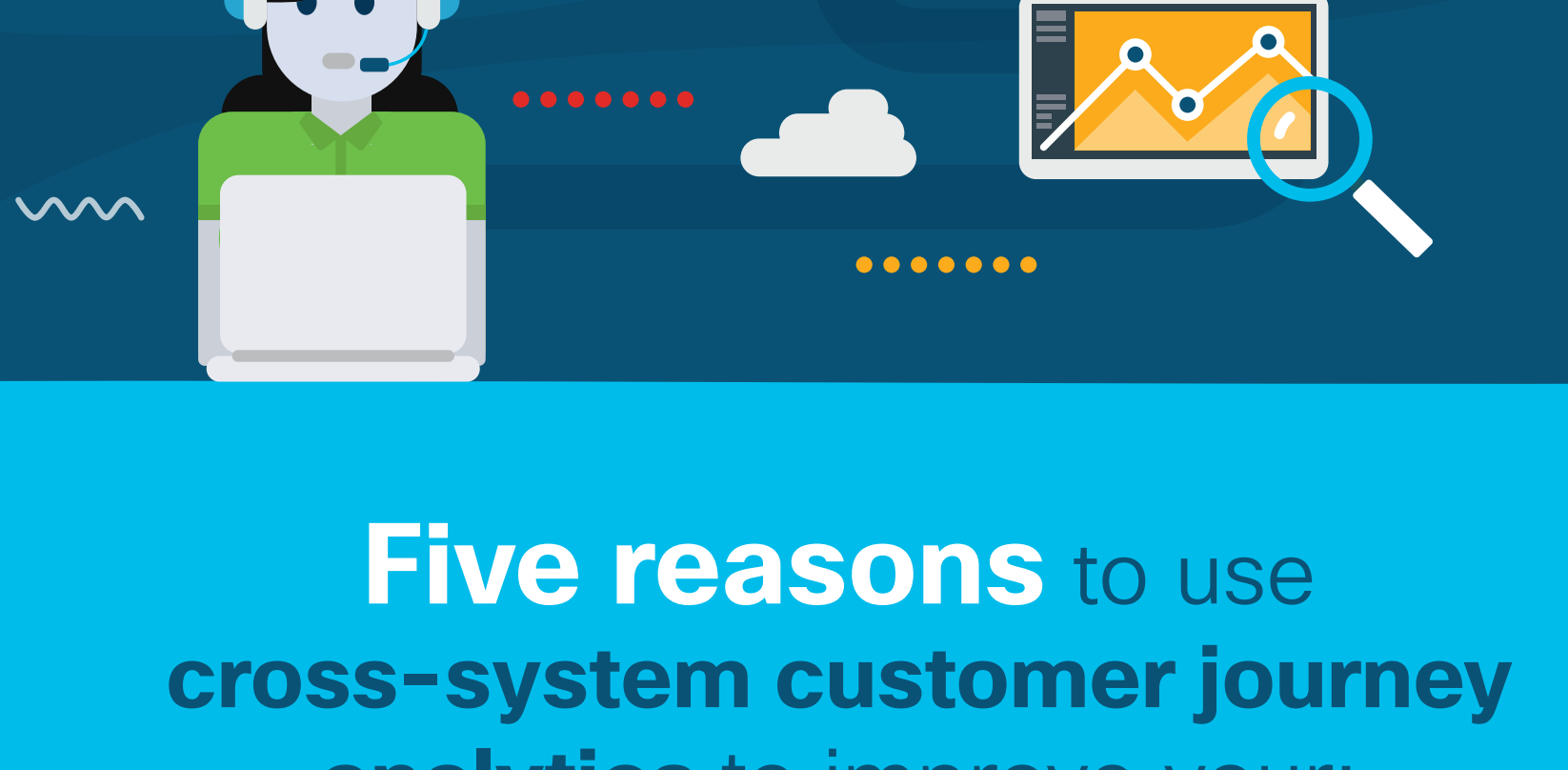


# Cross-System Customer Journey Analytics



## Five reasons to use cross-system customer journey analytics to improve your:



