

Oracle[®] Interaction Center Intelligence

Concepts and Procedures

Release 11*i*

October 2001

Part No. A95156-01

1 Understanding Oracle Interaction Center Intelligence

This topic group provides overviews of the application and its components, explanations of key concepts, features, and functions, as well as the application's relationships to other Oracle or third-party applications.

The following is a list of topics covered in this document:

- [ICI Overview](#)
- [ICI Dependencies](#)
- [Setting Up ICI](#)
- [Portlets, Real-Time, and Historical Reports Menu](#)

2 Interaction Center Intelligence Overview

Managing customer relationships is a key driver to bottom-line profits for today's advanced interaction centers. Today, most customer contacts happen through the company's multi-channel interaction centers. It is therefore imperative to efficiently measure important performance metrics and tie them to business KPIs (key performance indicators) to understand the effectiveness of the interaction center.

Oracle Interaction Center Intelligence (ICI) is an operational performance-management application for Oracle Interaction Centers. It is the only solution to merge interaction data with business information, providing unique insight into Interaction Center operations and business results. Most importantly, it enables the management of customer interactions to coordinate enterprise-wide goals and objectives.

This paper familiarizes you with each of the pre-built reports and helps you to interpret them to improve decision-making in your interaction center.

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Traditional call center reporting from switch vendors only provide switch reports, but Interaction Center Intelligence marries both interaction data with goal driven business results for an unparalleled real time and historical reporting solution. Interaction activity is monitored down to half hour time segments. Historical reporting is available for:

- Advanced Inbound
- Universal Work Queue
- TeleSales
- TeleService

Interaction Center Intelligence provides real time monitoring of advanced inbound agents and queues. Agent group snapshots with drilldowns to agents expose activity status, competencies and daily time reporting. Queue snapshots monitor calls waiting, longest call waiting and daily cumulative metrics with drilldowns to agents working on a particular call classification.

The user experience is enhanced with an intuitive web-based HTML interface that runs from a browser. ICI presents portlets, simple HTML reports and 3D graphics that require little or no training.

These reports are excellent tools to identify gaps in your performance, and therefore areas in which your interaction center needs attention. They address the traditional challenges faced by today's interaction center managers. The key features of ICI reports include:

- Portlets: Crucial performance statistics for calls, agents and queues are presented upfront in the form of portlets. These provide you with condensed up-to-date information even before running a single report.
- Real Time Reporting: ICI provides real-time monitoring of Advanced Inbound agents and queues.
- Merging Interaction Data with Goal Driven Business Results: Traditional call center reporting from switch vendors only provides switch reports. ICI marries both interaction data with goal driven business results from Oracle TeleSales and TeleService for a unique and strategic reporting solution. For sales organizations, ICI can report both on the leads and opportunities generated by your campaigns. For service organizations, ICI can tell you the number of service requests handled by your agents. This gives you a unified view of the performance of your business KPIs (Key Performance Indicator) and helps you to drive to bottom-line cost savings.
- Reporting for Multi-Site, Multi-Channel Interaction Centers: ICI can report data from multiple channels like Advanced Inbound, Advanced Outbound and email center that can potentially be deployed across

multiple server groups (sites). Thus you can get a single, consolidated view of all your interaction centers across the enterprise.

- Transactional as well as Trend information: With ICI reports, you can now compare the performance of your KPIs over weeks, months, quarters or years. This helps you uncover the trends that are hidden within your transactional data and take action over the longer term.

The following is a list of topics covered in the iHelp and Concepts and Procedures:

- [ICI Overview](#)
- [ICI Dependencies](#)
- [Setting Up ICI](#)
- [Portlets, Real-Time, and Historical Reports Menu](#)

3 ICI Dependencies

The complete list of ICI's dependencies are as follows:

- Oracle Telephony Manager
- Oracle Advanced Inbound
- Oracle Telesales
- Oracle Teleservice
- Oracle Advanced Outbound
- Oracle eMail Center
- Required Selection: Oracle Telephony Manager, Oracle Advanced Inbound

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4 Setting Up ICI

Setup covers the definition of various parameters that affect all the bins and reports at the application level. These parameters affect each implementation of Interaction Center Intelligence. Some of these parameter values are seeded, while others are obtained from the implementation of Oracle Interaction Center.

