Cisco Connected Analytics for Contact Center

USING PREDICTIVE ANALYTICS TO DELIVER TIMELY AND ACTIONABLE CUSTOMER INTELLIGENCE

What Is Cisco Connected Analytics for Contact Center?

Cisco® Connected Analytics for Contact Center (CACC) is a software and service bundle that uses predictive analytics to deliver personalized offers and recommendations to customers in the critical time while they are engaged with your customer service representatives and deciding on a course of action.

Composed of Cisco Data and Decision Science services and Cisco Data Virtualization software, Connected Analytics for Contact Center delivers actionable customer and business intelligence from omni-channel customer communication and enterprise business data. When paired with Cisco Unified Contact Center Enterprise (UCCE), it also uses the precision routing capabilities of UCCE to reliably route callers to the customer service representatives best able to help.

Why Analytics in the Contact Center Matters

The contact center is an ideal touch point for delivering timely, relevant offers to customers. It's a place where rich data about customer transactions, sentiments, behaviors, and histories can be mined. Combining predictive analytics with customer segmentation analytics enables the delivery of targeted, personalized offers to customers through whatever channel—voice, email, chat, video, or web—the customer finds most convenient and engaging at that moment.

The ability to deliver the right offer at the right time will be a primary factor in market leadership. Customers have expectations of service immediacy that are affected by their experiences with ever-present,

always-on cloud and mobility services. The prevalence of these services results in a struggle over customers' attention spans, meaning that the time available to affect customer decisions is shrinking.

How Is Connected Analytics for Contact Center Different?

CACC's advanced predictive, segmented, and targeted analytics create a holistic view of the customer across services by integrating omni-channel communication data, social media, trouble tickets, CDRs, and other internal and external data sources in order to

- Prioritize, predict, and preempt customer issues that lead to dissatisfaction and churn by uncovering issues, trends, root causes, and their effects
- Measure the profitability of customers, products, and services using cost and revenue analysis

- Implement retention campaigns with automation and optimization tools that let customers reduce cost per save and create the optimal mix of offer, customer, and channel
- Make sure that customers receive the correct level of service while avoiding the costs of over-serving.

Solutions that focus on descriptive analytics—historical, transactional reporting after the fact—do not deliver actionable insights in time to affect customer decision making. Solutions that focus on knowledge discovery enable agents to search for relevant information that can resolve customer issues, which supplies automation rather than true intelligence to the customer service process.

Unlike solutions focused on historical or transactional reporting, CACC's predictive analytics provide the actionable intelligence to affect customer outcomes in the brief time that you have their attention. Differing from solutions that provide mere agent automation, Connected Analytics for Contact Center does not wait to be told what to do or for what to search. Instead, CACC analyzes customer and business data to deliver true intelligence to the customer service process, including

- Which offers and recommendations are most relevant to the customer and most likely to be accepted
- What information is relevant to the customer's issue
- Which agent is able to deliver the best outcome

Cisco Connected Analytics for Contact Center

USING PREDICTIVE ANALYTICS TO DELIVER TIMELY AND ACTIONABLE CUSTOMER INTELLIGENCE

Benefits Delivered by Connected Analytics for Contact Center

- Churn reduction through targeted, relevant service recovery offers

- Increased revenue optimization through targeted up-sell and cross-sell opportunities

- Improved agent productivity through faster time to resolution and improved first call resolution

- Improved customer experience through a holistic understanding of the customer's relationship to the business

Why Cisco?

Cisco is a global leader in contact center technologies. With Cisco Connected Analytics for Contact Center, we are again disrupting the contact center marketplace with our advanced analytics. CACC enables businesses to improve customer experience and agent productivity and gain a deeper understanding of their customer relationships, all while reducing customer service costs.

For More Information

For more information about Connected Analytics for Contact Center, or to request a private briefing, contact us at ask-ccanalytics@cisco.com.