

BUSINESS INTELLIGENCE IN CUSTOMER CARE AND CONTACT CENTRE OPERATIONS

BUSINESS INTELLIGENCE REPORT FOR CUSTOMER
CARE OPERATIONS – 2023/24

Optainium

Visibility | Insight | Control | Enablement

in association with
CONTACT CENTRE ANALYST
COMPUTEC ENGINEERING

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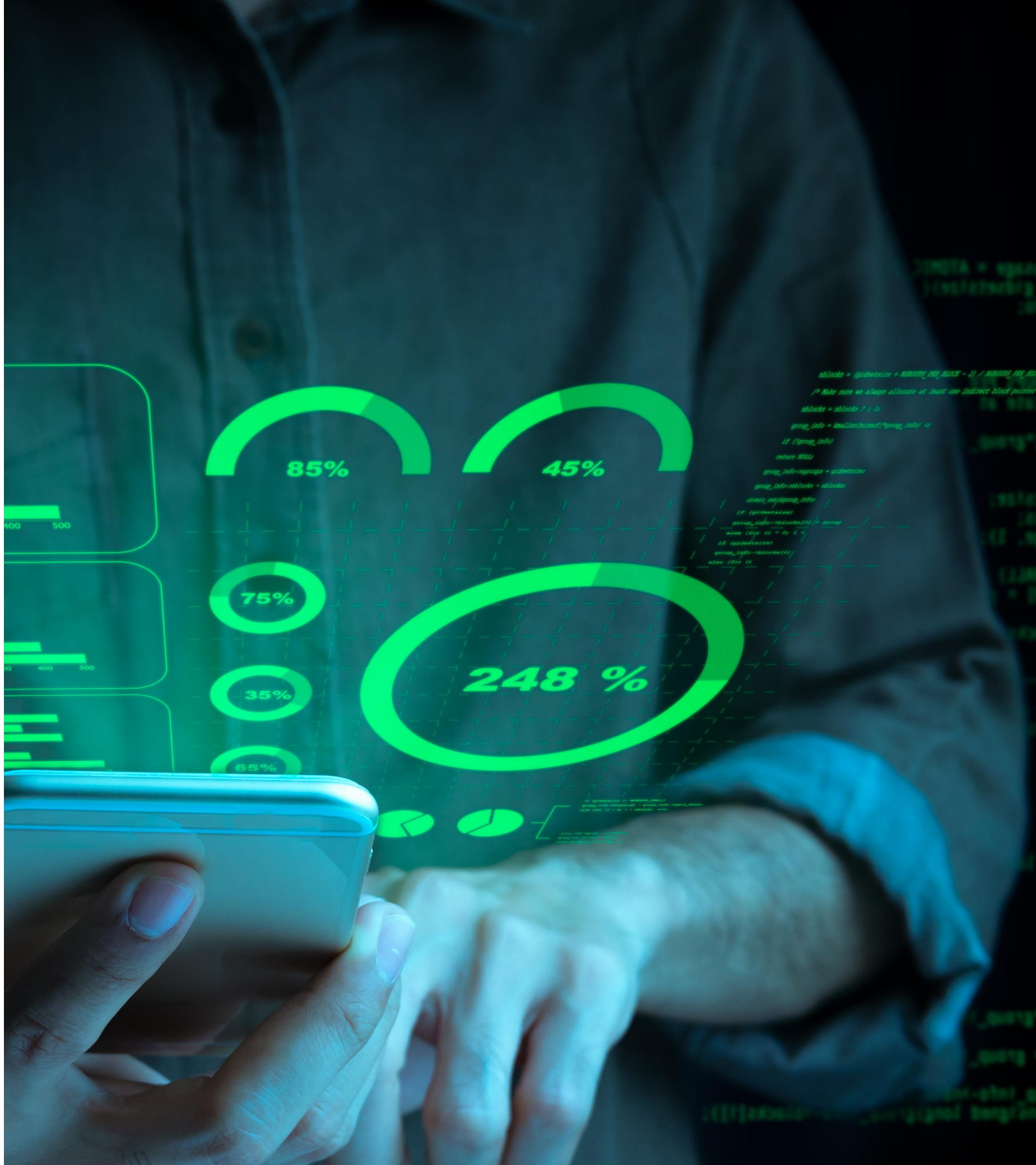
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INTRODUCTION 1:

“HOW INSIGHTFUL ARE MOST CONTACT CENTRE BUSINESS INTELLIGENCE SYSTEMS?”