5 The following needs to be set up in ICI:

- [Application Dependencies](#)
- [Goals](#)
- [Setup Application profiles \(only in Concepts & Procedures\)](#)
- [Account Preferences](#)
- [Profile Preference](#)
- [Personalization](#)
- [Account Settings](#)
- [ICI Preferences](#)

6 Setup Application Dependencies

A key feature of Interaction Center Intelligence is the ability to report not only on call data, but also on business data from other Oracle Applications modules. This gives users the unique understanding of a 360-degree view of the customer by tracking and reporting on all interactions between a company and its customers. Oracle Interaction Center Intelligence (ICI) will leverage interaction tracking to capture all types of contacts between the company and customer.

This Setup defines the dependencies ICI has on other Oracle Applications modules. For a complete list of ICI dependencies, please refer to section 1.2. ICI has a mandatory dependency on the Oracle Telephony Manager component of Oracle Advanced Inbound module.

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7 Define Goals

This setup allows the user to set different performance goals for all the measures defined in the ICI application. Performance goals are set up for each call type.

This setup allows the administrators to pre-seed some key performance indicator (KPI) goals. These goals will be used while running some of the KPI related ICI reports. This gives the business users the ability to analyze how their agents or call centers performed against the expected performance measures. Performance goals are set up for each classification.

This setup is intended to be performed for the entire organization. So, it is recommended that careful thought be put into the value selection for these goals.

The goals that are set up are:

- **Service Level:** Service Level is defined as the percentage of calls answered within a threshold. Specify values to define the percentage of calls to be answered and the threshold. For example, you can set your Service Level goal to answer 90% of your calls within 30 seconds.
- **Minimum Call Threshold:** This value defines the threshold below which calls are considered as "short calls". An example of a short call would be the case where an erroneous number has been reached. Short calls may adversely skew the call center statistics. Many call centers count only those calls that have a talk time greater than this threshold. The Agent by Classification Report shows the calls handled that had a talk time greater than this threshold.
- **Inbound Abandon Rate:** Inbound Abandon Rate is the percentage of inbound calls that are disconnected before being answered. The call center manager tries to keep the abandon rate below the value defined in this field.
- **Outbound Abandon Rate:** For outbound calls, the rate of disconnects or abandons have a great impact on the success of campaigns. This value defines the maximum abandon rate the call center manager wants to allow for outbound calls.

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8 Setup Application Profiles (only in Concepts & Procedures)

The following profile options also need to be set up before you start using ICI:

1. **BIX:Default Agent Group:** Each user will be associated with a default group. Note that if the user is not set up with a default group, some of the bins and reports will not show any data. This will have to be done by each user individually.
2. **BIX:Preferred Currency:** This is the main currency that the customer conducts business in. This is also referred to as "Consolidated Currency". This is a system profile.

3. BIX:Conversion Type: This is a system profile which is set up by the administrator to specify what rate type should be used for currency conversion (e.g., "Spot", "Corporate" etc).
4. JTF_PROFILE_DEFAULT_CURRENCY: The default currency in which the reports will display the currency columns. This is the profile that users should change if they want to change the currency in which their reports are displayed. This is a user profile.
5. BIX:Maximum Roll Days: This is a system profile. The programs make use of this profile to convert currency based on the following logic:
 - If "BIX:Maximum Roll Days" is a positive number, the API will look backward from the conversion date for the most recent date for which a rate is defined with the given currencies and conversion type. It will go backward up to the maximum roll days specified. If it cannot find a rate, the API will raise an error. Otherwise, it will return the rate.
 - If "BIX:Maximum Roll Days" is a negative number, the API will try to look backward without any date limit for a rate defined with the given currencies and conversion type. If it cannot find a rate, the API will raise an error. Otherwise, it will return the rate.
 - If "BIX:Maximum Roll Days" is zero, the API will not try to look backward for a conversion rate. Instead, it will raise an error.
6. BIX:Time Range For BIX Reports: Some of the call related reports show data broken down to a certain period (half hour, 1 hour etc.). This profile will help the user customize the reports based on what time range they want to see the data broken down by. This is a user profile.
7. BIX:Call Center Agent Hourly Wage: This is used by the summary program to calculate the cost of calls. This is a system profile.

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9 Account Preferences

The user can access the Preferences pages by hitting the 'Profile' Icon at the top of the page. These pages let the user customize his/her personal settings that affect the appearance of various pages as well as some personalizable parameters for the application behavior.

Account Preferences lets the user change his or her password.

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10 Profile Preference

The user can access the Preferences pages by hitting the 'Profile' Icon at the top of the page. These pages let the user customize his/her personal settings that affect the appearance of various pages as well as some personalizable parameters for the application behavior.

