

## **Analytics and Reporting for Phone-Based Self-Service**

*With the sharp public eye on customer satisfaction, businesses need better and faster ways to tune phone self-service resources. A new generation of monitoring and reporting systems supports closer links to business intelligence and analytics. Determining suitability of new solutions hinges on compatibility with existing performance management resources, flexibility for accommodating multiple constituencies within the enterprise and out-of-the box capabilities, in terms of providing pre-formatted reports.*

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## Key Findings:

Speech platform monitoring and reporting systems play important roles in supporting a high-quality user experience in a way that is adaptable and affordable over time. Solutions vendors have a variety of backgrounds and offers. In this document, Opus Research focuses on resources that support analytics and refinement of voice-response applications in efforts to support enterprise-wide business objectives. The findings include:

- **Financial considerations govern implementation decisions** – The objective of VoiceXML deployments is to resolve callers' requirements without "zeroing out" to live agents, thus leading to savings in operating expenses.
- **Customer satisfaction just as important** – Enlightened management recognizes the importance of customer retention to the bottom line. Platforms should generate sufficient detail to help managers isolate decision points that indicate customer dissatisfaction.
- **Early detection, speedy analysis and immediate tuning add up to competitive advantage** – Capturing caller behavior to highlight such issues as hang-ups, drop-outs and long-silences are key to system tuning that both improves customer satisfaction and optimizes resource deployment.
- **Monitoring and reporting increasingly feed analytics and business intelligence systems** – Identifying correct analytics objectives includes understanding when not to spend too much time and resources on low-value customers while neglecting the most valuable customers of the business.
- **Speech self-service is one of many components in enterprise-wide customer care infrastructure** – The way that platforms interface and interact with the resources that monitor performance, analyze key metrics and report results is vital to providing clear, actionable analytics.
- **Reporting through Web-based portals promotes custom views in near real time** – Contact center managers, departmental heads and operational personnel are each looking for detailed indicators of application performance to support better customer care, higher performance levels and constant refinement of dynamic applications.
- **Out-of-the-box approaches to reporting on key performance measures is crucial to promote satisfaction among customers and enterprise stakeholders** – Emerging customer behavior intelligence applications should not replace traditional metrics but complement them and provide valuable marketing information to personalize each customer's self-service experience.

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