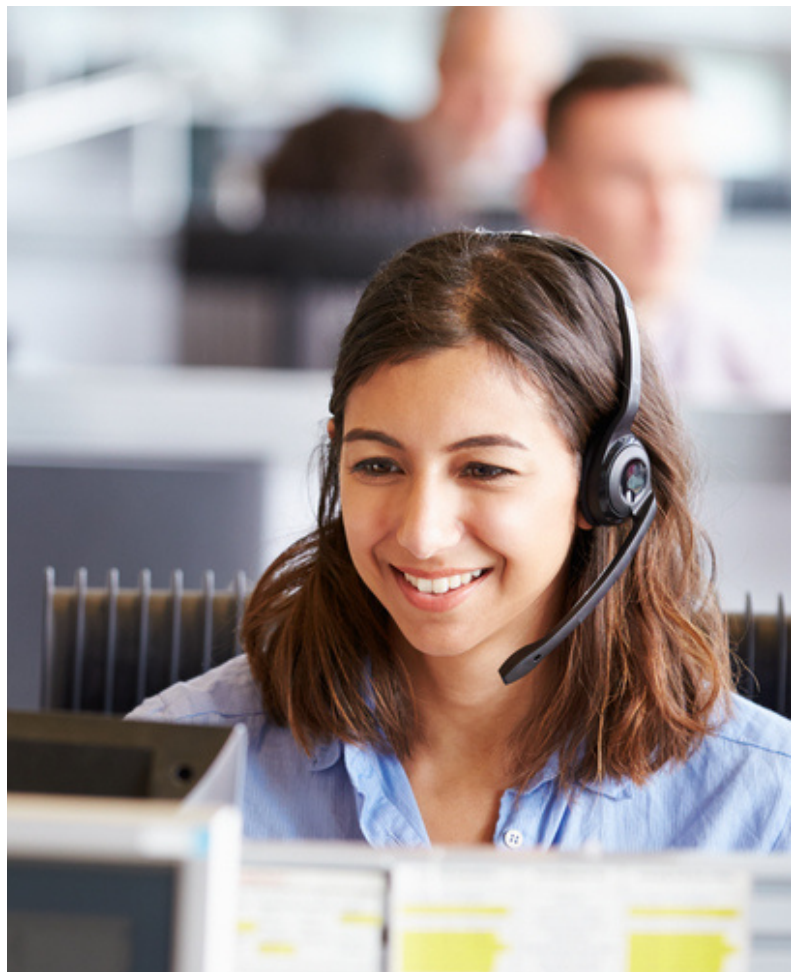


CONTACT CENTER ANALYTICS

THE MOST INFLUENTIAL KPIS AND WHY
THEY MATTER





INTRODUCTION

Contact centers serve as the vital HQ for your organization in managing communications across multiple customer contact channels. An effective analytics system integrates data seamlessly from sources, including email, chat, and other messaging platforms. A well-established contact center driven by dynamic analytics and reporting standards can elevate the customer experience through **omnichannel excellence**.

Through this e-guide, you will gain insights into the fundamental aspects of contact center analytics, which include:

- What does contact center analytics and reporting mean in the modern age?
- What are the most influential KPIs to monitor in the contact center?
- What are the best practices for measuring your contact center KPIs?
- How can you start applying superior contact center analytics and reporting for your business success?

WHAT ARE CONTACT CENTER ANALYTICS?

Contact center analytics refer to your center's visualization of customer engagement data, reporting practices, tools, and methods. The ideal process involves a systematic and coordinated approach that converts data into actionable insights that drive important business decisions.

Technically, you will need to transform raw data into KPIs (Key Performance Indicators) that offer quantitative and qualitative insights into your contact center performance. Your analytics technology should include various user-friendly tools, including interactive summary dashboards, customizable reports, historical and real-time data, drill through capabilities, customer journey insights, agent activity, and other information that comprehensively understands your call center or contact center operations.



MEASURING KPIS IN YOUR CONTACT CENTER

There are many types of KPIs in contact center analytics, and it is not cost-effective to monitor every single metric. Instead, you should always align your contact center KPIs to your business goals and priorities. However, regardless of your business objectives, keeping track of both historical and real-time data is integral to gaining a complete view of contact center operations.

By measuring and closely monitoring the relevant KPIs for your business, you can optimize specific activities to boost overall center performance. For example, you might detect underperforming metrics in customer satisfaction scores, which prompts you to investigate the underlying issue and make the communication improvements.