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11 Personalization

These pages control the navigation and display preferences of the user across the ICI application.

Navigation Preferences: This allows the user to change the current responsibility. You can also select the default responsibility to be used whenever you log on to Oracle Applications.

Display Preferences: This allows the user to change the style of the pages, language, currency, date and time formats and controls the number of rows displayed per page in the tabular reports. This preference affects all reports and portlets.

Quick Menu: This allows the user to define shortcuts to other menu pages. These shortcuts can be displayed on the user's home page

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12 Account Settings

Account Settings lets the user to change the password to log on to Oracle Applications. It also displays the user's personal information if provided.

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13 Portlets, Real-Time, and Historical Reports

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- [Real-Time Reports](#)
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14 Portlets

Portlets provide crucial performance statistics for calls, agents and queues are presented upfront in the form of portlets. These provide you with condensed up-to-date information even before running a single report.

ICI includes five pre-built portlets. Portlets offer you a condensed snapshot of the key metrics in your interaction center to give you a quick indication of the performance of your center. These portlets also provide drill-downs to the more detailed reports for further investigation.

- [Queue Status Portlet](#)
- [Agent Status Portlet](#)
- [Calls Handled Portlet](#)
- [Classification Activity Portlet](#)
- [UWQ Portlet](#)

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15 Queue Status Portlet

Queue Status Portlet allows you to monitor calls in real time.

Queue Status: Allows you to monitor call statistics such as Average Queue Time and calls waiting for different classifications in real time. By monitoring the daily measures, you can determine whether your center is meeting expectations in terms of service levels and queue times. This also provides a context-sensitive drill-down to the Queue Status report, which can provide more information on Calls Waiting, Longest Call Waiting and daily cumulative metrics.

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16 Agent Status Portlet

Agent Status Portlet allows you to monitor agents in real time.

- Agent Status: Allows you to monitor the number of agents in different call statuses in real time. This provides a snapshot of what your agents are doing, with context-sensitive drill-downs to agent reports which expose activity status, competencies and daily time reporting - all with up to the minute, real-time statistics.

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17 Calls Handled Portlet

The Calls Handled Portlet provides information about calls offered to each group and the calls made by them.

- **Calls Handled:** This portlet provides information on the inbound and outbound calls handled by each agent group. This is a daily snapshot of the performance of the top five agent groups in your center. This portlet can quickly tell you whether you need to rearrange your agent groups for optimal performance. It provides drill-downs to the Agent Group reports for a more detailed investigation of the performance of your agents.

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18 Classification Activity Portlet

The Classification Activity Portlet shows key performance metrics for every call classification.

- **Classification Activity:** With this portlet you can monitor call statistics such as Service Level , Average wait to abandon and Average speed to answer. This portlet allows you to determine which classification of calls have a high queue time or, whether there is a significant drop in service levels for any classification (suggesting a need for more optimized staffing or training for your staff). This portlet provides drill-downs to Classification Reports for further investigation.

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19 UWQ Portlet

The UWQ Portlet shows the number of logins and duration for each agent group.

- **UWQ Activity:** The UWQ activity portlet provides the total number of logins and the average duration of the login for agent groups logged in to the Universal Work Queue, part of Oracle Interaction Center. This gives you a quick snapshot of the number of agents that have been using the application. The drill downs from this portlet lead you to UWQ reports where you can see the weekly averages of agent logins and durations. This is also a leading indicator of agent attendance in your center.

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20 Real-Time Reports

The real-time reports can provide up-to-the-minute information on key performance metrics. Real-time reports help you uncover problems as soon as they occur to help you take immediate action. These reports serve as very useful tools to plan the day's activities.

This section takes you through each of the pre-built reports in the current release. A section on each report explains its purpose and the information it provides, shows a sample report and includes a scenario of how an interaction center could use the report to improve performance and customer service. There are four real-time reports:

- [Queue Status Report](#)
- [Queue Detail Report](#)
- [Agent Status Report](#)
- [Agent Detail Report](#)

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21 Queue Status Report

Purpose

- Monitor at real-time the status of active agents and number of calls waiting.
- Determine the effectiveness of routing rules in keeping the longest call waiting below pre-defined threshold.
- Measure adherence to daily performance goals.

Business Need

By monitoring queue statistics at real time, you can identify problems as soon as they occur and take immediate action. By monitoring the daily measures, you can determine whether your center is meeting management expectations in terms of service levels and queue times.

