

Measure the Moments

A GUIDE TO MAXIMISING METRICS IN THE MODERN CONTACT CENTRE



WHAT should you monitor?
WHY does it matter?
HOW will it drive success?



Omnichannel service is here
92% of contact centres support 2 or more channels

Contact centres are evolving to meet the new customer needs
It's time for our metrics to do the same



98%

Agree that real-time info is important



1/5



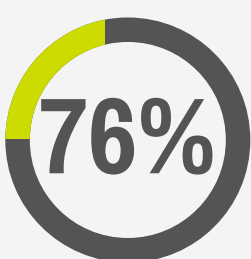
of organisations have **zero visibility** into basic customer information

1/3

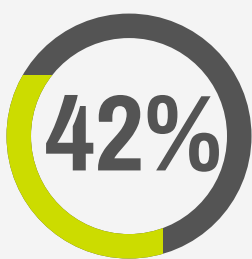


Are unable to see performance and activity in every channel that their contact centre supports

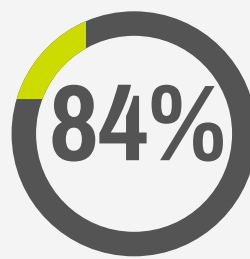
HOW DO CONTACT CENTRES USE DATA TODAY?



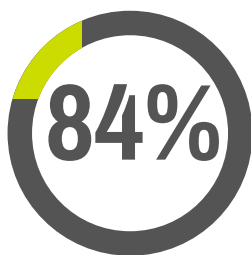
Use collected data for coaching or training



DO NOT USE data collected to understand the root cause of repeat contacts!



Use collected data for improving efficiency



Agree that the customer experience must be measured by more than 1 metric

In addition to CSAT, the most popular were:

- ★ Contact Quality
- ★ First Contact Resolution
- ★ Net Promoter Score



Customer Satisfaction Surveys

Were cited as most effective metric for both managing their businesses as well as comparing themselves to their competition

But only

53%

have a CSAT survey in place



DATA PROVIDES DEEP INSIGHTS

- Data can give 360 degree view of the customer
- Data can guide your customer journey map
- Data helps inform marketing decisions
- Yet less than half contact centres use it to make a difference

"What would happen if contact centres could ID a customer having an issue in real-time and make a proactive outreach?"

56%

"It would greatly improve both the one-time customer experience and the full customer journey"

"It would greatly improve just the one-time customer experience"

24%

15%

"It would greatly improve the full customer journey"

Source: ICMI

See how 4Sight can help you provide a great customer experience.

A seamless, omni-channel experience drives revenue by improving customer loyalty.

We offer a range of Contact Centre Solutions all of which deliver enterprise-level features and functionality regardless of the size of your business. Our solutions are designed around your company's individual needs.

At 4Sight we have the tools and the expertise to help you with your Cloud needs, with a full range of cloud deployment methods to fit your goals and your budget. To find out more, please contact your 4Sight Account Manager, or alternatively give us a call us on + 44 (0)20 3668 0444 or email info@4sightcomms.com.