls dispatched to an agent where they didn't answer causing extra wait time
- **To Voicemail** – number of calls handled by the automated voicemail system
- **Talk Time** – average length of time it takes for agents to resolve customer queries



CUSTOMER SATISFACTION

The goal is to gain visibility into problems and then let the data guide a course of action to rectify them.

To truly drive greater efficiency in support of customer satisfaction (and stand out in their field), call center operators need to be able to access valuable analytical data when they need it and in the format they require. Because call center managers spend much of their day addressing and resolving short-term issues, they don't have time for complex analytic software packages that force them to dig deep for information. Instead, they need to be able to see the big picture instantly.

Finding an analytics package that leverages intuitive dashboards with plenty of customization options is a call center's best bet to improve the customer experience. The goal is to gain visibility into problems and then let the data guide a course of action to rectify them. Identify the data points that matter, establish realistic goals and then pull and view reports as necessary to understand the customer experience and keep operations streamlined. Data driven decisions are the best way forward.



EMPLOYEE PERFORMANCE



An often-overlooked aspect of improving call center operations involves managing the skills and capabilities of agents in an efficient, effective manner. After all, if managers are unable to identify where they need to place more agents or which agents are best suited to certain types of inbound calls, it can become difficult for them to meet their customer satisfaction metrics. Additionally, call centers often have an unfortunate reputation for being susceptible to high employee turnover.

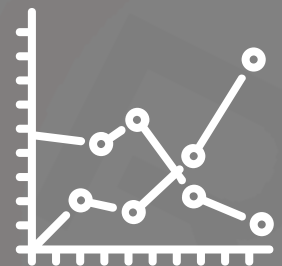
Managers facing this problem have an upward battle in ensuring customer satisfaction since they are stuck in a continuous cycle of hiring and training new agents. Having access to real-time analytics on agent performance can help call center managers spot employee pain points and intervene for the better.



EMPLOYEE PERFORMANCE

Here are some of the top metrics call centers should pay attention to regarding employee performance:

- **Speed of Answer/Response Time** – Average time it takes agents to answer calls, including those in a queue
- **Service Level** – percent of calls that get answered within a predefined time target
- **Average Talk Time** – how long it takes agents on average to solve a customer query
- **Calls Handled/Forwarded** – number of calls that agents successfully manage themselves versus having to forward to someone else
- **Agent Idle Time** – Time spent waiting to answer calls that is not being spent on post-call follow up work
- **Average After Call Work** – Average time an agent spends between the end of a call and submitting call disposition



EMPLOYEE PERFORMANCE



Just like with customer satisfaction metrics, there is plenty of data for managers to absorb and process in order to improve agent performance. Again, finding an analytics product with customizable, easy-to-navigate dashboards is essential for gaining insight into areas for improvement. For managers, however, having the ability to act on these insights is just as important.

Some call center solutions, including RyTel's analytics solution, allow managers either to join an active call in progress and speak directly to the customer or to utilize a 'whisper mode' function that allows them to provide real-time coaching to an agent without the customer's knowledge.



By relying on real-time data, call center managers can get an immediate snapshot of their agents' productivity and how best to improve their efforts. This, in turn, positively affects a call center's customer satisfaction goals.

USING DATA TO MAXIMIZE PRODUCTIVITY AND REVENUE

In short, data matters. Modern call center operators know that improving productivity and internal operations directly improves customer satisfaction, which allows them to scale and increase revenue. With the amount of daily challenges managers face, however, they need analytics capabilities that are simple-to-use and extremely customizable.



As we demonstrated in this report, there is a vast array of metrics that agents and operators can use to gauge and address performance issues. However, in certain situations, some may be more pertinent than others. Having the ability to customize and share data with relevant call center team members, as well as set up visual and audible alerts when issues arise, is critical to driving call center performance.



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