The pandemic and numerous other business and technology developments have had a major impact on customer services provided through Contact Centres.

These developments include:

- more digital options including AI to guide and supplement human services
- a greater need to assure service continuity and operational efficiency including through agents working remotely
- increasing customer demands for service through their preferred human or digital channel and own language
- rising business needs to manage cost yet also drive differentiation through quality of customer services
- continuing delivery through BPO outsourcers

These factors add to a long-standing dilemma of how to provide *real-time* insight of all the KPI's that managers would ideally be able to specify, across all channels, and enabling rapid assessment of service impacting threats and issues, rapid root cause analysis and thence safeguarding quality of service and CX

INTRODUCTION 2:

“WHAT CAN BE DONE TO STRENGTHEN BUSINESS INTELLIGENCE AND INSIGHT ?”

We wanted to understand how recent developments have impacted Manager Insight

- Has BI Insight kept up with developments and demand?
- Do Company Care Managers and / or their BPO's really have complete visibility of their operations?
- Are they getting optimal value in terms of customer satisfaction and cost?
- Is service quality positively differentiating their businesses?
- **Are BI systems delivering intuitive insight direct to the managers who need it, when they need it?**

Our view was in general “No” and that whilst insight tools are fairly expensive (both for the software and in terms of the skilled resources to operate), BI Insight for Contact Centre managers can be slow, hard to get at and *not actually* very *insightful*.

But what did others think of their BI & Insights capabilities?

Welcome to the 2023/24 BI Insights Survey

BI INSIGHTS SURVEY 2023/24 : SUMMARY

We asked 400 Customer Care and Support Managers, (of many nationalities, mostly working for medium to large companies) how they felt about their Insight capabilities and about the impact of sub optimal Insight in terms of cost, productivity, CSAT, SLAs and on measures such as employee experience. In follow up work we asked about the shortcomings and causes of sub-optimal BI.

TWO KEY OBSERVATIONS EMERGED

1. LACK OF TIMELY DATA IMPACTS MEANINGFUL INSIGHT

Most respondents agreed there is huge potential in the data (often siloed) held in their infrastructure or apps such WFM CRM, **but extracting data in a timely manner and translating it into real business insight remains a key challenge.**

2. SLOW PACE OF INNOVATION

Many executives stated that **the pace of innovation in their BI systems had not kept pace over the past 3 years** with emerging trends, technologies or the demands of the customer and wider enterprise.

88% *of organisations don't have near real-time visibility of all KPI's for all teams across all channels*

79% *of managers say it takes too long to get the information they need to understand issues, assess threats and complete root cause analysis*

91% *of managers don't have personal access to intuitive tools to enable rapid root cause analysis with 58% citing significant reliance on back-office teams*

61% *lack the ability to analyse past performance to pro-actively drive ongoing efficiency initiatives, higher SLA's or service differentiation plans*

OPERATIONAL REALITY

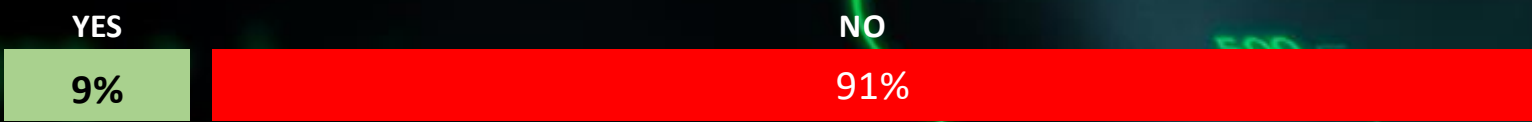
Do you have sufficient access in near-real-time to insights of all KPI's (eg through dashboards, pop-ups) across all channels?



Do you have access to tools that, effectively and rapidly, enable you to analyse past performance... in order to identify and drive operational improvements?



Do you have direct and adequate access to management visibility tools that enable you to intuitively assess threats and rapidly perform root cause analysis?



How long does it take to gather data and complete analysis of issues arising, before being able to make effective decisions re actions and remedies?

