SURVEY 2023

BUSINESS INTELLIGENCE IN CUSTOMER CARE AND CONTACT CENTRE OPERATIONS

CCA BUSINESS INTELLIGENCE REPORT 2023

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INTRODUCTION:

"HOW INSIGHTFUL ARE MOST CONTACT CENTRE BUSINESS INTELLIGENCE SYSTEMS?"

The recent pandemic and numerous other business and technology developments have had a major impact on customer services provided through Contact Centres.

These developments include:

- more digital options to supplement human services

- a greater need to assure service continuity and operational efficiency including through agents working remotely

- increasing customer demands for service through their preferred human or digital channel and own language

- rising business needs to manage cost yet also drive differentiation through quality of customer services

- increasing delivery through BPO outsourcers

These factors add to a long-standing dilemma of how to provide *real-time* insight of KPI's across all channels, enable rapid assessment of service impacting issues, conduct rapid root cause analysis and safeguard quality of service.

INTRODUCTION:

"WHAT CAN BE DONE TO STRENGTHEN BUSINESS INTELLIGENCE AND INSIGHT ?"

We wanted to understand this better...

- Has BI Insight kept up with developments and demand?
- Do Companies and BPO's have complete visibility of their operations?
- Are they getting optimal value in terms of customer satisfaction and cost?
- Is service quality positively differentiating their businesses?
- **Are BI systems delivering intuitive insight direct to the managers who need it?**

Our view was in general "No" and that insight for Contact Centre managers can be inadequate, slow, hard to get at and not be very *insightful*.

But what did others think of their BI & Insights capabilities?

Welcome to the 2022/23 BI Insights Survey

NOTE: The full results of the survey together with a detailed description of survey's findings, the resultant shortcoming identified and a proposed solution to enhance insightful BI for contact centre managers, can be found at https://www.contactcentreanalyst.com/insight-survey

BI INSIGHTS SURVEY 2023 : SUMMARY

We asked over 400 managers how they felt about their Insights capabilities and about the impact of sub optimal Insight in terms of cost, productivity, CSAT, SLAs and on measures such as employee experience. In follow up work we looked at the shortcomings and causes of sub-optimal BI.

Two key observations from the survey and interviews:

1. **TIMELY DATA TO MEANINGFUL INSIGHT**

Many respondents agreed there is huge potential in the data (often siloed) held in their infrastructure or apps such WFM CRM, but extracting data in a timely fashion and translating it into real business insight remains a key challenge.

2. **PACE OF INNOVATION**

Executives commonly stated report the pace of innovation in their BI systems had not kept pace over the past 3 years with emerging trends, technologies or the demands of the customer and wider enterprise.

88% of organisations don't have *near real-tim*e visibility of all KPI's for all teams across all channels

79% of managers say it takes too long to get the information they need to understand issues, assess threats and complete root cause analysis

91% of managers don't have personal access to intuitive tools to enable rapid root cause analysis with 58% citing significant reliance on back-office teams

61% lack the ability to analyse past performance to pro-actively drive ongoing efficiency initiatives, higher SLA's or service differentiation plans

FINDINGS: OPERATIONAL REALITY

Response type | Positive | Average | Negative

Do you have near real-time access to insights for example through dashboards, pop-ups or Apps – across all channels?

YES	NO
12%	88%

Do you have access to tools that enable you to analyse past performance… in order to identify and drive operational improvements?

| NO	PARTIAL	YES
61%	26%	13%

Do you have direct and adequate access to management visibility tools that enable you to intuitively assess threats and perform root cause analysis?

YES	NO
9%	91%

How long does it take to gather data and complete analysis to make effective decisions?

| A DAY OR MORE	A FEW HOURS	INSTANT
48%	45%	7%

What percentage of your current available reports can you generate yourself, immediately – without the assistance of back-office support?

ALL / MANY	HALF OR LESS	NONE
10%	82%	8%
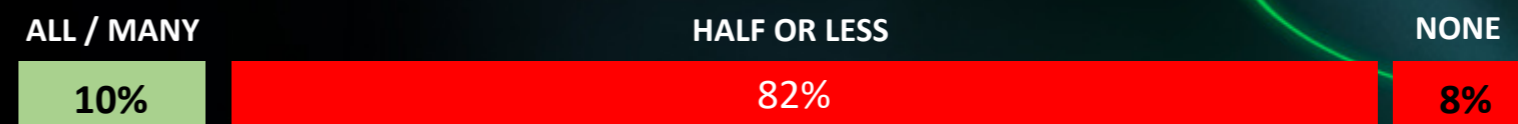
FINDINGS: PERSONAL IMPACT

Response type | Positive | Average | Negative

How often do you feel frustrated …. that information is just too limited, late, incomplete or fraught with delays from the back-office DS team?

