

Hi, just a reminder that you're receiving this email because you have expressed an interest in Dial Interactive, Inc.. Don't forget to add info@dialinteractive.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



Dial Interactive's iNsights Newsletter

October 2012

Reporting in the Contact Center

In This Issue

[Why Reporting Is Important](#)

[Report Content Creation](#)

[Cisco iNights](#)

[Aceyus Solutions Enhance](#)

[Cisco UCCE](#)



Attention

Dial Interactive

Greetings! -

The modern call center has grown from the days of a few telephones to what is now a matrix of multi-channel, multi-location and complex technologies mixed together. This evolution has resulted in reporting inconsistencies due to many sources of data and numerous interpretations of this data.

Report generation should not require a full time production, rather reports should be simple, easily produced and highly available when needed. Let us share some iNights our Dial Interactive Contact Center Architects have experienced around standard and custom reporting in the call center industry.



Why is reporting so important?

Here is why:

You cannot manage what you do not measure!



Dial Interactive
Partners, Customers &
Vendors

We are eager to collaborate with you by highlighting your stories and newsworthy events in our monthly DI iNsights Newsletter.

Please contact us @
954.816.3700
aregli@dialinteractive.com
Today!

Like us on Facebook 

Follow us on  twitter



If you are not measuring, you are not managing, plain and simple! Establishing knowledge from Key Performance Indicators (KPI's) in your reports for management and key stakeholders can help your leadership team make critical decisions on how to best run your business. Reporting can provide you essential information to fine tune your existing operations, which just may be the critical piece that helps make or break achieving your corporate goals.

To create powerful and compelling reports that transform data, from virtually any data source, into meaningful information, so that a wide variety of organizational users can analyze and interpret important information is not an easy task. However, it can be the ammunition management needs to make better presentations that influence decision making. Reporting can help a team crystallize what is important and help ensure you are on the right course. For example, setting up a report for recording customer complaints and the root cause allows for a team to address, remediate and manage the process so you can improve the customer experience, which we know is so critical today.

By measuring KPI's and critical data you can address business objectives and goals. With the right information you can drill down your course of action into smaller more achievable tasks. With information found from reports, teams can make strategic and tactical plans and can successfully complete smaller milestones. That helps the overall operation pick up momentum and the chances for success increases. This is why reporting is so important.

Reporting transforms data into usable information!



What You Need To Consider

When Creating Reports:

Report Content Creation:

You need to consider a lot of variables when building a report. Here is a checklist you can use when planning your next report. You need to include an objective, identify the required information, access the appropriate data source(s), incorporate the necessary data fields and elements, construct any required elements (such as formulas and calculations) and format the report for presentation purposes.



When Building a Report Consider the Following:

- The objective of the report
- How the intended audience will use the report
- Where the data resides (data sources)
- What the report needs to communicate
- How to format the report for presentation purposes

Standard or Custom?

- **Standard Reporting** provides an easy-to-use, predefined set of reports covering the essential metrics. These are out of the box AS IS tools.
- **Custom Reporting** utilizes third-party report writers to generate custom or one-off reports. Some benefits of custom reporting are:

More precise and accurate information
Bridging multi-vendor applications together
Greater knowledge transfer to employees
Helping to meet specific corporate objectives
Fine tuning operational efficiencies
Faster implementation of corrective action

Sample Report Types:

- Performance Reports
- Management Reports
- Agent Performance
- Customer Experience

- The Effectiveness of Outbound Interactions
- Multi -channel Interactions

- The Effectiveness of VRU Self Service Application
- Real Time and Historical Data
- Sales Forecasting
- And so many more

Data Location Level:

- Client Tier
- Application Tier
- Data Tier

Benefits of Reporting:

- Improved Performance
- Enhanced Customer Experience
- More Calls with Fewer Resources
- Measurable Results
- Increased Operating Efficiency

Reports Need To Be:

- Accurate
- Normalized
- Available
- Redundant
- Secure

Dial Interactive has years of experience creating custom reports for contact centers. Call us today for a free custom report checklist.



Cisco iNsights

Cisco Unified Contact Center (CUCC) and Cisco Unified Intelligent Contact Management (CUICM) are strategic platforms from Cisco Systems that enable customers to move beyond today's contact center into the next phase of customer contact: the Customer Interaction Network (CIN).



