

# REAL-TIME WALLBOARDS:

THE BENEFITS FOR EVERY  
PART OF YOUR BUSINESS

**AKIXI**



# DATA IS ESSENTIAL TO ANY BUSINESS

With the right data, you can make informed decisions about the strategies that will grow your brand. Data guides companies towards improved customer service and paves the way for digital transformation. But this information works best when it's accessible.

To understand what's **really** going on in any part of your business, you need a clear way to visualise and leverage your data. That's where business wallboards come in.



MORE IMPORTANTLY, THROUGH REAL-TIME WALLBOARDS, YOU GET A BEHIND-THE-SCENES VIEW OF **WHAT'S HAPPENING RIGHT NOW** IN YOUR ORGANISATION. THAT MEANS YOU CAN TAKE A **PROACTIVE** APPROACH TO **FIXING PROBLEMS, DRIVING SALES, AND UNLOCKING OPPORTUNITIES.**

WELCOME TO YOUR GUIDE TO THE BENEFITS OF WALLBOARD REPORTING.



# WHAT IS A REAL-TIME BUSINESS WALLBOARD?

Before we explore digital wallboard benefits, let's consider what a real-time wallboard is.

Digital business wallboards are software solutions which present important business data in a visual format, helping you to effectively organise information into an easy-to-consume layout that supports every part of your team.

Wallboards help people see and understand their data in a professional environment. These tools for data visualisation help companies to combine information from multiple environments, to transform streams of knowledge into actionable insights.

Your wallboards might include information about your team's performance, incoming calls, and even the potential revenue waiting in your queue. You can choose which metrics matter most for your wallboards. What's important is having an environment that allows you to filter through the endless oceans of information you collect each day.

HUMANS ARE GENERATING ABOUT **2.5 QUINTILLION** BYTES OF DATA PER DAY. THAT'S MORE THAN **212 MILLION** DVDS WORTH OF DATA. THIS INFORMATION HAS THE **POWER TO TRANSFORM** YOUR COMPANY, BUT IT WOULD BE IMPOSSIBLE TO LEVERAGE IN ITS RAW FORM.

WHEN YOU USE A DIGITAL WALLBOARD, YOU DECIDE WHICH KPIS YOU NEED TO FOCUS ON FROM YOUR DATA DISCOVERY EFFORTS. BUSINESS WALLBOARDS KEEP YOU INFORMED WITH THE DATA THAT MATTERS.



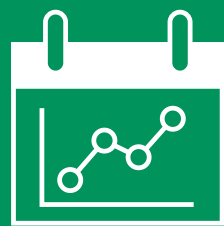
# WHY DO YOU NEED REAL-TIME DIGITAL WALLBOARDS?

So, wallboard software gives you access to clear data that you can easily leverage.

The right wallboard pulls information from various tools like CRMs, BI software, and contact centre technology, reducing the risk of analysis paralysis.

Then, what's real-time wallboard reporting?

In the digital world, companies have two ways to collect and use data:



YOU CAN BUILD INSIGHTS INTO YOUR COMPANY USING **HISTORICAL INFORMATION** COLLECTED OVER A CERTAIN PERIOD. THIS IS GREAT FOR EXAMINING **TRENDS AND PATTERNS**, FOR EXAMPLE, PERFORMANCE IMPROVEMENTS OVER TIME OR **UNDERSTANDING WHICH MONTHS OF THE YEAR YOU HAVE THE MOST SALES.**

Alternatively, you can look at what's happening in real time.



REAL-TIME WALLBOARDS GIVE YOU AN OVERVIEW OF WHAT'S HAPPENING **IN THE MOMENT**. YOU CAN SEE **INSTANTLY** IF YOUR SLA PERFORMANCE IS DECLINING AND MAKE **RAPID DECISIONS** ON HOW TO HANDLE THE PROBLEM. REAL-TIME KPI WALLBOARDS ALSO BENEFIT YOUR TEAM BY SHOWING THEM HOW THEIR **PERFORMANCE** COMPARES TO THAT OF TEAM MEMBERS AND REMINDING THEM WHICH RESULTS THEY SHOULD BE AIMING FOR.



**REAL-TIME WALLBOARDS KEEP YOUR COMPANY'S FINGER ON THE PULSE.**

While historical reports allow you to gain insight about your company trends and its performance over time, real-time wallboards are about responding to what's happening in the moment. With real-time metrics, you can overcome issues as they happen, stop problems from progressing, and protect your company's reputation.



IN A TIME WHEN **90%** OF CONSUMERS USE **CUSTOMER SERVICE QUALITY** AS A FACTOR TO DETERMINE WHETHER THEY SHOULD BUY FROM A BRAND, YOU CAN'T AFFORD TO TAKE RISKS WITH SATISFACTION.