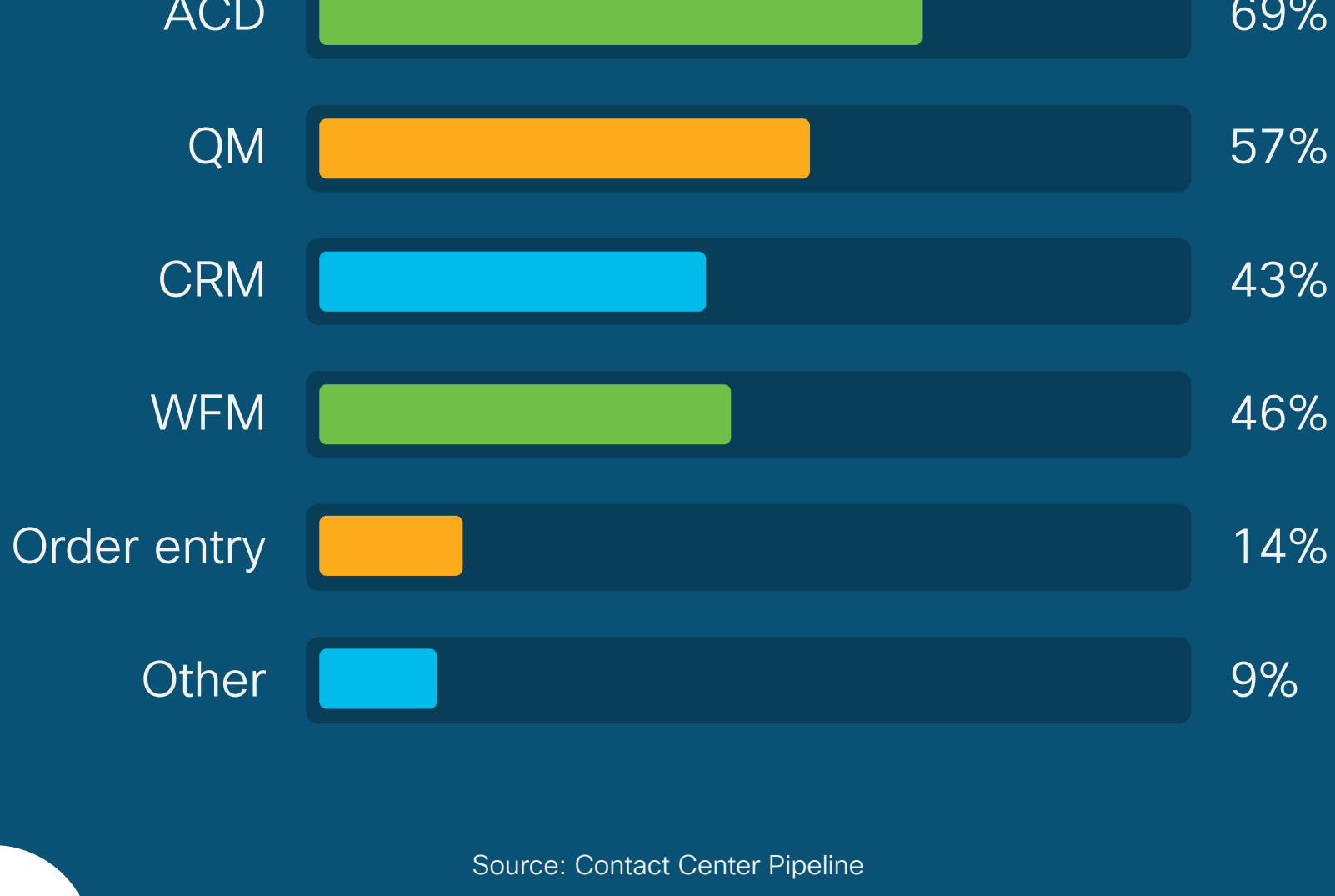
- Agent performance
- Competitive advantage
- Customers' experience
- Customer service strategy
- Business outcomes of customer interactions

