

# eGain<sup>®</sup> Analytics<sup>™</sup>

Measure. Analyze. Transform



Lack of visibility is limiting your ability to optimize and to react. Your IT department cannot act quickly enough to implement the contact center changes that you need, when you need them. Gain insight and manage your customer service operations more effectively with eGain Analytics.

**EGAIN ANALYTICS** makes it easy to measure, analyze and refine your contact center operations, knowledge and web customer experience. Create informative reports, charts and dashboards effortlessly. Slice-&-dice the data in any number of ways and use it to manage the business effectively.

eGain Analytics includes:

- ▶ **Operational Analytics<sup>™</sup>** empowers the business to measure and manage the call center directly and without IT involvement.
- ▶ **Knowledge Analytics<sup>™</sup>** provides insight for eGain's knowledge and A.I. applications.
- ▶ **Digital Analytics<sup>™</sup>** measures contact center performance within eGain's digital channel applications.
- ▶ **Journey Analytics<sup>™</sup>** captures customer behavior on the website—identify the churn points and create a customer experience that will drive up sales and reduce contacts.

All this capability is delivered in a solution that's easy to deploy, manage, and optimize. Built to work with the award-winning eGain Customer Engagement Hub<sup>™</sup>, as well as leading Call Center technologies such as Cisco UCCE and Avaya CMS, eGain Analytics provides true Omni-channel management.

## Know the business inside and out

Measure performance by agent, queue, call type, category and more. The highly flexible report builder wizard allows data to be grouped, sorted, sliced-&-diced by a number of business hierarchies for a 360 degree view. Contact center managers gain visibility of a host of data, with contact volumes, abandon rates, response times and service levels being just the tip of the iceberg. Knowledge managers gain visibility of article views, feedback, search behavior, contact deflection and a whole lot more.

Generate fine-grained or high-level historical reports for eGain itself, Cisco UCCE & other Cisco solutions, and Avaya CMS. eGain and UCCE also support real-time reporting to provide an up-to-the-minute picture and the ability to respond instantly.

Standardized semantic models ensure the data is labelled and counted consistently across reports for "one version of the truth". Bespoke KPIs can be laid over the data to measure trends. Aggregations, conditional formatting and charts are easily added to present the data at-a-glance in the most meaningful way. Reports can be scheduled, distributed via email or file-share, and exported to a range of formats including Excel and PDF.

## 5 Steps to Analytics-driven Transformation

1. Capture all interactions.
2. Align KPIs with business goals.
3. Identify improvement opportunities.
4. Apply targeted interventions.
5. Measure adoption and impact.

## Highlights

### The CIH Advantage

- ▶ 6-step wizard – create reports in minutes.
- ▶ Countless ways to slice-&-dice the data.
- ▶ Define KPIs and measure trends.
- ▶ Traffic lights and other conditional formatting.
- ▶ Build dashboards and desktop layouts via intuitive drag-&-drop.
- ▶ Scheduling & automatic distribution of reports.

### Call Center Managers

- ▶ Integrated with Cisco UCCE, Avaya CMS and leading WFM systems.
- ▶ Direct management of agents and call routing in Cisco UCCE.

### Website and CX Managers

- ▶ Rich visualization of customer journeys.
- ▶ Identify and analyze common churn points.
- ▶ Slice and dice by geography, device, repeat visits, and more.

### Security Managers

- ▶ Fine-grained permissions controlling access to data.
- ▶ Full auditing.
- ▶ Multi-tenancy supported.

## Operational management in real-time

Make complex and real-time changes within Cisco UCCE and other Cisco solutions without requiring technical skills. Agents, teams, skill groups, call types, precision queues, sites, routing variables and outbound campaigns can all be provisioned and maintained from Operational Analytics™. Manage resources throughout the day in real-time and schedule future resources which will become active when required. The powerful security model ensures fine-grained access control and auditing.

The highly personalizable, gadget-based interface means that users can switch from monitoring view to management view very easily, or even have monitoring and management gadgets sitting side-by-side, enabling instant response when issues occur. Operational Analytics™ can also enable the call routing engine to respond automatically to each situation by making data-driven decisions based around real-time site status, customer context and more.

Operational Analytics™ includes out-of-the-box gadgets to work with Cisco solutions. Using APIs and custom gadgets, it can also be extended to work with leading WFM solutions and other business-critical systems.

## Understand the customer's journey

Use Journey Analytics™ to measure visits to the website. Determine visitor volumes, durations, page views, repeat visits and churn rates, together with custom measures such as basket value or customer satisfaction.

Use the intuitive filter controls—point & click, sliders, drag-&-drop – to zero in on particular pages and key segments such as geography, device, referrer website, time of day and day of the week.

Map out journeys step-by-step or page-by-page to see where visitors come from, where they land on the site and which areas they visit—Product pages, Shopping Cart, Checkout, Support. See how many visitors go from one step to the next and how many drop out at each point. Identify common detours and loops. Trace the paths which are most successful at leading visitors to the Checkout, and the paths which frequently lead to escalations or abandoned shopping carts.

## As easy as pie charts

Define and refine reports using an easy 6-step wizard. Reports can be created once and shared with other users, with granular access permissions ensuring that each user only sees data appropriate for them.

Analytics' OpenSocial Gadget-based user interface allows each user to build up personalized dashboards & desktops with everything they need at their fingertips. Reports, charts and management tools can all be assembled & arranged with drag-&-drop precision. Freely switch between different dashboards & desktops optimized for different tasks, and share them with other users.

eGain Analytics is designed from the ground up for the business user—absolutely no IT or DBA skills needed!