THE MOST INFLUENTIAL KPIS TO MEASURE PERFORMANCE

Your contact center probably deals with hundreds, if not thousands, of customer interactions in a week. Each interaction presents deep insights into customer satisfaction levels and your brand's position in the market. A complete analytics and reporting process involves sorting through a numerous amount of metrics. However, this is not workable in the fast-paced business world.

Instead, most organizations have identified and focused on a few key contact center KPIs from the mix associated with their business success. It might be time to trim the KPIs in your reports if your current methods have failed to provide value to your business.

AVERAGE WAIT TIME (AWT)

Average Wait Time (AWT), a KPI also referred to as Average Speed of Answer (ASA), refers to the time your agents take to answer a call from the moment a caller is in a queue. The waiting time during a customer call can profoundly affect the caller's experience and your organizational reputation. Industry research shows that the average call time takes 13 minutes, with people showing signs of frustration past the **3-minute waiting mark**.

Keeping a close watch on AWT rates in your contact center reporting is necessary to ensure callers receive the dedicated attention they need at the right time. Simplified call center tools and intuitive agent portals are some proven ways to improve your AWT.



total wait time for calls answered

total # of calls answered

Based on industry reports, contact centers have an AWT of **46 seconds**. Lowering your scores could significantly improve caller satisfaction, engagement, and brand loyalty.



ABANDONMENT RATE

Abandonment rate refers to the average time it takes for callers to abandon a call before your contact center successfully connects them with a live agent. The metric has links with the AWT, but there is little reason to worry if its value **falls between 4-8%**.



of calls abandoned

of calls offered

× 100

However, it might be worth closer inspection if your abandonment rates exceed 10%. The high abandonment rates could suggest inefficient call practices that turn away your precious customers. Elevated abandonment rates may also require a look into the technical performance of your contact center (e.g., internet connection and communication hardware) and system upgrades if necessary.



AVERAGE HANDLE TIME (AHT)

Your contact center's AHT determines the efficiency of call agents by tracking the time spent interacting with callers and the required duties after a call, such as tracking follow-up engagements. It might seem tempting to reduce AHT rates so agents may ramp up their productivity. But short call times may cause poor customer satisfaction if they cannot receive the solutions or results they seek.

Your contact center may lower AHTs by practicing specialized agent training and conducting an in-depth gap analysis. These steps identify the segments in your call lifecycle that require more resources and documentation.



$$\frac{\text{total talk time} + \text{total hold time} + \text{total after-call work}}{\text{\# of calls answered}}$$

TRANSFER RATE

Your average call transfer rate is a good indicator of where interactions may get misguided within your center's IVR system or an indicator of lack of knowledge amongst certain agents. Calls getting regularly transferred by the same agent or even department can be easily identified with the right analytics and alerts. A high transfer rate percentage can be reduced by simply reworking your IVR system menu options to eliminate any confusion. Or a high transfer rate can be an indicator of further training or coaching needs.



$$\frac{\text{\# of calls transferred to another agent or group}}{\text{total \# of calls handled}} \times 100$$

SERVICE LEVEL

Most call centers and contact centers observe a Service Level Agreement (SLA). A set of expectations or standards that measure performance, guide decision making, produce a positive customer experience and more. Most center leaders are familiar with the industry standard of 80% of calls answered within the first 20 seconds, or the 80/20 rule. However, because of ever changing customer expectations, the recent increase in hybrid and remote workforces and the focus on the overall customer experience, it is ultimately up to the individual organization to set their own service level standards.



$$\frac{\text{\# of calls answered within threshold limit}}{\text{total \# of calls offered}} \times 100$$



ADHERENCE

Adherence refers to the percentage of time that agents are actively logged on and working compared to their schedule hours. This metric is especially important when analyzing proper staffing and scheduling forecasts. While most contact center managers expect their team members to be punctual for their scheduled shifts, offering rewards or incentives can often motivate agents to consistently adhere to their schedule and stay productive during their logged on hours. To learn more about Adherence and how it differs from Conformance, [click here](#).



$$\frac{\text{\# of minutes agent is in adherence}}{\text{total \# of minutes scheduled}} \times 100$$

QUALITY

Quality is most often the measuring or scoring of interactions between agent and customer, regardless of the communication channel. Specifically, the efficiency and effectiveness of an interaction that led to a positive resolution of the inquiry. Quality can be monitored several ways, but the most common ways are by listening to call recordings, reviewing emails interactions, chat exchanges, or customer satisfaction surveys.