NEVER	SOMETIMES	OFTEN
3%	22%	75%
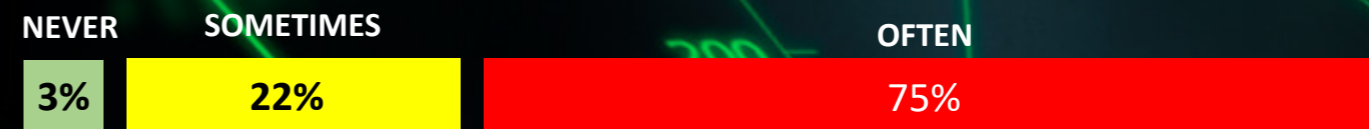
It takes too long to get the insights I need to better understand issues, assess threats and complete tasks such as root cause analysis …

AGREE	DISAGREE
79%	21%

I am over reliant on back-office support …

AGREE	DISAGREE
68%	32%

With better insight and analysis capability my teams could work more efficiently …
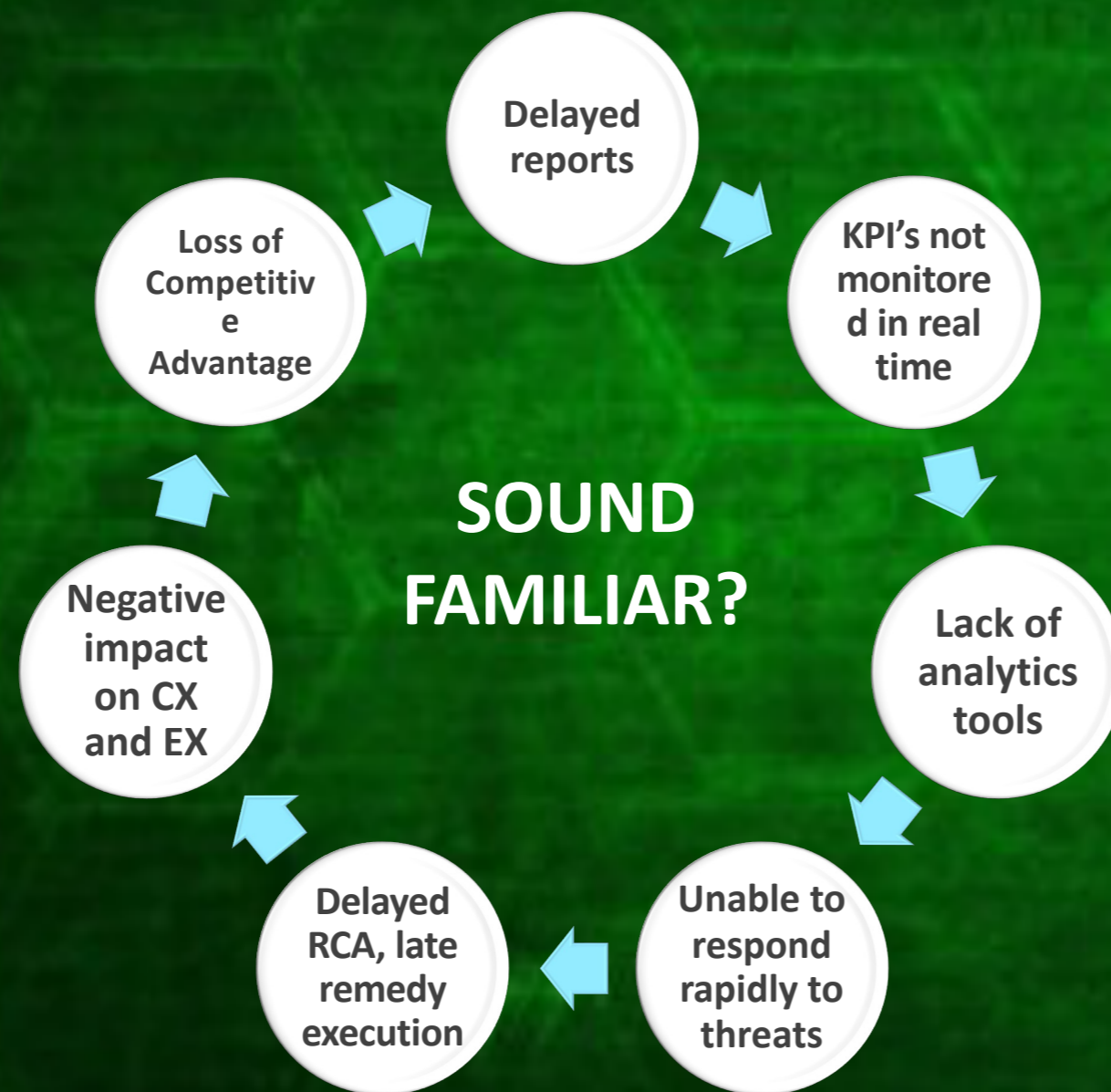
AGREE	DISAGREE
77%	26%

I would deliver better operational performance and more satisfied customers if I had access to deeper insight and was able to analyse all our data …

AGREE	DISAGREE
90%	10%

REPORTED IMPACT OF SUB-OPTIMAL INSIGHT

Most managers report existing Insight capabilities fall short in terms of speed, ease of access and in terms of ability to support managers with immediate analysis of threats, root causes and remedies. This impacts contact centre performance, SLA's and customer experience.

SOUND FAMILIAR?