# BUSINESS WALLBOARD BENEFITS FOR EACH DEPARTMENT



AT THE HEART OF ANY LIST OF DIGITAL WALLBOARD BENEFITS IS ONE THING:  
**VISIBILITY**

When you know what's going on in your company, both historically and in real time, you can make better choices. Better visibility allows us to improve customer service and drive more meaningful interactions with customers. However, the specific advantages of interactive business wallboards become more obvious when you examine their impact in different parts of the business.

**SO, WHAT ARE THE BENEFITS OF A BUSINESS WALLBOARD?  
LET'S FIND OUT...**



# 1. DIGITAL WALLBOARD BENEFITS FOR SALES TEAMS

The sales department is probably the most common place to imagine a digital wallboard, especially when the team is desk-based and working in a call centre-type environment. Sales departments frequently build their entire playbooks based on data. The more information the team has, the easier it is to reach their targets.

## THE BENEFITS OF WALLBOARD REPORTING FOR SALES TEAMS INCLUDE:

### Performance boosts

Sales wallboards highlight the current performance of an employee, compared to others in the department. Decision makers in the company can use this to determine who their top performers are in the call centre. Team members can access the information to motivate themselves towards achieving personal and professional goals.

### Team overviews

Sales wallboards can help managers to keep track of what's going on with a sales team, even if they're working remotely. As the workplace becomes increasingly dispersed, sales wallboards will help supervisors to better monitor their teams. This makes it easier to discover which employees need additional support.

### Sales and marketing alignment

Aligning sales and marketing gives businesses new opportunities to strengthen the connections they have with customers. A wallboard can give you a better view of the customer journey, demonstrating how many qualified leads reached the sales teams through marketing initiatives. You could even see which campaigns seem to be generating the most sales, and which types of customers respond to certain sales techniques.

### Demand forecasting

Digital wallboard benefits in the sales space can also lead to better analytics. Teams can see when demand for products and services seems to go up, based on the number of incoming sales requests. This should help team leaders to figure out how many employees need to be active at any given time.

### Sales strategising

For outbound selling techniques, a sales wallboard demonstrates how successful activities such as cold calling really are. This can ensure that business leaders are spending their budget on the right techniques to drive positive ROI.



# 2. DIGITAL WALLBOARD BENEFITS FOR CUSTOMER SERVICE TEAMS

Companies in a post-COVID world are dealing with a rapid increase in demand for customer support and service. Calls are through the roof, and every customer wants the reassurance of knowing they're dealing with a brand that cares. With the benefits of wallboard reporting, companies can build a strategy for unforgettable customer support.

## BUSINESS WALLBOARD BENEFITS FOR CUSTOMER SERVICE INCLUDE:

### Maintenance of positive sentiment

With historical analytics, you can see when customer service levels dip in your contact centre, but you can't do anything about it. Through real-time wallboard reporting, you can ensure that supervisors immediately receive alerts when satisfaction levels begin to drop. This means that team leaders can offer support and assistance to employees (wherever they are) to improve the support experience.

### Improved management

Contact centre managers are struggling in the new hybrid and remote working world, to keep their employees aligned and engaged. Through digital wallboards, business leaders could set up internal competitions and use elements of gamification to ensure that team members continue to deliver their best work. They can also keep a close eye on which team members might need extra support.

### Better omnichannel performance

A digital wallboard that tracks the crucial metrics from all your communication channels can improve omnichannel service outcomes. You can check whether your employees are spending too much time on the phone and not enough responding to chat and social media. It's also easier to see which channels your customers use the most, so you can assign resources appropriately.

### Improved customer journey visibility

To deliver the best customer service in the digital age, companies need to know as much as possible about the customer journey. With digital wallboards, team leaders can track where their customers interact most with the organisation when they need assistance. They can also collect information about common problems, or trending issues that may demand new forms of support.

### Better business decision making

When you can see what's happening in the customer journey, you can make better choices about how to evolve your contact centre. You may discover that you need more employees active on messaging, or more answering calls and responding to customers in that way. Companies can use their digital wallboard reporting to make informed choices about budget allocation.

### Enhanced compliance

Business wallboard benefits can even extend to better compliance for the modern contact centre. When you have a comprehensive way to track your data discovery and data visualisation strategies, you can ensure that any information you're collecting remains private and secure. You could even set up intelligent systems that inform team leaders when compliance issues might emerge.

# 3. DIGITAL WALLBOARD BENEFITS FOR MARKETING TEAMS

The benefits of business wallboards don't apply exclusively to people answering phones or making calls. When you're looking into wallboard advantages and disadvantages, you'll also discover a range of use cases for the marketing team too.

In the age of customer experience, a good customer journey starts from the moment of awareness, when your customer first discovers a problem, and continues all the way to the post-sale upsells and customer success strategy. To deliver a good end-to-end journey, you need data that makes the marketing part of the journey more effective too.

