vivocha
covisian group

VIVOCHA REPORTING & ADVANCED ANALYTICS
FIND OUT WHAT REALLY MATTERS

Keep all of your key contact center metrics and data under control. Whether you're looking for real-time statistics or historical insights for analysis purposes, Vivocha Advanced Analytics tool makes it easy to obtain the necessary information to better manage your contact center agents and maintain optimal performance.

The Vivocha Reporting and Advanced Analytics tool guides smarter, more informed decisions with real-time and historical data on key operational metrics and trends through fully integrated reporting and data access tools.

Gain insights to save costs, improve sales and delight your customers. Fully customised dashboards and reports make it easy to monitor operational KPIs like agents' performance or handling times, as well as business metrics like customer journeys, conversion rates, and NPS.

Vivocha report system

In order to keep up its services with new, more advanced analytics technology, Vivocha provides a complete real time report section containing contacts and agent KPIs but also the full transcripts of the conversations that agents have with visitors. This, with the integration of a big data analysis platform, allows Vivocha to take steps forward in the awareness of market and customer needs.
Reports are stored in Vivocha for a certain period of time, depending on the chosen subscription plan.

They measure the performance of the contact center, recording typical Key Performance Indicators, such as: number of chats, voice calls, video chats, callbacks (per agent, group and service), average duration of contacts, number and temporal distribution of contacts, number of missed contacts (abandoned and cancelled), average waiting time, average interaction time.
Different types of reports are available in the section:

- Reports Overview: all of the key data collected from the Vivocha account;

- Service Report: all of the different data collected from your Vivocha account's services. This shows the percentage of contacts which were successful, dissuaded, abandoned, closed or failed, for each configured service.

- Agents Report: boxes that represent agents and their performance in a selected period, with info about: availability, successes, responses, interactions, average answer time and average interaction time.

- Contacts Report: contact info, such as name, IP address and position, visits, page views, widgets, average interaction times, average answer time.
With each contact it is also possible to see the chat history and transcript of conversations, website pages visited and navigation time.

Filter Panel

The filter panel is a very useful and important part of the reports section: it's the tool used to customise the displayed data through precise filtering and comparing options.
The filter panel is available in each of the report sections.

Email Exports

Vivocha report session also has the possibility to export data and information from the reports into excel and CSV format: clicking on the "download export" button you can enter an email address of your choice to send the desired exports to. This gives you the opportunity to better view and analyse reports' data.

Business benefits

- *Understand your customers better*

- *Improve acquisition and activation flows*

- *Drive up customer retention and revenue*

- *Process and amount data at low cost*

- *Intuitive interfaces helps strategy*

- *More immediate decisional process*

Advanced Analytics

Vivocha reports can also be viewed on any external Business Intelligence Platform, like Qlik Sense.
Qlik Sense is an advanced analysis platform that easily combines data sources into a single view. It indexes every possible relationship in data so it is possible to gain immediate insights and explore results in any direction.

This approach provides the opportunity to import XLS and CSV documents (exported from the Vivocha report section) to organise, visualise and study them from an all around point of view. With this solution you can create dashboards, customise them and analyse metrics and statistics you wouldn't be able to see immediately on Vivocha.
With this approach, some of the data which can be clearly displayed is: number of chats handled, contact requests closed within 10 seconds, contacts without interaction, requests without an answer, average chat duration, distribution per agent, operating systems used, device sources, agent performance, customer evaluations, and so on.

The dashboards on the BI tool could even be populated automatically, through an API, thanks to the use of a REST connector that removes the effort required for manual data import and export from an excel or CSV document.

Finally all analytics update instantly with each click, furthering analysis to an all around exploration where no data is left behind.

Advantages of business intelligence tools

Business Intelligence tools provide many advantages and improvements to the reports storage and analysis phase.

Big data organisation tools provide the opportunity to get the best view possible on data from reports, amounting to a faster and more user-friendly experience.

There are multiple advantages; ensuring the best display possible with all the data collected, opportunity to stay connected with a unified hub, finding and sharing analytic apps securely from a centralised location; creating data models, analytics and visualisations with the aim to achieve specific goals; studying the company position and performance from a better point of view.

The benefit of using Vivocha Advanced Analytics

This age of digitalisation has brought with it new technologies and methods for improving business operations and maintaining competitive advantage.

Advanced analytics allow for the chance to face data and navigate through it in the best way, crossing information and

providing a tridimensional view of it, with the aim to acquire more strategic and actionable insights.

The analytic process, including the deployment and use of big data analysis tools, can help companies improve operational efficiency, drive new revenue and gain competitive advantages over business rivals.

The growing availability of big data platforms and big data analysis tools has enabled environments in which predictive and prescriptive analytics applications can scale to handle massive data volumes originating from a wide variety of sources.

Advanced capabilities

- *All around report display*

- *Customisable Dashboards*

- *Instant data updates*

- *Automatic dashboard population*

- *Intuitive user-friendly interfaces*

- *Immediate data research*

- *Global unified hub*