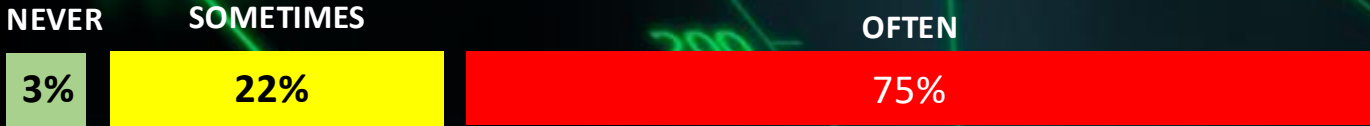


What percentage of your currently available reports can you generate yourself, immediately – without the assistance of back-office support?

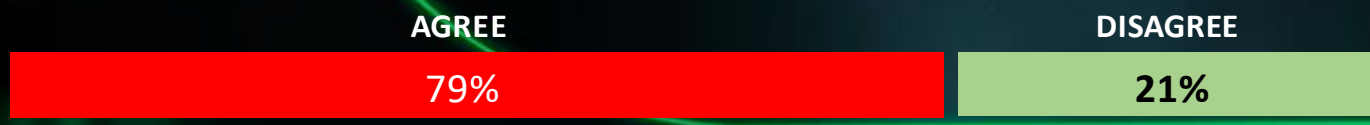


PERSONAL IMPACT

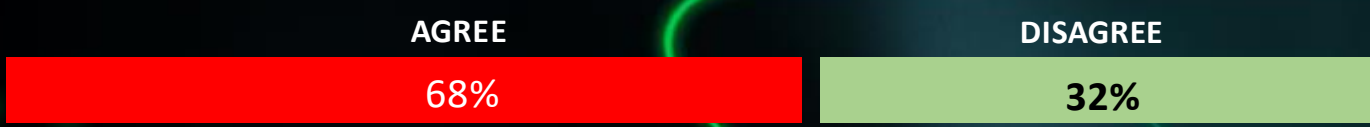
How often do you feel frustrated ... that information is just too limited, late, incomplete or fraught with delays from the back-office DS team?



It takes too long to get the insights I need to better understand issues, assess threats and complete tasks such as root cause analysis ...



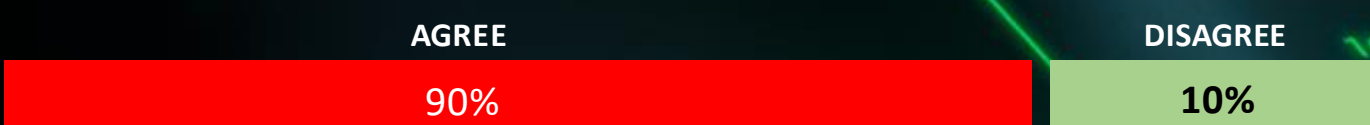
I am over reliant on back-office support ...



With better insight and analysis capability my teams could work more efficiently ...