Report Description

The Queue Status Report summarizes activity of the queue at real time. It can report on the queue for each classification in each site as well as report on the overall performance at the enterprise level. It shows the following:

- Real time call statistics: Number of Calls waiting, longest call waiting.
- Real time agent statistics: Number of active agents, and the activity they are engaged in.
- Daily (cumulative) call measures: Calls offered, abandoned calls, calls within service level, average abandon time, average speed to answer and average talk time.

It further adds value by allowing the supervisor to drill down from the Daily cumulative call measures to the queue detail report which displays the flow of calls for the selected classification into the call center down to half an hour time segments.

Focus

- Are we approaching critical queue times?
- Do I need to encourage agents to complete calls as soon as possible to meet Service level and Average speed to answer goals?
- Is the longest call waiting going significantly above the average speed to answer?
- Are too many calls getting abandoned? Am I meeting my abandon rate goal?
- Do I have enough active agents?
- Is any queue under-utilized

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22 Queue Detail Report

Purpose

- Identify peak periods and how best to handle calls.
- Increase customer satisfaction by decreasing wait times.
- Support real time drilldown of daily cumulative call measures down to half hour time segments from queue status report.

Business Need

A key challenge for any interaction center is to efficiently and effectively distribute calls so that the service levels are maintained within the goals for different classifications. This report monitors call statistics during the different times of the day to uncover potential drawbacks in routing rules for each classification.

Report Description

The Queue Detail report shows the following key call measures for each classification during different times of the day:

- Calls offered
- Abandoned Calls
- Calls within Service Level
- Average Abandon Time
- Average Speed to Answer
- Average Talk Time

Focus

Are too many calls handled below service levels for this classification?

Does the average speed to answer increase significantly during a specific time of day (suggesting network clogging)?

Am I losing too many calls at a particular time of day?

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23 Agent Status Report

Purpose

- Monitor your agents' status in real time.
- Monitor the duration an agent has been in the current status.

Business Need

The supervisor of every agent group needs to know the status of every individual agent within her group. By knowing the exact status of each agent in real time, the supervisor can take action to reduce call wait times and improve customer service.

Report Description

This report displays all the agents in the group along with the status each one is in and how long he/she has been in that status. This report also displays the extension of the agent for ready reference. For agents that are away from work, the report also displays a reason for absence. This report is also a drill down from the Agent status portlet (see Fig. 2). You can filter agents by status, for example, show all the agents that are idle.

Focus

- What are the agents doing right now?
- How long have they been in this state (Talking or Wrapping)
- What agents can I encourage to complete interactions and reduce the queue to meet service level goals?
- What agents need immediate assistance based on longer than average talk or wrap times?
- Are too many agents on breaks?

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24 Agent Detail Report

Purpose

- Evaluate an agent's ongoing performance in handling inbound calls in real time.
- Determine whether this agent can be reassigned to another group based on his skills?

Business Need

Supervisors need to monitor every agent's activities very closely to ensure that the agents are adhering to schedules, performing to their potential and to identify their training requirements. They also need to frequently change the allocation of agents to different groups to meet the center's service level or speed to answer goals. Therefore, the supervisors need the 360o view of every agent that details each of their activities and a quick summary of their skills.

Report Description

The Agent Detail Report provides you with a real-time, at-a-glance view of each agent's activity; It is a drill down from the agent status report.

- The Agent Time Spent graph details the number of minutes an agent spends on each activity. The table below this graph shows the current status of the agent, the duration the agent has been in this status, the cumulative number of calls handled during the day as well as the total logged-in time.
- The Time Card section tracks the agent's logout times - an indication of the time spent unproductively and the reason.
- The Checkout Duration tracks duration's of all the breaks and time spent on non-productive activities.
- The Skills section gives a quick overview of the agent's skills. This helps the supervisor if the agent needs to be reassigned to a different group.

Focus

- Has the agent taken any scheduled or unscheduled breaks today?
- Has the agent adhered to the scheduled break time?
- Has the agent taken enough calls during the day?
- Is the agent spending most of his time in productive (talk, wrap) activities?
- Is the agent going idle before scheduled break times, sign off or shift changes?
- Can this agent be assigned to a different group?

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25 Historical Reports

Historical reports can report on customer interactions for half-hour time segments. Data can be collected daily or at any other pre-determined interval. These reports have very detailed information of various important measures, grouped, filtered and sorted by numerous parameters. In conjunction with the portlets, these reports provide actionable business intelligence to the interaction center manager.