1



# 91%

of contact centers use multiple contact center systems or applications to track and measure agent performance



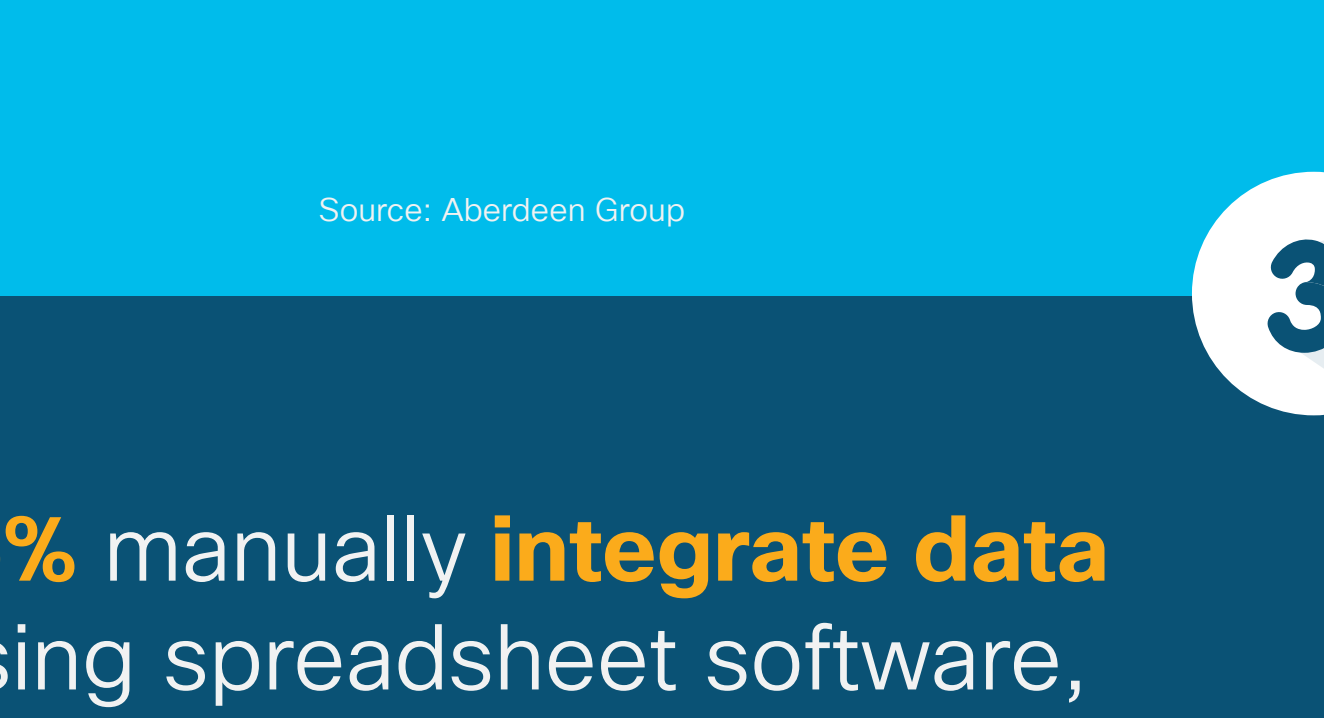
Source: Contact Center Pipeline

2



# 60%

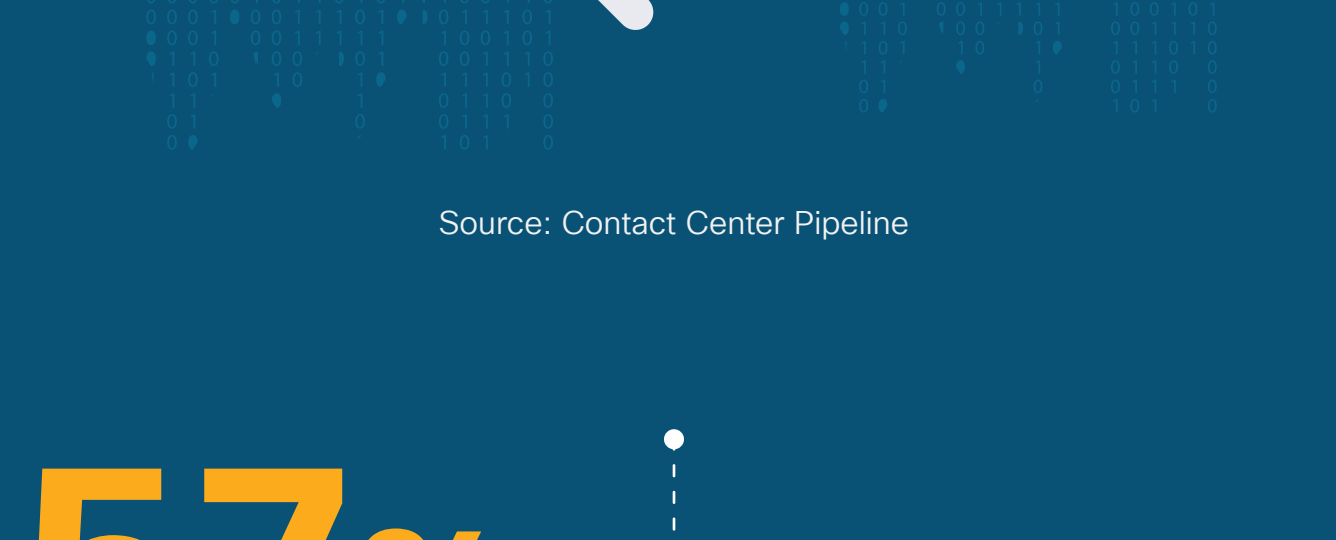
of call centers are using 7 or more channels to interact with customers