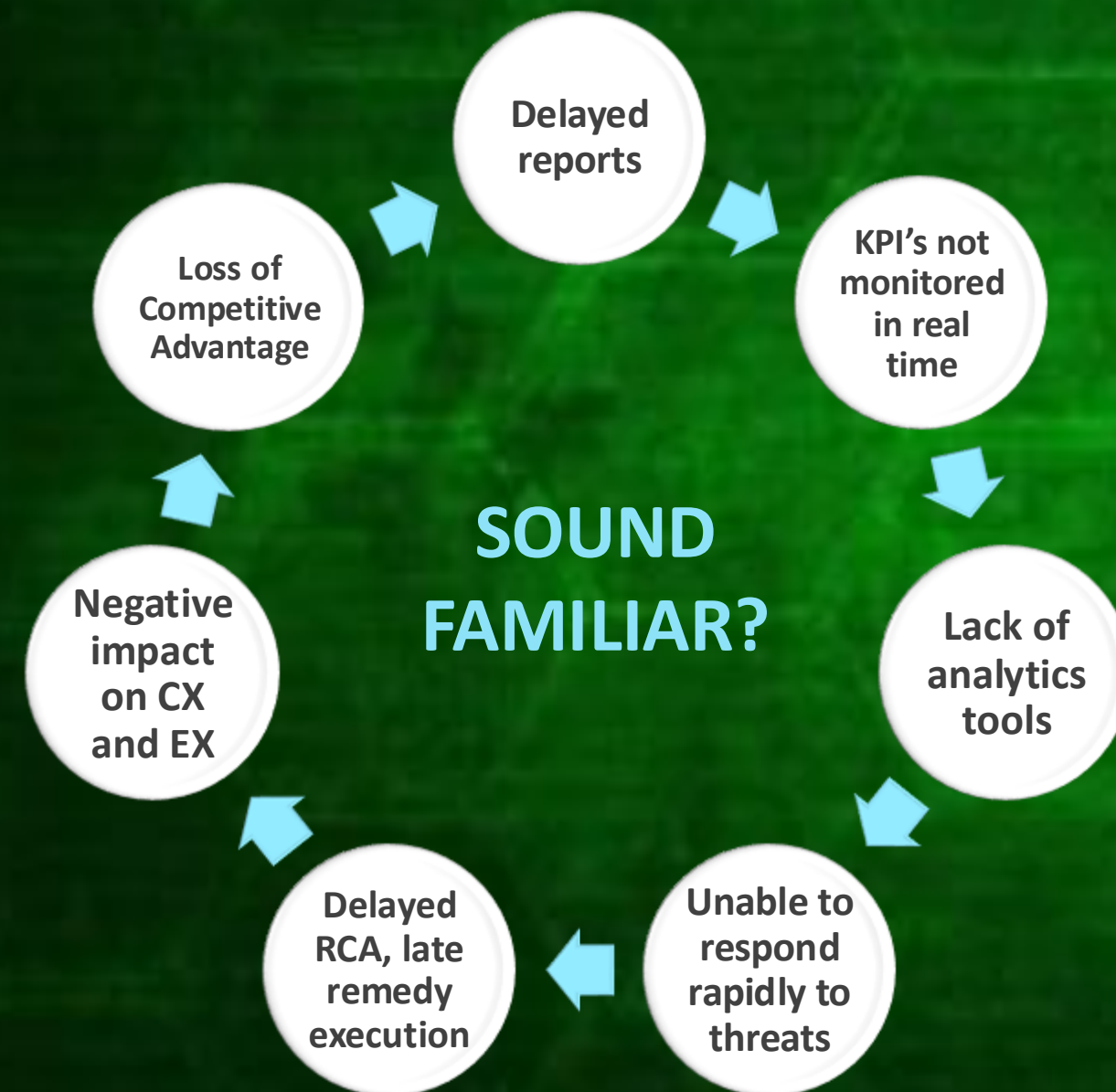


I would deliver better operational performance and more satisfied customers if I had access to deeper insight and was able to analyse all our data ...



REPORTED IMPACT OF SUB-OPTIMAL INSIGHT

Most managers report existing Insight capabilities fall short in terms of speed, ease of access and in terms of ability to support managers with immediate analysis of threats, root causes and remedies. This impacts contact centre performance, SLA's and customer experience.



What Responders told us:

"We looked at several BI'S that claimed to be "insightful". None gave sufficient warning about deteriorating KPI's nor an ability to perform rapid root cause analysis.

Today our operation runs ok thanks only to immense effort by our team and after excessive delays in resolving issues. We tend to live in fire-fighting mode which has side effect of limiting our ability to pro-actively seek ongoing efficiency improvements".

"We know better Insight would mean more efficient operations delivering better customer satisfaction and give our employee's better experiences".

COMMON SHORTCOMINGS BEHIND SUB-OPTIMAL INSIGHT

The survey confirmed common shortcomings which contribute to poor operational agility, lower cost efficiency and ultimately to reduced customer experience and SLA's.

- **DATA:** most BI systems only collect a subset of potentially available 24x7 data within a support centre
- **DATA 2:** don't organise to be available to all Apps, meaning managers are unable to specify all the KPI's they may need (many of which would depend on cross platform data)
- **LACK OF AUTOMATION OF INTELLIGENCE:** Many centres over-rely on back office data analysts
- **LACK OF 24X7 MONITORING OF KPI'S**
- **INSUFFICIENT PRE-DEFINITION** into libraries of potentially needed dashboards
- **LACK OF INTUITIVE SEARCH TOOLS** to enable managers themselves to rapidly assess threats, analyse root causes and execute remedies before situations deteriorate

The value of getting it right

Overall performance can be significantly improved if the insight shortcomings are addressed and overcome.

Better insight enables operations to move

- *from fire-fighting mode*
- *to a mode where managers are able to pro-actively monitor and respond to any deviation in KPI levels,*
- *and seek on-going efficiency and service improvements*
- *through the use of data driven decisions*

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

A Real CX Manager's Problem Statement

“We suffered poor quality care and low customer satisfaction. Most KPI’s were unachievable. We invested in more headcount, data scientists and BI solutions which claimed to be ‘insightful’.

