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Call Analytics

Introduction

The term 'Big Data' has become a well-used buzzword across all sectors and the telecommunications industry is no different. With increasing amounts of data becoming available it is important to know how to use this information wisely.

If you are operating a business with customer-facing teams such as a small informal contact centre, a retail business taking orders over the phone, making sales calls or offering telephone support etc. Then you are generating valuable data. You may alternatively be running a large call centre where you are producing huge amounts of data. In either instance, it can be a challenge to deal with this data and turn it into useful insights to support your business and improve your customer's experience.

All the data your business produces can be converted into opportunities to increase the overall value of your business by improving customer satisfaction and optimising business operations. The key to this is employing analytics software that converts data into usable business metrics.

6 Practical uses for analytics

Here are 6 practical, real-world uses for analytics that may apply to your business:

1 Unreturned missed calls report

Missed calls can cost your business significant amounts of money with the direct loss of sales, leads and opportunities as well as reputational damage. Make sure your business never misses another call.

Example: You are selling products or services where orders are placed by phone or enquiring for delivery and availability are critical. Every missed call can mean a missed sale. A wallboard report can show the name and telephone number for every unreturned missed call. This list is constantly refreshed and updated. Unreturned missed calls are removed if the customer is called back by you or they call you back. Task your team to monitor this list and call back your customers to ensure the business is not lost.

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2   Ensuring staff are available at the right times

Monitoring analytics can help you to ensure that you have the correct number of staff on the phones at the right times for your customer base. You will be able to clearly see when your peak times are and then allocate staff to these busy periods. This can also help you save money by showing you are overstaffed for the number of calls being taken.

Example: You run a small retail business that handles significantly more calls over the Christmas period. By using your analytics tools, you can access historical data from previous years to see how many inbound and outbound calls were handled. This allows you to hire the correct amount of temporary staff for your business over the coming Christmas.

3   Monitor data in real-time

Analytics software allows you to see your data in visual formats, such as pie charts and graphs, in real-time. This information can be displayed on a wallboard that is extremely useful for keeping track of call data during the working day. Wallboards can be configured to display the most useful live data for your business or team.

Example: You are managing a team of salespeople within a busy office and you set up a bespoke wallboard, which is displayed on a large screen within sight of your team. You have chosen to display a table that contains a summary of each salesperson. This includes information such as the salesperson's name alongside their status (free or busy etc.), the number of calls they have made (in and out) and their total amount of talk time for that day. You use this data to monitor your team's efficiency and to proactively make changes to how calls are handled throughout the day.
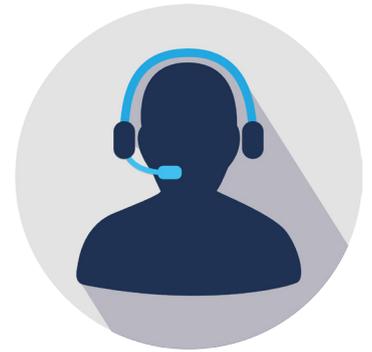
4 Monitor staff efficiency

Analytics software allows you to easily track and monitor KPIs (key performance indicators) to manage internal performance. You can access historical data to produce reports for performance management purposes.

Example: One of your support staff has a set of KPIs, which include making at least 20 outgoing calls per day, a minimum total talk time of 2 hours per day and making sure they answer inbound calls within 10 seconds. Each month you use the analytics software to easily produce a report, which focuses on these points and displays them in a visual format for use in their performance management meeting.

5 Track service level agreements

Analytics software offers you the ability to track service-level agreements (SLAs) and produce reports that include data to prove you are meeting any conditions set out in them.

Example: You run a small business that offers telephone support for a specialist technology product. You have arranged a service-level agreement with one of your customers. This includes a requirement that you will answer 95% of calls within 5 minutes. You use the real-time data displayed on the wallboard to monitor this SLA condition and produce a report each month, which is automatically sent to the customer.

6 Offer enhanced insights to customers

Analytics doesn't just deliver benefits for your business but can also provide useful information for your customers too. You can automate reports to be sent to your customers, which can offer useful insights into their usage of your services.

