

Reporting is a critical requirement for all contact centers

Apply this example and remain proactive

Benefits

Direct mapping of Avaya data and reports to Interactive Intelligence

Preferred use of the technology, expediting the return on investment

Confident decisions as a result of trusting the data and the reports

“Do your teams have faith in the data and the calculations?”

“Do the reports align well to your business goals and objectives?”

“Are you missing a critical piece of data?”

“Should you create custom reports?”

“Is realignment needed?”

Challenge

A large manufacturer of consumer goods acquired a company and started a migration from Avaya to Interactive Intelligence. The schedule was aggressive and the contact center was apprehensive of the technology. Unfortunately the contact center teams did not have the bandwidth or wherewithal to properly align their reporting requirements with the new technology. Soon after go-live, the team realized the data, calculations, percentages, and summaries did not fully align with their needs. In addition, there were untapped operational advantages the technology offered, but the business teams expressed hesitation due to poor prior experiences.

Effort

After an operational assessment of the contact center, resources were assigned, mapping the existing Avaya reports to the new Interactive Intelligence reports. Gaps surfaced, calculations were revised, reports were altered, and the advantages of the new technology were recommended and implemented.

Results

The goals and objectives of the company in conjunction with the various options and recommendations provided a highly aligned reporting and key performance indication strategy. As the contact center took advantage of new features, reporting and the overall success of the contact center flourished. Although there was compromise by all parties, the business teams and their customers received the greatest benefit.

Summary

In hindsight the customer realized the importance of assessing their contact center operations and aligning the technology to their business goals before a transition. Eventually the work was completed and the customer now feels comfortable with the meaning of the reports.

Considerations

If your business teams are struggling with the meaning of the data, the alignment, and overall faith in the reports, it is recommended you seek consulting assistance. Take the time to understand and align new contact center technology to the goals and objectives of your company.