



# Make those Insights Actionable

## How BI and analytics can help you get optimal performance from your IVR—and make better business decisions

Things get interesting when you start digging into the right data from your automated voice self-service application. You can learn a lot about your callers and about your voice application: Who is calling? At what times, on which days? What questions do they have? Are their paths through your application simple and efficient—and in the end—are your callers getting the information they seek quickly and effectively, without involving a live agent in transactions that can be automated?

For answers, contact centers and customer experience executives are increasingly relying on business intelligence (BI) and analytics for visibility into caller behaviors and attitudes, and for help in identifying patterns and trends that are indicative of voice application performance. With analytics tools, you can drill into performance data, diagnose problems, fine-tune in real-time, measure improvements and make more informed decisions.

BI and analytics is software that identifies, extracts and analyzes data from applications and converts it into a format that can be used by business users. BI and analytics information can be used to improve the 'health' of voice applications and evaluate their performance.

### EMBEDDED ANALYTICS OFFER A HOLISTIC VIEW OF CUSTOMER BEHAVIOR

While standard voice application reports often include basic information such as number of calls taken by the system, ports in use and calls abandoned—a successful evaluation requires a more holistic view of caller behavior. Once a complex and expensive luxury, these in-depth analytics have become a manageable, cost-effective necessity in the customer experience strategy.

### THE BENEFITS OF EFFECTIVE ANALYTICS

BI and analytics are necessary for measuring the effectiveness of a voice application. A powerful solution that offers deep analysis and easy-to-understand reporting can help companies reap enormous benefits, such as:

- **Cost and operational efficiencies:** improve caller containment in transactions that don't require a live

agent, improve the way calls are handled and continually fine-tune the voice application

- **Enhanced customer experience and increased customer retention:** through increased customer satisfaction and loyalty
- **Branding:** preserve or enhance a positive company image
- **Increased revenue:** satisfied callers are more receptive to learning about and purchasing other products and offerings

Embedded BI and analytics can help:

- Discover reasons why callers opt out of self-service. If issues like confusing menus or insufficient prompts are causing callers to abandon self-service and transfer to an agent, analytics can help quickly pinpoint the problem.
- Gain insight into VUI design effectiveness. Effective voice user interface (VUI) design anticipates caller needs, respects caller time and can result in increased customer retention, more sales, and lowered operational costs.
- Determine reasons for customer defection—fast. Companies can quickly identify and correct problems—and significantly reduce churn—instead of waiting months to determine why customers have canceled accounts.
- Gain intelligence into application performance. Having a holistic view of hidden task and automation performance across the chain of voice application layers exposes the root causes of problems and enables corrections before they can escalate.

### DASHBOARDS

The ability to clearly identify areas of concern and success requires meaningful, business-focused reporting. Dashboards take it a step further by offering visual, intuitive snapshots of voice application performance for swift, informed business decisions based on business intelligence.

### TAKING ACTION AND TUNING YOUR SYSTEM

BI and analytics tools can help understand what's happening in your voice application,



Angel Caller First Analytics offers desktop and mobile capabilities.

but the real value is in the ability to execute on that information. Having the power to fine-tune voice application performance instantaneously based on analytics information and continuously improve the customer experience is an invaluable and essential capability.

### ANGEL CALLER FIRST ANALYTICS—2010 INTERNET TELEPHONY PRODUCT OF THE YEAR AWARD WINNER

Angel Caller First<sup>SM</sup> Analytics delivers embedded, business-centric analysis of call data for increased insight into the performance of voice applications. Powered by MicroStrategy Business Intelligence software and part of the Angel solution suite, Caller First Analytics provides detailed reporting of application performance, call data, Voice User Interface elements, and more.

Angel is a leading provider of cloud-based call center and Interactive Voice Response (IVR) solutions. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. ■

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