



Today's customers are more empowered than ever before.

They are digitally savvy, demanding, and used to swiftly navigating across channels such as IVR, video, email, web chat, and social. Not only do they expect to move seamlessly from one channel to another but also expect contact centers to be relevant and proactive across all customer touch points. This calls for a 'new level' of business intelligence. One that offers insights gleaned from the wealth of data that customers often leave behind during cross-channel interactions.

## Are you using analytics to deliver personalized customer experience and drive better results?

Today's multi-channel contact centers are witnessing a data overload. Given the volume and variety of data flowing into your organization at warp speed, are you able to effectively leverage it to drive customer delight and improve performance? Do you have a strategy to perform customer trend analysis, gain insights across channels, and reduce cost per call as well as customer churn? Are you able to integrate data with core enterprise applications such as CRM and MDM for holistic insights?

Servion's operational analytics solution ServInsights, integrates data from multiple customer interaction channels and enterprise systems to offer a 360-degree view of your customers' journey. The multi-channel operational and analytics platform is designed to give contact centers managers and business operations heads enterprise-wide insights to help improve customer engagement and drive contact center performance. It helps you identify cross-sell and upsell opportunities, quickly adapt to changing marketing conditions, and focus on enhancing revenue.



**ServInsights**

Create cross-channel intelligence for a customer-centric contact center

ServInsights helps you make data-driven decisions by integrating cross-channel data, monitoring and analyzing key business metrics, and customer trends and patterns. It helps you:

- Drive operational excellence with a unified dashboard
- Analyze Next Best Action performance
- Measure contact center performance in real-time
- Understand your customer effort score

## Drive operational excellence with a unified dashboard

This single dashboard provides a holistic view into the operational performance of your contact center key KPIs. It not only provides end-to-end information on Interactive Voice Response (IVR) and Automatic Call Distributor (ACD) performance but also key insights on customer analytics and Next Best Action analysis. It also gives you a single view into your customer's chat and email interactions and lets you perform social media feed analysis. In addition, it helps integrate other enterprise data sources such as CES and CRM for multi-perspective analysis.

## Analyze Next Best Action performance

Integrated with ServIntuit's (our omni-channel customer experience platform) Next Best Action Engine, ServInsights provides insights into rule effectiveness across channels and customer types along with a snapshot of customers' channel hopping trends. This gives you a better understanding of the Next Best Actions delivered to your customers and their impact on various customer segments, helping you drive continuous improvement.

## Measure contact center performance in real-time

The intuitive web-based interface of ServInsights RT helps supervisors and operations managers get a real-time insight into the contact center's performance. By using dashboard widgets, you can view real-time status and the day's KPIs of your agents' performance, skills and precisions queues in a single unified dashboard. It also gives you the ability to provide information in graphical formats such as a list view, donut graphs and stacked bars. Armed with this information, you can meet your contact center's performance and productivity objectives. It also enables you to take timely and informed decisions to ensure consistently superior operational results.

## Understand your customer effort score

You can interactively drill down customer effort score from cognitive, time, and emotional perspectives across regions, products and categories for deeper insights. This, in turn, helps identify the products or categories negatively impacting your customer effort score, allowing you to reduce customer effort and increase satisfaction. Our customer effort score analysis module enables you to perform lifetime score analysis as well as day-wise score analysis.

Harness the power of  
**enterprise-wide intelligence**  
for better outcomes



ServInsights offers a deeper evaluation of customer data across channels and enterprise systems to determine the root cause of issues, holistically assess contact center performance, and enhance customer experience. It helps you slice and dice data on individual platforms while providing an ability to interact with the data for advanced user experience. Some of the benefits that ServInsights offers include:

- Personalized reports
- Reduce IT dependency with Do-IT-Yourself (DIY) Analytics
- Deeper insights into customer journey for optimized customer experience
- Reduced Total Cost of Ownership (TCO)
- Enhanced operational excellence and revenues

## Personalized reports

ServInsights gives you the ability to create personalized reports and build ad hoc reports on the go. The intuitive and easy-to-use interface helps you select pre-defined KPIs so that you can create your own custom dashboards. Through predefined and commonly used reports and templates, ServInsights helps display results in a graphical and tabular format. This in turn enables you to perform a root cause analysis and identify the incidents that are acting as performance blockers.

## Reduce IT dependency with Do-IT-Yourself (DIY) Analytics

Through DIY Analytics, ServInsights simplifies call center reporting. It helps you to create complex queries against data from various systems. It also enables you to choose from an array of graphical formats to display results, see trends and anomalies, and drill into the data for deeper detail while preserving the context.

## Deeper insights into customer journey for optimized customer experience

By understating your customers' experience across their journey, you can identify their preferences and provide the Next Best Action they are looking for, reducing the time spent by them on a channel. This drives improved customer experience and satisfaction.

## Reduced Total Cost of Ownership (TCO)

Our easy-to-deploy single box solution comes without any hidden costs such as high database server costs or high license costs. It can be deployed rapidly, reducing the overall cost of ownership. It comes bundled with all the features that you require to transform your contact center data into insights.

## Enhanced operational excellence and revenues

Our solution helps you take decisions based on operational metrics and KPIs across multiple channels for enhanced operational performance thereby resulting in increased revenue. It also helps you review agents' performance based on KPIs. This, in turn, helps you answer the "what", "why" and "how" questions about your contact center's day-to-day operations.

As the ways and means of accessing an enterprise grow in variety and reach, the 'power to contact' has shifted to the consumer. With technological advancement, customer touch points are likely to expand even further. While choosing the right analytics solution is just half the battle won, contact center managers must look for a analytics solution that not just reports data but also provides actionable insights, the ability to interact, and offers deep dive analysis.

## The Servion Difference

Servion is committed to helping clients deliver next-gen customer service. We combine more than two decades of experience in providing customer experience management and extensive knowledge of customer journey design to deliver unprecedented value to our clients.

- Consulting-led approach and strong IP based platforms that extend, augment, and upgrade existing systems for superior ROI
- Focus on efficiency and effectiveness by providing people, process and technology based recommendations
- Multi-disciplinary bandwidth and unbiased vendor agnostic recommendations
- Powerful, proven analytics methodologies and tools for implementation success and follow through

## About Servion Global Solutions

Servion enables business transformation for enterprises in the area of customer experience management. Over the last two decades, Servion has evolved from being a single channel expert then to now converting omnichannel touch points into customer journeys with over 10 billion customer interactions in 60 countries across 6 continents. Servion's CX experts based in USA, UK, UAE, Singapore, and India deliver measurable outcomes through consulting, advanced technologies and industry-specific IP platforms. | For more information, visit us at [www.servion.com](http://www.servion.com) | [marketing@servion.com](mailto:marketing@servion.com)

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