

## 8x8 Analytics for Business Communications

You depend on voice and meetings to connect with customers and colleagues. But without the right analytics to measure how those connections are working, you're missing opportunities.

8x8 Analytics for business communications delivers analytical tools that provide 20/20 vision into your business communications. It captures historical and real-time data on all call activity associated with your 8x8 cloud-based communications—and presents it to you. Your data is presented in configurable reports, color-coded charts and graphs that make it easy for you to extract important information at a glance. Additionally, 8x8's self-service approach empowers your line-of-business professionals in marketing, sales and service to take quick, decisive action based on data - without waiting for IT or data analysts.

### Get Answers to Critical Questions

- Are we missing customer calls—and losing business we do not even know about?
- Are we staffing to meet demand?
- Are all of our salespeople following up on their leads?
- Should we reroute our calls?
- Are we getting the communications quality and reliability we expect?
- How many calls were abandoned or went to voicemail?
- How long are customers waiting on hold?



## Visibility and Control

8x8 Analytics for Business Communications has two levels of insight. Essentials includes reports that provide a comprehensive overview of the business communications performance across the company. Supervisor includes the information from Essentials, plus real-time views into call queues and historical details on ring groups, call and device quality.

## Company Summary

Find out the state of communications in your company at a glance. Use this report to make staffing decisions with insight into:

1. Volume of calls by time of day
2. The number of calls answered
3. Average caller wait time
4. Call abandonment rates



## Extensions Summary

This report tells you where the action's at. See which extensions and departments are the most active. Use this report to decide if more people are needed in a department, if a staggered lunch break makes sense, or if an answering service is required to capture after-hours activity. Discover:

1. Busiest extensions in the company
2. Busiest times
3. The number of inbound calls and how many were answered.

## Essentials includes 8 configurable reports:

- Company Summary
- Extensions Summary
- Call Detail Records
- Active Calls
- Unreturned Calls
- Calls by DID
- Employee Report
- Meetings Report

## Analytics reports for business communications have several desirable features. The reports are:

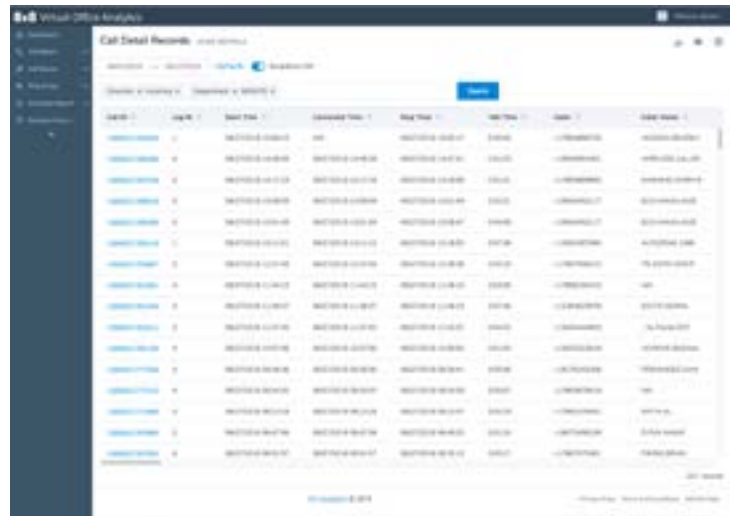
- Configurable
- Available in different graph formats: Line, bar, stack, column, pie etc.
- Capable of being scheduled to automatically generate on specified dates
- Customizable for color
- Downloadable as a CSV or XLS file
- Searchable
- Capable of being filtered



## Call Detail Records

Trace the journey of a particular customer by drilling down to the details of a particular call. Find:

1. Caller name or caller ID by search
2. Call start time
3. Call origin number or extension
4. Call hold time
5. Call end time
6. Call duration
7. Caller journey in case of transfer



The screenshot displays the 'Call Detail Records' interface in the 8x8 system. It features a table with columns for 'Call ID', 'Call Type', 'Call Start Time', 'Call End Time', 'Call Duration', 'Call Status', and 'Call Reason'. The table contains multiple rows of call data, including call numbers, start and end times, and durations. The interface also includes a search bar and a 'Filter' button at the top.