There are nine historical reports with ICI:

- [Agent Group Report](#)

- [Agent by Classification Report](#)
- [Transactional KPIs -- Agent Report](#)
- [Universal Work Queue Report](#)
- [Classification Report](#)
- [Key Performance by Period Report](#)
- [Transactional KPIs -- Classification Report](#)
- [DNIS Report](#)

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26 Agent Group Report

Purpose

Evaluate individual agent performance relative to others in their agent group.

Determine the most or least productive agent groups and agents within a group.

Determine if rearrangement of groups is necessary.

Business Need

Call Center supervisors are heavily involved in monitoring agent performance and identifying when additional training is necessary. They need to recognize top performers as well as those agents who need additional training. Supervisors also need to be aware of trends in agent performance during the day.

Report Description

The Agent Activity Report provides a fast way for supervisors to efficiently monitor the performance of voice agents and quickly identify problem areas. The report shows comprehensive call activity for all agents signed on to any contact center during a specified time period. It includes the following:

- Number of incoming, and outgoing calls handled (made or received) by each agent
- Average amount and percentage of Call Time, Talk time, Wrap Time spent with each type of call; Number of calls transferred out

- Percent of total logged in time they were in Available, Idle and Wrap Up mode
- Total Work Time, Occupancy and Utilization Rate

Focus

- How much time has an agent spent per activity relative to their peers?
- Does an agent need additional training because they are talking longer than their peers to wrap up calls?
- Is an agent idling longer because they are personnel or employee satisfaction issues?
- Who are my top performers?
- Has an agent taken more or fewer calls than the group average?
- How is the agent occupancy or utilization relative to the group?

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27 Agent by Classification Report

Purpose

- Evaluate the performance of agents assigned to respond to calls belonging to a particular classification.
- Compare agent productivity statistics for different classifications the agent is assigned to.
- Determine for a given classification, depending on the call volume whether more or fewer agent groups should be assigned.

Business Need

A "Classification" is a particular type of call - for example, Gold, Silver or Bronze support call for a product. This report helps identify and compare the amount of time an agent who works on multiple classifications spends on each. It also helps the supervisor to determine which type of calls the agent is best at handling and which type of calls the agent needs additional training. It also compares the talk time, wrap up time and the number of calls handled for each classification for the agent. Agent Productivity statistics- Agent occupancy , calls per agent and call time per agent information is also displayed which is vital to plan and schedule call center's day to day operations.

Report Description

The Agent Group by Classification Report shows the following:

Number of incoming and outgoing calls an agent made or received for each classification

Average amount of time an agent spent talking on incoming and outgoing calls for each classification

Productivity statistics for each agent during the day.

Focus

- Does an agent handle calls belonging to one classification better than the other?
- Does a particular classification consistently require above average call time?
- Does an agent spend more time wrapping calls for a specific classification?

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28 Transactional KPIs - Agent Report

Purpose

- To evaluate the performance of agents in meeting business goals - for example, for sales agents, in creating sales leads or winning sales opportunities.
- To evaluate agent's productivity and effectiveness in handling different types of calls during different times of the day.
- Determine if agents need training on any business activity - for example, a sales training.

Business Need

Interaction Center supervisors not only need agents to answer calls efficiently, they also need agents to perform better in their respective business task. For a center focused on customer service, the supervisor wants to know how many service requests have been opened and closed during the day. For centers focused in selling a product, the supervisor needs to know, more than anything else, whether she has been able to generate enough sales dollars during the day.

Report Description

The Transactional KPIs - Agent Report uniquely marries call data with data from the business application to enable the supervisor to gain a more holistic picture of the business. This report shows the following:

Inbound and Outbound call statistics - number and duration of calls during different times of the day for each classification.

Agent productivity data - Occupancy and Utilization rates

CRM Business metrics:

- Sales
- Number of leads - created and updated
- Lead amounts
- Opportunities - created, updated and won
- Opportunity amounts
- Service
- Service Requests - New, open & closed

Focus

- Are agents able to generate enough leads? Are they able to close new opportunities?
- Does any agent need special training on our products to be able to sell more?
- Are there too many support calls? Am I able to close service requests quickly enough?

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29 Universal Work Queue Report

Purpose

- Track agent attendance at a daily, weekly and monthly level.
- Track logins and duration's for each agent group.
- Determine trends in application usage by agent groups.