## SOME OF THE BENEFITS OF WALLBOARD REPORTING INCLUDE:

### Better data visibility

Digital wallboard benefits for marketing start in visibility. Having all your KPIs easily trackable in one spot makes it much easier to determine whether your campaigns are really working. Your data is accessible, and available to your team to use at any point, which means that every marketing decision comes with the right amount of analytics and insights behind it.

### Improved targeting

When you know everything there is to know about your customers, it's much easier to target your marketing and sales strategy towards the right people. You can save money on initiatives that don't work out and save your marketers time trying to figure out what delivers results for your company. Teams don't have to spend days tediously collecting and combining data to make marketing a success. They're always up to date with the latest insights, and because your reporting happens in real time, employees can optimise on the fly.

### Better personalisation

Wallboards can give your marketers an insight into what's working best for customers right now, allowing them to create more up-to-date and relevant campaigns. They can get notifications when activity begins to change abruptly, helping your business to avoid any disasters. Plus, you can easily see where all your leads are coming from, so you can show stakeholders that marketing efforts are making a difference.

### Easy, automated reporting

Thanks to automated reporting, you and your team will instantly get access to information fast. You don't have to wait around for someone to read or analyse information before your employees can start working on new projects and campaigns. Automating the reporting strategy with real-time results also means that your employees can spend less time creating their own notes, and more time focusing on what they do best.

### Reputation management

Things can change quickly in the world of marketing. With the right wallboards enabled, you can see when your email unsubscribe rates suddenly go up, or your social media engagement goes down. This is an excellent way to get on top of a problem and figure out what's going wrong before the issue escalates.





# 4. DIGITAL WALLBOARD BENEFITS FOR EXECUTIVES

Finally, let's not overlook the business wallboard benefits available for executives and business leaders. Great team leadership happens when companies have a better view of what's happening in the workplace. Unfortunately, it's becoming increasingly difficult for supervisors and executives to get a consistent insight into what's going on in the workplace.

The rise of remote and hybrid working strategies is great for employee productivity and reduced office overheads. However, dispersed employees are also much harder to monitor than their in-office counterparts. Business wallboards could be the key to giving organisations the insights they need.

## BENEFITS OF WALLBOARD REPORTING FOR EXECUTIVES INCLUDE:

### End-to-end visibility

Wallboards accelerate the executives' ability to learn everything they need to know about the business, and the performance of the employees within it. You can get a full overview of which members of your team are driving the best results, which means that delivering recognition is easier. You can also track where the most significant problems for the company might be, such as service bottlenecks, or sales hurdles.

### Better shareholder communications

When enterprise executives need to prove the impact of their efforts to shareholders, digital wallboards arrange valuable information into a simple format. You can see everything from sales revenue and productivity to SLA performance in one view. You can even give your shareholders their own access to wallboard metrics so that they can see the improvements happening in real time.

### Improved communications

When executives can see what's going on in the company, they can determine where employees might need a little extra boost or some bonus motivation. If you notice that your sales team is starting to deliver fewer results, it might be time to bring everyone together for a video conferencing session where you can discuss some new ideas. When you need to train employees and help them to access better outcomes, you can use the data from your wallboard for learning examples.

### Compliance

Compliance and security will always be a major concern for any business leader or executive. Certain wallboards can help you to gain an insight into whether your employees are sticking to business policies when it comes to things like gaining the customer's permission before recording a call. You can track how many data requests you get and keep an eye on complaints from customers that might indicate problems with security.

### Investment intelligence

Finally, your digital wallboards will show you where you need to invest money and time to get the best outcomes for your teams. You'll be able to connect the real-time implementation of strategies with the results that they drive in metrics that are important to you.

# UNDERSTAND YOUR BUSINESS LIKE NEVER BEFORE

It's hard to overestimate the benefits of wallboard reporting, particularly when you focus on collecting valuable KPIs and metrics in real time. In an age of hybrid working, cluttered marketplaces, and a rising demand for incredible customer experiences, businesses are under more pressure than ever. Your organisation needs to be able to recognise and respond to trends when they're happening.

As companies have begun to discover for themselves in the last few years, it's not enough to simply have access to large amounts of data. To genuinely drive results for your company, you need to be able to leverage the information you're collecting. Business wallboards with real-time reporting give you the power to make in-the-moment decisions that benefit every part of your company.

Teams can analyse trends by timeframe, enjoy cradle-to-grave contact visibility, and create a comprehensive service strategy with omnichannel analytics.

Knowledge is still power in the business landscape.

**HOW ARE YOU USING YOUR DATA?**



# NEXT STEPS

Contact Akixi today to understand how our wallboards can help you to increase business efficiency, maximise revenue, optimise your workforce and improve customer service.

Visit [www.akixi.com/book-a-demo](http://www.akixi.com/book-a-demo) to request an online demonstration of our reporting and analytics software.

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