The CIN is a distributed, IP-based customer service infrastructure comprising a continuously evolving suite of innovative, multi-channel services and Customer Relationship Management applications and

services. These provide enhanced responsiveness and streamlined customer exchanges to help your organization deliver superior customer service. A CIN extends customer service capabilities across the entire organization, giving your business a more integrated and collaborative approach to customer satisfaction - leading to a better customer experience.

What Is New With Cisco CUIC 8.x?

The Cisco Unified Communications platform allows customers to move beyond simple transactions to provide a unique, content-rich and customer-centric service through a variety of channels, including voice, web, email messaging and video - extending customer care beyond the traditional contact center.

CUIC 8.x is a web-based reporting application that provides real-time and historical reporting in an easy-to-use wizard-based application for Cisco Unified Contact Center Enterprise (CUCCE) and Customer Voice Portal (CVP).

Built on a Web 2.0 framework, CUIC allows customers to extend the boundaries of traditional contact center reporting to an information portal where data can be easily integrated and shared throughout the organization. This open platform offers a secure and 360 degree view of the enterprise with the ability to link down, up or across to other data from any report. Two versions are available: Standard and Premium. Release 8.x is the second major release of the CUIC reporting application.



Aceyus Reporting Options Can Enhance Cisco UCCE

Aceyus reporting options can enhance Cisco UCCE , Avaya or Aspect environments. Many companies are supporting multi vendor environments with legacy systems. Here are key questions to ponder and some helpful ways Aceyus extends your Cisco platform as well as your multi-vendor environments.

Do you need privilege-based access? Aceyus provides this, and can integrate with your Active Directory to take advantage of permissions you have already created. Enterprise customers need the flexibility to

manage what users have access to.

Do you need scheduling flexibility muscle? We like the Aceyus scheduling enhancement options, especially the ability to generate email attachments.

Need easy editing? Aceyus empowers the user to edit from multiple dashboards, websites and more. Users with different skill levels can use and modify reports easily.

Need customized reports? Aceyus provides a large number of standard reports for common requirements (agent, skill, call type, etc.), but also gives users the ability to quickly create custom reports.

Do you need to integrate third party data and long term storage of Cisco interval and detailed data? Aceyus can empower you to consolidate reporting for many data sources in a single reporting and dashboarding solution.

Love to have out-of-the-box cradle-to-grave reporting and data mining capabilities? Aceyus can make that happen.

Need Call-by-Call templates for Agent, Call Type and Wrap-up codes? Aceyus provides templates for dozens of UCCE-based reports, including CMS-style reports that enable an effective transition from legacy Avaya contact center environments to Cisco.

There are so many robust, highly available reporting options with Aceyus that we like. One of DI's favorites is the Transfer Analysis and First Call Resolution (FCR) with advanced reporting modules. You can also have Trunk Group reporting from Cisco Gateways to incorporate trunk group information and provide visibility into the operation of critical contact center telecom links.

Dial Interactive likes the features and benefits Aceyus brings together. The solutions Aceyus creates for centralized data optimization, integrating multi-vendors, leveraging off the shelf server technology/virtual machines and consolidated data repository come in a well configured easy to use package.

Aceyus makes it easy to plug and play analytical tools and track metrics.

Today contact centers are complex, especially for large enterprise companies. We believe this is a solid option for your reporting needs.

Check out [Aceyus](#) for more information. Or contact [Dial Interactive](#) to help you evaluate which right reporting options are right for you.



About Dial Interactive

Here at Dial Interactive we love what we do and have been doing this for over 20 years. We like assisting our clients with custom reporting that helps them solve business needs; such as linking business data to telephony data, building custom dashboards that identify KPI's, and creating reports that identify resources that help increase sales.

Our consultants can easily put together data and systems that make up a collection of call center reports. This can include network carrier reports, ACD reports, workforce management reports, CTI platform reports, IVR system reports and CRM customer database reports. Our approach is unique and always well respected. We are passionate about always concluding our engagements with specific recommendations backed by quantifiable improvement estimates that give you a measurable return on your investments.

Please call us for your next reporting project. We would also be grateful if you could help spread the word. Please share our information with a colleague who can use our services or socialize our newsletter on your social media outlets such as Twitter, LinkedIn or Facebook.

Thank you from the Dial Interactive Team.

The DI Team

info@dialinteractive.com

www.dialinteractive.com

954.816.3700



DIAL
interactive

TL9000



October Promotion

Receive a free custom reporting evaluation check list

Call 954.816.3700 or [Email Today!](#)