

# Customer Experience Analytics

## Gain insight into the customer journey

### Analyze trends and explore details

Customer Experience Analytics empowers contact center managers with actionable insight into customer experience patterns and trends, and reveals step-by-step details of customer journeys and post-call survey results. Companies gain an outside-in view of the contact center by easily running targeted searches of all interactions, highlighting instances where targeted metrics are not met.

### Uncover opportunities

Use advanced search capabilities to quickly identify trouble areas such as excessive time in queue or transfers.

### Gain visibility into every customer journey

Fully understand your customers' journeys, and use these insights to make any improvements needed to optimize customer experiences.

### Capture voice of the customer feedback

Translate your customers' input into actionable intelligence.

## Key Benefits

- **Proactively take action** to identify and address root cause of problems
- **Boost customer loyalty** by finding and rectifying sources of customer dissatisfaction
- **Improve CSAT** by analyzing customer feedback and addressing problem areas
- **Ensure effective IVR paths** that resolve inquiries without agents
- **Identify opportunities for improving CX** through advanced searches

“The 8x8 [Contact Center] solution enabled us to bring everything together in a single dashboard, connecting the dots between all the disparate pieces of information...”

—John Calachan, CEO of DDC Outsourcing Solutions, UK



## Gain knowledge through advanced searches

- **Quickly reveal where metrics are missed** by finding instances outside acceptable ranges.
- **Reveal conditions** likely to result in complaints, such as long hold times and/or excessive transfers.
- **Learn frequency of events** such as direct agent calls, repeat calls, callbacks, etc.

## Translate customer input into actionable intelligence

- **Offer every customer** the option to provide direct feedback.
- **Select feedback options** such as scale (0-9), yes/no, or ability to leave a voice comment.
- **Analyze post-call feedback** to identify common threads and unearth opportunities to boost customer satisfaction.

## Understand and improve effectiveness of self-service

- **Evaluate dominant IVR paths** and determine whether menu choices are effective.
- **Dynamically expand menu options** to learn where callers are dropping.
- **Assess usability of IVR scripts** to learn where you can improve the IVR flow.

## Fully understand your customers' experiences

- **Drill down** to a graphical representation of the full customer journey.
- **Easily find trouble spots** and learn when and why any problems are happening.

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