Quality monitoring is a continuous process, but can be scored based on set service and customer experience standards, through a series of questions which are coalesced into a score.

Advanced analytic tools, like Brightmetrics™, offer the ability to analyze agent scores across individual questions. In most native contact center platforms, only overall quality scores are visible. However, accessing a deeper score analysis can point to the exact areas of opportunities. Implementing the proper monitoring exercises and requesting feedback from your agents can help improve skills and track the impact on customer engagements.





BEST PRACTICES IN CONTACT CENTER ANALYTICS

Access to mountains of interaction data does not translate to optimal contact center performance and insights. Raw data cannot drive your business to new heights. Narrow down to the relevant metrics to have data work cost-effectively for your business. Your analytics should effectively compile and clearly present the information to empower your team.

FOCUS ON THE KPIS THAT MATTER MOST

The best contact center analytics function from a similar concept to effective branding tactics. It is essential to hone in on the main objective to optimize the budget and effectiveness of campaigns.

For instance, some brands focus on developing public sentiment about their products (i.e., how much people know and care about the branding image). In contrast, others cater to conversion (i.e., purchases and subscriptions). Spending time, money, and effort in pursuing top marks for every metric could overstretch your team, resulting in less-than-desirable outcomes.

KPIs for your contact center reporting carry the same consequences. Therefore, it is essential to base your contact center reporting strategy on your business priorities. Eliminate the clutter and avoid getting lost in a sea of information. Instead, focus on five to six KPIs and let them serve as your compass by guiding your company for a period of time. Metrics should be reevaluated regularly. As metrics improve or are no longer concerns, teams should target other underperforming metrics.



CUSTOMIZED REPORTING

Customizing your contact center reports makes them clearer, more accessible, and relevant in empowering your team. A specialized contact center solution provides the flexibility of customizing your reports according to the roles and priorities of individuals, groups, and departments for improved collaborations.

Additionally, sticking to the customized KPIs enables you to refine specific processes in the contact center lifecycle for meaningful impact without wasting resources or motion. As a result, your teams will become efficient at handling calls while reducing the risks of internal miscommunication.



ACCESS GRANULAR INTERACTION DETAILS

Leverage powerful analytics to visualize high-level trends, patterns, and anomalies with seamless exploration all the way through with cradle-to-grave insights. Most contact center platforms include basic reporting capabilities, but cannot provide this level of in-depth engagement detail.

Now in a time when every impression counts, it's critical to understand customer needs, call trends, common questions, and first call resolution strategies. The only true way to understand your customer and agent engagements is with granular detail and drill-down capabilities.

INTEGRATED CONTACT CENTER DATA

It is integral to check that you never miss a blind spot in your reporting processes. Ideally, ensure you have real-time and historical data at your fingertips by accessing multiple data touch points across various communication channels and systems. The omnichannel approach provides a seamless gauge of business performance.

TEAM ACTIVITY VISUALIZATION IS KEY

Contact center managers must be able to monitor and analyze their team activity in order to make informed staffing and operational decisions, as well as coaching observations. Hybrid or distributed teams make these insights even more crucial in order to optimize the customer experience.

What are your agents doing while a customer call is in the queue? Was the call transferred? Is your agent spending too little or too much time in the after-call wrap-up? All important timestamps in your customer's engagement with your organization. With robust analytic tools, easily analyze and understand your team's strengths and weaknesses, as well as your customer's experience.



HOW BRIGHTMETRICS CAN HELP

Brightmetrics offers your organization a specialized suite of UC and Contact Center analytics and reporting that optimizes the vital insights of your customer and agent engagement. We help customer service teams zero-in on the most critical data for driving powerful business strategies.

With Brightmetrics, UC and Contact Center leaders can conveniently cycle through every key aspect of reporting on the agent, team, and customer level. Our intuitive dashboards provide a quick visual breakdown of KPIs for easy reference and a user-friendly UI, such as a drag-and-drop feature with customizable elements.

Brightmetrics will help you and your team take control of your data without getting overwhelmed by the nitty-gritty details. Learn more about how Brightmetrics can help you embrace data-driven decisions and elevate your business intelligence.

5 Key Metrics Every Contact Center Manager Should Master



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5 Things You Must Consider When Building Your Dashboards



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