

Abstract: Contact Center Analytics: Emerging Customer Experience and Desktop Analytics Solutions

Analytics is a hot topic in contact centers and enterprises today. Contact center managers and senior executives have no shortage of reports and data, but they lack the visibility and actionable intelligence that analytics provides to proactively address performance issues that affect productivity, quality, and the customer experience.

This is the inaugural edition of **Contact Center Analytics: Emerging Customer Experience and Desktop Analytics Solutions** Report. This Report is a comprehensive guide to the world of contact center analytics and covers the two newest market entrants, customer experience analytics (CEA) and desktop analytics (DA). This Report is designed to help contact center and IT decision-makers identify, assess and select the optimal analytical applications for their contact centers. It also "debunks" some of the claims about these emerging technology sectors by providing an in-depth analysis of their functional capabilities.

Contact center analytics is a group of solutions that provides managers with tactical and strategic actionable insights and recommendations. These tools capture, structure and analyze data in order to find patterns and provide guidance or recommend actions to address issues, challenges, and/or opportunities.

Customer experience analytics and desktop analytics are the two newest analytical solutions to enter contact centers. Customer experience analytics is an externally-oriented application that assesses the customer experience during every touch point (self-service, agent and fulfillment), while desktop analytics is an internally-focused solution that measures departmental performance and the agent experience with desktop servicing applications.

CEA and DA solutions deliver a range of benefits including cost reduction, improved service quality and an enhanced customer experience. These solutions have similar goals but approach the challenge very differently. CEA concentrates on reducing agent call volumes; DA on reducing agent average handle time. These solutions also help contact center and enterprise managers address other important goals such as revenue generation, reducing customer attrition, increasing use of self-service applications, improving agent satisfaction, and more.

Despite the recession, DMG expects the number of CEA implementations to grow by 90%, 60% and 50% in 2009, 2010 and 2011, respectively, approaching 1,000 implementations by the end of 2011. The number of DA seats is expected to grow by 100% in 2009, 50% in 2010 and another 50% the following year, reaching more than 1.5 million desktops by the end of 2011.

DMG's **Contact Center Analytics: Emerging Customer Experience and Desktop Analytics Solutions** Report covers vendors, products, technology, functionality, market activity, projections, benefits, return on investment (ROI), customer perceptions, trends, challenges, implementation best practices and pricing. This Report can be used to guide your solution selection process by helping identify the right analytics applications for your contact center and then the best vendor - an incumbent with a workforce optimization suite or IVR solution, or a stand-alone provider - to deliver these solutions for you.

This Report provides in-depth coverage of all CEA and DA competitors. The six CEA vendors covered at a detailed level are ClickFox, eglue, Enkata, Iontas, Merced and Nuance. The six DA vendors comprehensively reviewed are eglue, Iontas Knoa, NICE, Verint and VPI. Econiq, a new vendor whose product was recently introduced to the market, is also reviewed. Since eglue and Iontas offer both CEA and DA, they are covered in both categories.

Key Reasons to Buy This Report

- Gain an understanding of contact center analytics, the various applications, and which ones will help your organization achieve its goals.
- Discover how emerging contact center analytics, and specifically CEA and DA, help decrease operating costs by reducing agent call volumes and average handle time while enhancing the customer experience.
- Understand how customer experience analytics helps you identify and fix sub-optimal technology and processes that are costly and negatively impacting your brand.
- Learn how desktop analytics rapidly identifies agent training needs, system performance issues and inefficient workflows and processes in your desktop servicing environment.
- Find out how to use CEA and DA to increase first call resolution and reduce call transfers and holds.
- Get a comprehensive and objective analysis of the CEA and DA market landscape, the key players, and their functional and technical capabilities.

Order Information

To order a copy of the Contact Center Analytics: Emerging Customer Experience and Desktop Analytics Solutions Report, contact Deborah Navarra at deborah.navarra@dmgconsult.com or 516-628-1098. You may also [purchase the report online](#).

Report Highlights

- Analysis of how two emerging contact center applications, CEA and DA, are delivering rapid, quantifiable benefits to enterprises, contact center and their customers.
- Description of ways CEA and DA can be used to reduce contact center operating expenses by 5% to 10% while improving the customer and agent experience, streamlining processes and upgrading the performance of servicing applications.
- Projections about the evolution and growth of the CEA and DA application sectors.
- Debunking the myths and promises surrounding contact center analytics; learn what is real and what is not.
- Best practices to get the fastest and possible payback and return from CEA and DA implementations.

Report Scope

- Comprehensive overview of contact center analytics and their benefits.
- Trends and challenges, including the recession, that are driving and impeding the adoption of contact center analytics applications.
- Definitions, functional capabilities and uses for CEA and DA applications.
- Review of the current state of the emerging CEA and DA sectors and competitive landscapes, including detailed company reports and product assessments.
- Market activity, penetration and three-year projections for CEA and DA.
- Implementation best practices for CEA and DA solutions, as well as an analysis of the ROI realized by early adopters.
- Customer satisfaction analysis for both the CEA and DA sectors, including customer insights about products, implementations, professional services, training and more.
- Detailed pricing and go-to-market analyses for CEA and DA.
- Detailed company, technical and functional side-by-side comparisons of competitors and products for both CEA and DA.
- Vendor market directory.

Sample Figure: Contact Center Analytics



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