## Active Calls

Find which calls are currently active in your company, if they are incoming or outgoing, names of both parties, when they started the call and how long they've been connected.

## Unreturned Calls

Is your sales team following up on all incoming calls? Find out with this report that conveniently flags calls that went to voicemail, transferred or were redirected and have not been returned yet.

## Calls by DID

Track your marketing campaigns by finding out which external campaign number each incoming call originated from.

## Employee Report

A collection of real-time reports that provide the status of each employee, such as Available, Busy, on Call, Offline or Away. You can also search these by extension or names.

## Meetings Report

Find out details of the meetings that are taking place in your organization by searchable names, number of participants, duration of meeting, start and end times.

## Supervisor includes 10 additional reports, grouped under 5 categories:

- Call Quality Report
- Call Queue Report
- Ring Group Report
- Device Report
- Business Hours Report

## Call Quality

Track the quality of calls made during any time period with the call quality trend report. Identify issues, isolate it to specific geographies and days and troubleshoot network connectivity issues.

1. Track trends
2. Drill down with a call quality detail report
3. Isolate problems by geolocation
4. Plot trends on a global map for easy visualization
5. Zoom into each call on the map
6. Click on a call to plot start and end points



## Call Queue and Ring Group

Get aggregate performance reports, or drill down to get detailed reports about the performances of the call queues and ring groups in your company. Identify queues or groups that are not meeting their performance metrics and take actions based on data to help improve their performance. These reports contain:

1. Queue board with 20 different metrics for each queue
2. Detailed metrics to compare queues or ring groups
3. Individual queue and group trends
4. Caller and caller ID, call waiting period, queue assigned, call duration and where the call was transferred from

## Device Report

Get an immediate visual idea of which geographic areas are experiencing connection outages. Track devices by device type to determine the best time to upgrade your hardware. Use this report to

1. Find out at a glance how many endpoints are connected at any point in time
2. Track performance of every device in the network.
3. Track device by device type
4. Isolate data by city
5. Plot device connectivity on a global map



## Business Hours Report

Set your business hours so all your reports are filtered automatically to include calls in that window.

Shine a torch into every nook and cranny of your business communications with 8x8 Analytics. Troubleshoot problem areas with precision, remove blind spots, improve performance in all areas and discover previously undiscovered business opportunities.

| 8x8 Analytics                         | X2 | X4 | X6 | X8 |
|---------------------------------------|----|----|----|----|
| <b>Virtual Office Analytics</b>       |    |    |    |    |
| <b>Essentials</b>                     |    |    |    |    |
| Company Summary Report                | •  | •  | •  | •  |
| Extensions Summary Report             | •  | •  | •  | •  |
| Call Detail Records Report            | •  | •  | •  | •  |
| Active Calls Report                   | •  | •  | •  | •  |
| Unreturned Calls Report               | •  | •  | •  | •  |
| Calls by DID Report                   | •  | •  | •  | •  |
| Employee Report                       | •  | •  | •  | •  |
| <b>Supervisor</b>                     |    |    |    |    |
| Call Quality Report                   |    | •  | •  | •  |
| Call Queue Report                     |    | •  | •  | •  |
| Ring Group Report                     |    | •  | •  | •  |
| Device Report                         |    | •  | •  | •  |
| Business Hours Report                 |    | •  | •  | •  |
| <b>Contact Center Analytics</b>       |    |    |    |    |
| <b>Supervisor</b>                     |    |    |    |    |
| Agents Reports                        |    |    | •  | •  |
| Groups Reports                        |    |    | •  | •  |
| Media Reports                         |    |    | •  | •  |
| Queues Reports                        |    |    | •  | •  |
| Channels Reports                      |    |    | •  | •  |
| Campaigns Reports                     |    |    | •  | •  |
| Detailed Transaction Activity Reports |    |    | •  | •  |
| <b>Business Intelligence</b>          |    |    |    |    |
| Wallboards/Dashboards                 |    | •  | •  | •  |
| Customer Experience Analytics         |    |    | •  | •  |
| Speech Analytics                      |    |    | \$ | •  |
| Quality Management Analytics          |    |    | \$ | •  |
| Work Force Management                 |    |    | \$ | \$ |