

LinkScope—Real-time Data That Increases ROI and Customer Retention



WHEN OPPORTUNITY KNOCKS, BE SURE TO LISTEN!

Like all businesses in today’s economy, call center managers know that *it’s cheaper to keep an existing customer than to recruit a new one*. One way to do that is to maximize the customer experience through the use of new technologies. Metrics show that investments in new solutions, such as speech, can improve user satisfaction, increase operational efficiency and provide an attractive return on investment (ROI).

Given the attractiveness of this investment, many managers are eager to begin the process of selecting, integrating and implementing new contact center solutions. And why wouldn’t they, since many believe that these investments can have a huge impact on the customer experience, as well as the bottom line

TRADITIONAL RELEASE MANAGEMENT METHODOLOGIES

Because new technologies are sold as solid performers for a call center, traditional testing is usually done at the beginning of a project and then halted after the metrics have been verified. With any new technology, testing is typically used to ensure proper system integration, functionality, and user acceptance. Once basic testing has been completed, additional measurements, such as increases/decreases in specific IVR port utilization or a decrease in calls to agents, simply assist in confirming the predefined results. Once this is accomplished, all further testing is halted in the belief that the goals for the technology have been met. However, successful organizations understand the importance of continued testing of new technologies beyond what is referred to as “testing in a bubble.”

RELEASE MANAGEMENT SHORTFALLS IN THE “BUBBLE”

Unfortunately, traditional testing methodologies do not tell the whole story of any new technology. Although reasons vary, this is usually attributed to the fact that managers tend to focus on the success of the new technology itself, while failing to view the impact that the technology has on the customer’s experience as a whole. By doing so, they neglect an important fact – that the introduction of a new technology has ripple-effects throughout a contact center’s operation that can ultimately trickle down to the customers.

THE CHALLENGE

To improve the chances for success inherent in new technologies, managers should adopt a more holistic approach to testing. One approach is to adopt a methodology of testing that is on-going and allows for continued tuning of new and existing technologies. This allows a call center manager to take testing much further by better measuring the technology and its performance in the context of the entire call center, as well as against all the other systems currently in place. By doing so, managers will observe ripple-effects for a new technology that indicate changes in customer experience and even in the investment’s true ROI.

Given the benefits of center-wide testing, how can managers achieve a “call center snapshot” in order to fully discern the effects of the new technology? The challenge arises from the fact that most systems exist in separate locations or are incapable of reciprocal operation with other related management systems (siloe). Additionally, the consolidation and synchronization of disparate information is cumbersome and time consuming. As a result, when managers finally get the data, it may be too late to make changes that allow them to test, pivot, and capitalize on the information that they have deduced. Meanwhile, during this time constrained process, negative impacts to the customer’s experience may have caused their defection!

THE SOLUTION—LINKSCOPE

The solution to this problem is to make data available for analysis sooner, rather than later.

This is exactly what the LinkScope Suite does by bringing data to you almost instantaneously! It provides true real-time access into the contact center metrics that matter most to managers – those that measure the customer experience! It does this through seamless, non-disruptive integration and extension of existing contact center data points. This gives managers the ability to measure contact center performance, create threshold based alerts that indicate success or failure of performance goals, and trouble shoot issues by reviewing real-time, historical trends. By measuring and testing new technologies in real-time, managers can now improve the customer experience and validate ROI more effectively!

HOW LINKSCOPE WORKS

Typically deployed in less than a week, LinkScope quickly converts any network-ready Windows PC into a passive CTI analyzer that captures and decodes all CTI data into a standard SQL database. Immediate analysis of this data is grouped into modules that provide real-time system statistics, historical reporting, and conditional alerts – by contact center segment.

ABOUT PRIMAS

The Primas Group is an independent system integration company with preferred partner status among many of the top providers in the contact center industry.

Learn more here:
<http://www.primas.net/LinkScope.html>

Module	Call Center Benefits
IVR Performance	Champion / challenger tests identify acceptance and benchmark improvement
CTI Provisioning and Monitoring	Measure and improve agent performance with zero license screen pop provisioning
System Monitor	Proactive monitoring of call center technologies sends alerts via SMTP, SMNP and taskbar
Agent Performance Enhancement	Repeat caller notification and Call Tracing help agents and supervisors reduce fraud and identify agent performance issues
Post Call Customer Survey	Instant feedback from customers provides invaluable insight into any area of performance while historical trends help track CSAT
Call Logging Integration	Instant access to call recordings from within LinkScope