Example: You offer IT support to a range of small businesses. Each week you send out an automated report to each of your customers that highlight the amount and duration of calls they have made to you. One customer realises that the amount of calls that their team have been making has increased sharply. You can access the call recordings and discover that many of them are related to similar issues. Having this insight means your customer can provide additional staff training on these specific issues to improve business efficiency and customer service. This knowledge would also give your customer the opportunity to update their FAQs on their website to offer this information.

Analytics tools

There are many analytics software options out there for organisations, from small businesses to large corporations, that can help turn big data into useful information. Two well-established and trusted applications are iCall Suite from Tollring and ContactQ from Braxtel. Both products offer full integration into the Ericsson-LG iPECS platforms.

icall suite

iCall Suite from Tollring is a call analytics platform that integrates with your Ericsson-LG iPECS system. It allows you to access real-time and historical call data. iCall Suite can provide you with call analytics, call reporting and visual wallboards and dashboards. For call centres, it can offer live group and agent analytics displayed in real-time using performance parameters for a bespoke view. Alongside analytics, iCall Suite offers easy to use tools for businesses of all sizes to monitor and analyse their service, response times and cost control.

Main Features

- Live Customisable Wallboards
- Historical Reporting
- Call Analytics Suite
- Export Data
- Graphical Analytics
- Scheduled Reports
- Configurable Dashboards
- Call Recording
- Call Cost Reports

See more at www.wearepragma.co.uk/icall-suite

ContactQ

ContactQ from Braxtel is designed for more formal calls or contact centres. It integrates with the Ericsson-LG iPECS platform and is ideal for medium-sized contact centres (5-500 agents) and can deal with all your call centre needs. It can handle queuing calls and webchat, call recording, and provides easy to use analytics and reporting. ContactQ also has the benefit of using dashboards to display all information in an easy-to-access format. It will run in any browser on any device whilst also offering the flexibility of embedding links into any web page, wiki or company intranet.

Conclusion

Using analytics can drastically increase productivity, optimise your services and improve customer satisfaction. Analytics software is simple to implement and gives you complete visibility of how your team are operating. All these features allow you to proactively monitor and adjust workflows in real-time.

Call analytics is an affordable add-on for any size business and will give you the edge over your competition.
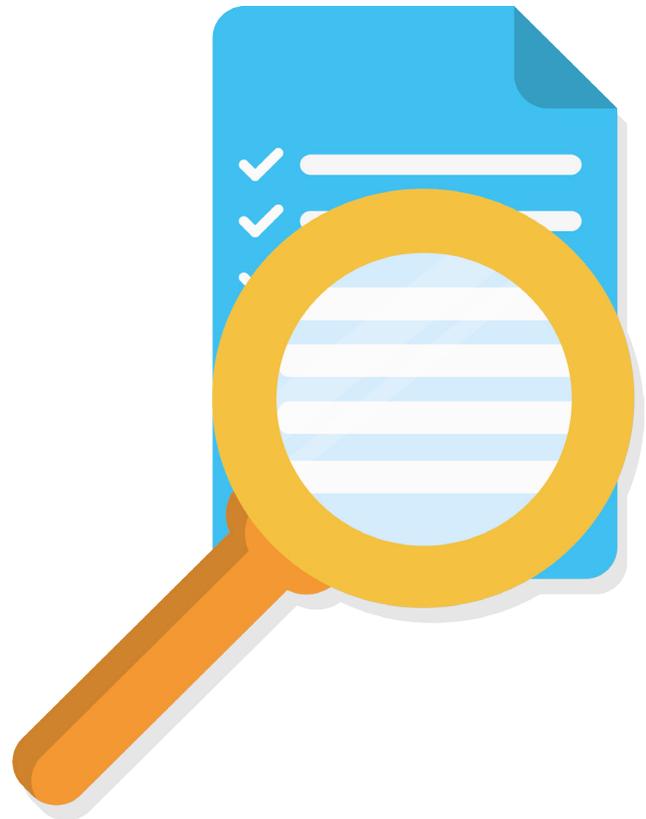
Contact us today for more information on how we can help your business.

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