Business Need

Interaction Center managers need to know the attendance levels of each agent group as well as the trends in attendance levels over time. In the

longer term, this helps them to plan their workforce needs. They also need to find out the usage levels of the call center application by tracking the number of unique logins and their duration over time.

Report Description

These two reports track the number of logins and login duration of agents in a group over the last seven days and at the weekly and monthly levels.

Focus

- Have my agent attendance shown any improvement over the last month?
- Have the login duration increased during the last month?

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30 Classification Report

Purpose

Monitoring call activity for every classification helps anticipate trends and improve service.

Business Need

A "Classification" is a particular type of call - for example, Gold, Silver or Bronze support call for a product. Recurring call volume increases indicates a need for more staffing. Decreasing call volumes may indicate a need for a new marketing campaign to jump-start more call volumes. A rise in abandoned calls could indicate the need for more staffing or better routing rules. A rise in percentage of talk time after a new product launch may indicate the need for more detailed product training and training materials or suggest a product defect or the need for better product documentation.

Report Description

The Classification Report summarizes call activity for all classifications. For each classification, the report can show important statistics:

- Call volumes - offered, handled and abandoned
- Performance metrics - service level, duration before a call was answered or abandoned.
- Routing efficiency metric - calls that reached their primary route destinations

Focus

- Is additional staffing required for a classification because of increasing call volumes?
- Is additional staffing required for a classification with a high number of abandoned calls?
- Which classifications have long call handling times? Are there product defect , training or documentation issues for a classification with a high talk time percentage?
- Are service levels low for a particular classification?

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31 Key Performance by Period Report

Purpose

- Review trends in improvement of performance of interaction center operations by comparing key metrics over time.
- Correlate call metrics with business data to evaluate contributions to revenue and cost savings.

Business Need

Interaction Center managers need to understand the trends in performance improvement over time. This will not only help them provide more efficient customer service, but also earn more revenue for the call center. They need to relate interaction data to business information to be able to do this.

Report Description

The Key Performance by Period report shows all the key call metrics - Call volumes, duration before a call is answered or abandoned, talk and wrap times. Along with these, you can also get the total value of opportunities won and the costs incurred. These are leading indicators to the profitability of the interaction center. When compared against time (weeks, months, and quarters), these help uncover trends in your performance and reveal weaknesses.

Focus

- Has my call volume increased or decreased as compared to last month?
- Is the cost per call increasing in relation to the calls being offered and the business being generated?

- Is the average talk time continually falling? This would suggest an improved capacity to handle the same call volume driving to cost saving's
- Am I able to answer calls quicker this month than I did last month?
- Am I winning more opportunities this quarter than the last?
- Have I been able to decrease the costs of agents over the last six months?

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32 Transactional KPIs - Classification Report

Purpose

- To understand and compare the interaction center's key performance metrics - both from a call and business perspective.
- To evaluate the effectiveness of the center in handling the different types of calls during different times of the day

Business Need

Interaction Center managers need to know how well they are able to handle calls of different classifications during different times of the day. They also need to know the relative importance of each classification in meeting the business objectives of the center.

Report Description

In addition to the basic call handling metrics (talk & wrap times), this report shows detailed information on the business performance indicators, like the number and amount of leads generated, opportunities created and won as well as the number of service requests that have been created or closed for each call classification. All these indicate how effectively the center is contributing to the bottom line and how efficiently the center is able to service its customers.

Focus

- Which classifications have the highest revenue contributions?
- Which classifications of calls require the highest time to wrap up? This suggests a need to review and simplify the business processes.
- Which classifications of calls have the highest customer service demands?

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33 DNIS Report

Purpose

- Monitor call activity for different DNIS.
- Evaluate the performance of different campaigns by comparing the call activity for different phone numbers (DNIS) called.

Business Need

In order to provide service to its customer, a support organization, for example, often provides different numbers for its Gold, Silver and Bronze customers based on their service level agreement (SLA). The call center manager should be able to monitor the activity for each number to show the level of service that each group of customers receives.

Report Description

The DNIS report shows key call metrics for each dialed number. For each DNIS, it shows:

- Call volume data - offered, handled and abandoned.
- Average call times
- Key performance metrics - speed to answer, wait to abandon and service levels.

This information is shown for different time of day, so that the supervisor can determine and anticipate abrupt changes in call volumes and service parameters.

Focus

- Is additional staffing required for a center to meet service level goals because of increase in call volume?
- Is call volume peaks directly proportional to radio or TV advertising?
- Is there a difference in service levels from one DNIS to another?

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