Source: Aberdeen Group

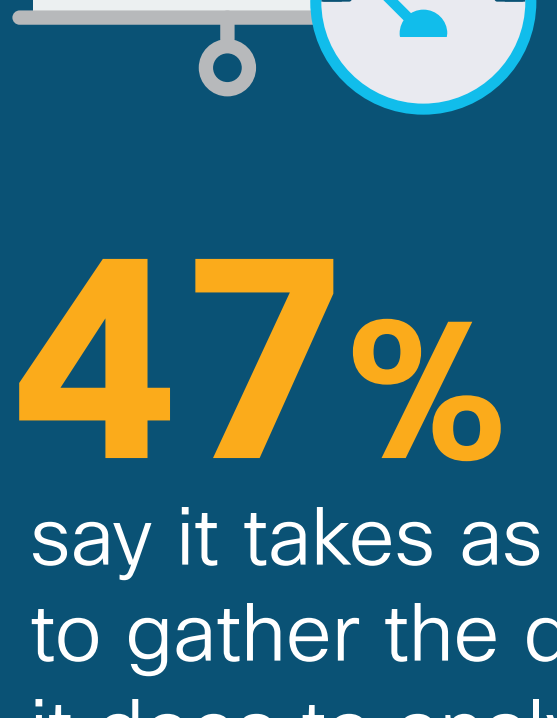
3

**35%** manually **integrate data** using spreadsheet software, and **10%** say the data is not integrated at all



Source: Contact Center Pipeline

**57%** say this prevents them from producing timely or accurate analysis

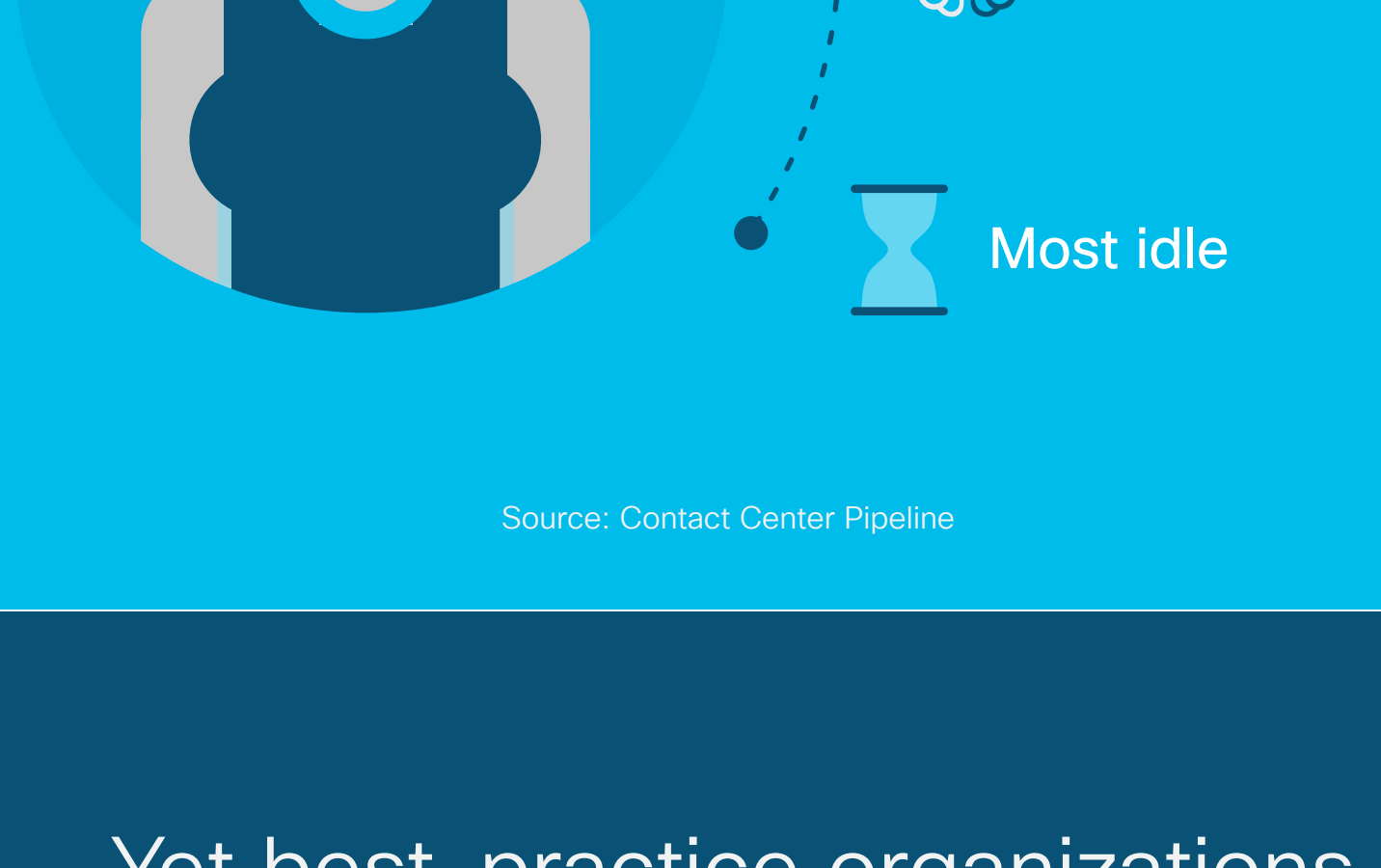