- Delayed reports
- KPI's not monitored in real time
- Lack of analytics tools
- Unable to respond rapidly to threats
- Delayed RCA, late remedy execution
- Negative impact on CX and EX
- Loss of Competitive Advantage

What Responders told us:

"We looked at several BI'S that claimed to be "insightful". None gave sufficient warning about deteriorating KPI's nor an ability to perform rapid root cause analysis.

Today our operation runs ok thanks only to immense effort by our team and after excessive delays in resolving issues. We tend to live in fire-fighting mode which has side effect of limiting our ability to pro-actively seek ongoing efficiency improvements".

"We know better Insight would mean more efficient operations delivering better customer satisfaction and give our employee's better experiences".

COMMON SHORTCOMINGS
BEHIND SUB-OPTIMAL INSIGHT

The survey confirmed common shortcomings which contribute to poor operational agility, lower cost efficiency and ultimately to reduced customer experience and SLA's.

- **DATA**: most BI systems only collect a subset of potential data, seldom on a 24x7 basis and don't organise it to be available to all Apps in real time

- **LACK OF AUTOMATION OF INTELLIGENCE**: Many centres over-rely on back office data analysts

- **LACK OF 24X7 MONITORING OF KPI'S**

- **INSUFFICIENT PRE-DEFINITION** of all potentially needed data views and dashboards

- **LACK OF INTUITIVE SEARCH TOOLS** to enable threats to be spotted and assessed, root causes be analysed and remedies executed before situations deteriorate

The value of getting it right

Overall performance can be significantly improved If the shortcoming are addressed and overcome.

Better insight enables operations to move

- from fire-fighting mode

- to a mode where managers are able to pro-actively monitor and respond to any deviation in KPI levels,

- and seek on-going efficiency and service improvements

- through the use of data driven decisions

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

CHALLENGES & SOLUTIONS
The approach taken by Contact Centre Analyst (CCA)

Customer Problem Statement:

"We suffered from poor quality care and low customer satisfaction. Most KPI's were unachievable. We invested in more headcount, data scientists and BI solutions which claimed to be 'insightful'.

But we still failed to identify issues or enable root cause analysis before issues became problems.

The net result was we lived in constant fire-fighting mode. This was resource intensive, wearing on our people and limited our ability to pro-actively seek ongoing efficiency and service improvements."

Shortcomings to be addressed

- Identify, abstract, intelligently collate and store as much data as possible in a database enabling instant universal access by all apps
- Lack of automation of operational intelligence
- Insufficient pre-definition of data views
- Lack of background preparation and population of data
- Lack of 24x7 KPI visibility
- Lack of intuitive real-time analysis tools
- Lack of tools for historical analysis

The Contact Centre Analyst (CCA) response:

Data Abstraction and Storage - CCA acquires any data and updates a purpose-built database to contextualise all data for use by intelligent applications

Visualisation of KPI's and underlying data thru hundreds of pre-defined configurable, inter-connected dashboards and Pop-Up's

AI Powered KPI Monitoring - highlighting deviations from manager's own defined thresholds

Intuitive *Click n Go* **Search** allows managers to assess risk and conduct root analysis, moving seamlessly through multi-level dashboards

Pro-Active Search Tool for Ongoing Improvements in efficiency and productivity

RAISING THE BAR FOR CONTACT CENTRE INSIGHT

DELIVERING SUPERIOR INSIGHT
Results achieved by Contact Centre Analyst (CCA)

CCA'S Better Outcomes

- ✓ Enable Rapid threat assessment, Root Cause Analysis and Remedies - in minutes or less

- ✓ Enhance ability to achieve and exceed SLA's

- ✓ Ability to seek future efficiencies through analysis of historical data

- ✓ Deliver stronger ROI for the contact centre as a whole

- ✓ Reduce dependency on back-office resources

192% higher NPS scores

90% less complaints

30% higher service level

75% more contacts per hour

25% staff cost savings

24% reduction in FTEs

80% reduction in Analysts

40% lower staff attrition

Customer Solution Statement:

"CCA gave us insight we never had before. It enabled us to make better and faster decisions which led to improvements across the board

NPS increased by 192%. We had a 90% reduction in complaints. Agent Attrition reduced by 40%.

Critically we increased contacts/hour which drove productivity and resulted in 25% savings in annual Staff costs including a 24% reduction in FTE's and 80% in Data Analysts".

About Contact Centre Analyst (CCA)

CCA was developed by Malaysian based My KPI Dashboard Sdn Bhd. The origins of the CCA platform stemmed from a successful BOT implementation following which the platform was further developed and refined into a powerful BI Software as a Service solution specifically targeted at the global Contact Cente market

CCO CONTACT CENTRE ANALYST

About Optainium

Optainium specialises in assisting companies, typically start-up's, go to market with their innovative software solutions, assisting with marketing, business development, direct and indirect sales channel establishment and online and social media based lead generation.

Optainium

Visibility | Insight | Control | Enablement

Contact us

To learn more about Optainium or the CCA solution described here, please contact:

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The full results of the survey can be found at https;//www.contactcentreanalyst.com/insight-survey

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