But we still failed to identify issues or enable root cause analysis before issues became problems.

The net result was we lived in constant fire-fighting mode. This was resource intensive, wearing on our people and limited our ability to pro-actively seek ongoing efficiency and service improvements.”

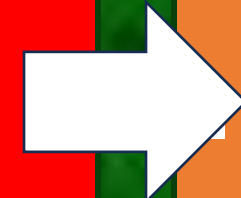
RAISING THE BAR FOR CONTACT CENTRE INSIGHT

Shortcomings Identified in Many Existing BI Platforms

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- Failure to abstract all available data from across the centre
- Failure to intelligently collate and store data so as to be accessible to all BI processes
- Limited data availability reduces the range of KPI’s that can be set and monitored in real time, 24x7
- Pre-defined too few data views
- Lack of automation of operational intelligence and ability to move instantly between data views
- Lack of intuitive real-time root cause or historical analysis tools

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

How one BI System ("CCA")* Approached the Challenge

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- **Capture (Abstract) and Store more Data**
acquires more near-real-time data. Updates a purpose built database to contextualise all data for use by any insight process
- **More Data = Ability to Set More KPI's**
and monitor thru hundreds of pre-defined configurable inter-connected dashboards and Pop-Up's
- **AI Powered KPI Monitoring**
Highlights deviations from each manager's defined KPI thresholds with pointers to probable root causes
- **Intuitive Click n Go Search**
Thru data hierarchies allows rapid root cause analysis and execution of remedies. And historical analysis to improve efficiency.

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

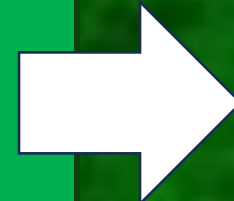
CCA's* Better Outcomes

- ✓ Enable rapid threat assessment, Root Cause Analysis and Remedies - in minutes or less
- ✓ Enhanced ability to achieve and exceed SLA's
- ✓ Ability to seek future efficiencies through analysis of historical data
- ✓ Deliver stronger ROI for the contact centre as a whole
- ✓ Reduce dependency on back-office resources

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

Driving Measurable Benefits

- ✓ Enable rapid threat assessment, Root Cause Analysis and Remedies - in minutes or less
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- ✓ Ability to seek future efficiencies through analysis of historical data
- ✓ Deliver stronger ROI for the contact centre as a whole
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192% higher NPS scores

90% less complaints

30% higher service level

75% more contacts per hour

25% staff cost savings

24% reduction in FTEs

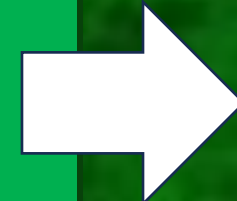
80% reduction in Business Analysts

40% lower staff attrition

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

Customer Solution Benefit Statement

- ✓ Enable rapid threat assessment, Root Cause Analysis and Remedies - in minutes or less
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192% higher NPS scores
90% less complaints
30% higher service level
75% more contacts per hour
25% staff cost savings
24% reduction in FTEs
80% reduction in Data/Business Analysts
40% lower staff attrition



“CCA gave us insight we never had before. It enabled us to make better and faster decisions which led to improvements across the board

NPS increased by 192%. We had a 90% reduction in complaints. Agent Attrition reduced by 40%.

Critically we increased contacts/hour which drove productivity and resulted in 25% savings in annual Staff costs including a 24% reduction in FTE's and 80% in Data Analysts”.

About Optainium

Optainium specialises in assisting companies go to market with their innovative solutions, assisting with marketing, business development, direct and indirect sales channel establishment and lead generation.

Optainium

Visibility | Insight | Control | Enablement

About Computec

Computec is a leading IT Services company. Founded in 1991, US owned, headquartered in Japan and with operations across North and South East Asia, Computec's multi-lingual staff procure and support a wide range of IT hardware and software products, services and solutions to many hundreds of clients



About Contact Centre Analyst (CCA)

CCA is developed by Malaysian based My KPI Dashboard Sdn Bhd. The origins of the CCA platform stemmed from a successful “BOT” implementation following which the platform was further developed and refined into a powerful BI Software as a Service solution specifically targeted at the global Contact Centre market



CCA delivers deeper, faster and easier insight and is available on an affordable *software as a service* subscription basis

Contact us

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