**47%** say it takes as long to gather the data as it does to analyze it

Source: Aberdeen Group

4

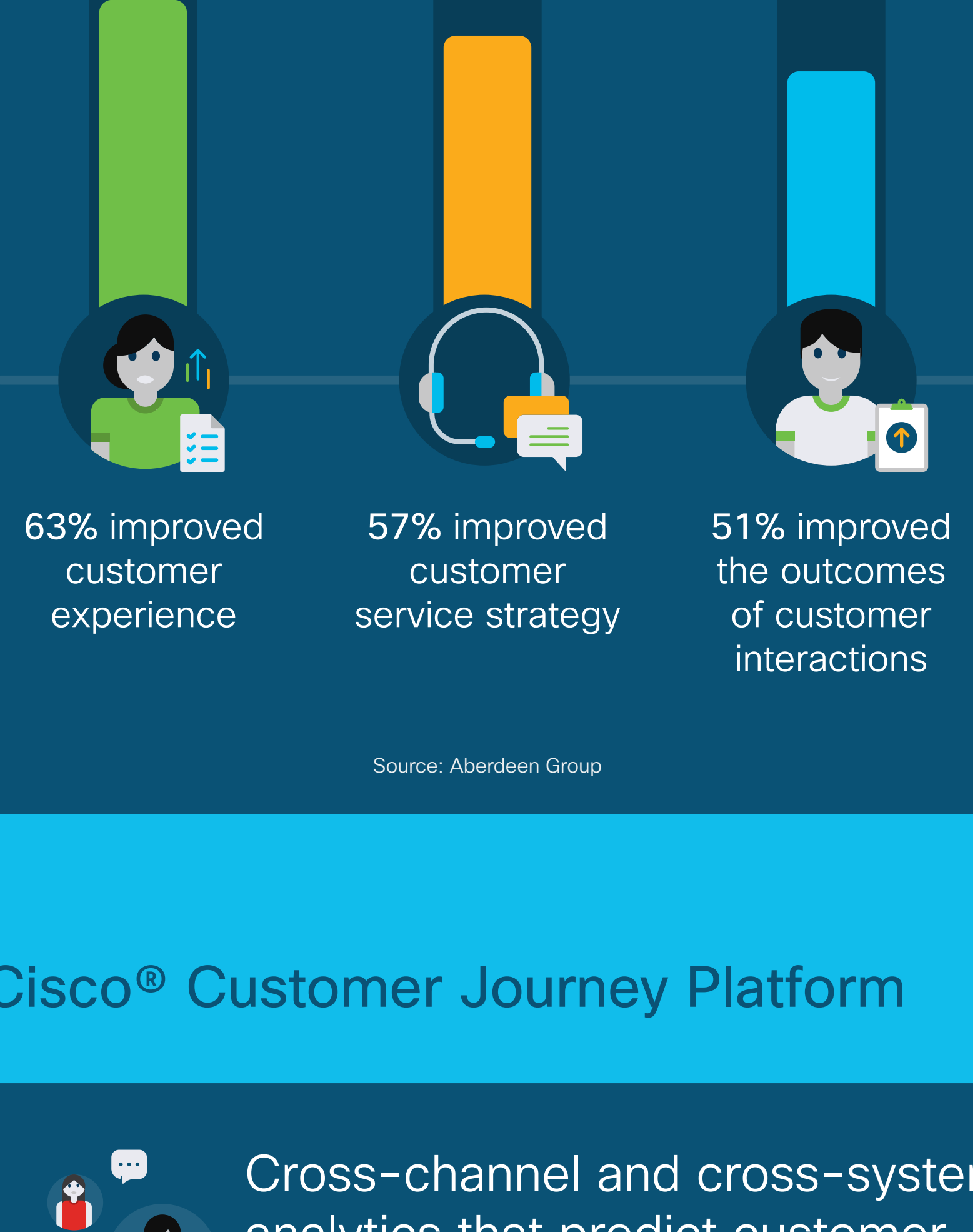
The **top 3** routing strategies used by companies do not take into account the **real-life performance of agents**



Source: Contact Center Pipeline

5

Yet best-practice organizations that use analytics cite over **6 benefits**, including



Source: Aberdeen Group

## Cisco® Customer Journey Platform

Cross-channel and cross-system analytics that predict customer need and connect each customer to the agent with the best performance record to meet that need

Learn more about the

Cisco Customer Journey Platform