



Calabrio Analytics

Discover Opportunities to Improve and Grow your Business

Calabrio Analytics

GO FOR THE GOLD

Imagine a shimmering ocean beach — miles and miles of sugary, fine sand — with precious golden nuggets randomly sparkling amid the sea of white. The gold represents immense prosperity; but without tools to somehow sift the precious metal from the overwhelming amounts of sand, it is virtually worthless.

It's a sad metaphor for many organizational contact centers today: mountains of data are collected from myriad conversations and multiple communications channels, much of it containing valuable customer insights, but its value remains untapped. At most companies, current approaches to better understand and utilize contact center insights are manual, labor-intensive, incomplete, inconsistent and inconclusive – or simply nonexistent.

There is a better way!

Improve and grow your business with industry leader Calabrio Analytics: one comprehensive product that allows you to capture all conversations (regardless of channel), and know what actually has been said and how agents are performing. Calabrio Analytics is easy to use and makes this critical information available to every key decision-maker organization-wide.

Some have called it the “democratization of information.” We call it getting the right information to the right decision-maker at the right time. No matter what it's called, it's revolutionizing management by allowing organizations to make better, faster, more consistent data-driven decisions.

With Calabrio Analytics, mere data is transformed into knowledge, and even wisdom, as thousands of unstructured conversations are mined for meaningful information that is automatically reviewed, categorized, analyzed and made ready for action. Comprehensive conversation categorization, phrase-cloud dashboards and drill-down analysis capabilities convert daily conversations into organizational gold.

Best of all, Calabrio Analytics has been built with the end-user in mind. It's easy for anyone in the organization to gain insight – from the contact center supervisor, or an executive in legal/compliance, human resources, sales or marketing. Calabrio also partners with you to ensure you gain maximum value from our software, including support from our industry leading Innovation Center.

So what are you waiting for? It's time to free the collective voice of your customers by converting 100 percent of your contact center conversations into discernible information and actionable wisdom, even while you improve agent performance! Tell your data scientists goodbye and start introducing your contact center as the enterprise asset it can be with Calabrio Analytics.



WHY YOU NEED CALABRIO ANALYTICS

- Reduce operating costs by optimizing agent behavior and improving efficiency.
- Comply with regulatory requirements and avoid complaints or problems.
- Clearly identify real problems without fixating on random rants.
- Improve the customer experience with targeted training addressing agent habits.
- Increase First Contact Resolution (FCR) by identifying unsatisfied customers.
- Avoid social media firestorms and find fixes faster.
- Increase sales and collections by encouraging effective techniques.
- Hear the collective voice of your customers.
- Pinpoint trends to take action and grow your business.

"Calabrio Analytics frees the collective voice of your customers and leads to better, faster, more consistent data-driven decisions. The result is increased revenue, optimized efficiency, improved customer satisfaction and validated compliance activity. Best of all, it's easy to use!"

Calabrio Analytics: One Product, Three Major Benefits

Calabrio Analytics is an all-in-one solution that allows you to analyze customer interactions and monitor agent activity, simply and cost-effectively. Our multi-channel analytics package, unique in the industry, is easy to use and scalable to meet future needs as your organization expands.

Speech, desktop and text: it's all covered with Calabrio Analytics and presented on our trademark widget-based dashboard to reveal activities, patterns and trends for drill-down analysis and big picture views.

How do we do it?

Our application turns thousands of unstructured phone, email and text conversations into meaningful information that is automatically reviewed, categorized, analyzed and made ready for action by your contact center and others in your organization. QM, Compliance or Business analysts clearly see what is being talked about in your business.

Supervisors gain complete visibility into what's happening on agents' desktops. Calabrio Analytics reveals what makes agents most productive and effective – or ineffective – by making their desktop activity transparent.

Positive performance can be modeled as best practices that drive continuous improvement. Managers receive the tools they need to correlate words, actions and outcomes. Agents gain needed feedback, support or recognition for a job well done. Processes that impede performance are not overlooked and opportunities for improvement are not missed.

And the potential of Calabrio Analytics to make a strategic difference in your overall organization should not be minimized. With the insights gained through the contact center, executives in legal, sales, human resources and marketing can be empowered to make faster, more consistent data-driven decisions.

Who Benefits from Calabrio Analytics?

If you're like most of our highly satisfied customers, you will benefit from Calabrio Analytics in three major ways:

BETTER QUALITY MANAGEMENT AND COMPLIANCE

Legal and Regulatory Compliance

Get ahead of issues and reduce risk by targeting interactions that include pre-defined phrases, like "100 percent guaranteed" or "all costs are covered." By identifying the use of phrases that might set false expectations or place the organization at risk, analysts can take action to ensure that approved scripts and materials are being used at all times. The result: avoidance of costly fines and penalties, while continuing to build the trust of your customers.

Targeted Quality Evaluations

Quality evaluators can identify the most relevant interactions through a powerful yet simplified approach to speech and text analytics. Identify interactions that contain pre-defined key words and

phrases to find and evaluate emotionally charged interactions, interactions in which a customer requests to speak to supervisor, or interactions that contain prohibited words or phrases. Save time and effort by focusing your quality evaluation process on only relevant interactions. Quantitative data from desktop analytics and qualitative data from screen recordings provide a complete view of what's happening in the contact center.

Post-Call Agent Optimization

Close integration with Calabrio Call Recording and Quality Management provides hyperlink access to audio and screen recordings so supervisors can review agent activities between calls to learn how agents can become more efficient. They gain crucial perspective through a data-based view of what agents are doing, whether it is post-call work or training activities. Armed with better insights, supervisors can tailor coaching and training efforts, and share the best practices of high-performing agents across the organization.

The screenshot displays the Calabrio ONE software interface. At the top, there's a navigation bar with various icons and a user profile for 'Shaneille Marks'. Below this, a 'Recordings' table lists call records with columns for Contact ID, First Name, Last Name, Team Name, and Time. A 'Call Evaluation' window is prominently displayed in the center, showing performance metrics. The 'Final Percent' section includes: Applications (30.00%), Breeding (30.00%), Handling Objections (30.00%), and Closing (30.00%). The 'Section Percent' section lists three evaluation items: 1.1 Efficient and effective utilization of agent desktop application? (20.60%), 1.2 Open appropriate contact within Salesforce.com? (40.00%), and 1.3 Create a new contact entry for any caller not in the system? (40.00%). To the right of the evaluation window, there's a 'Recording' table with columns for Name, Network, and HEAT. At the bottom, a timeline and audio waveform are visible, indicating the call's duration and audio content.

Save time and effort by focusing your quality evaluation process on only relevant interactions.

ACCELERATED CONTACT CENTER PERFORMANCE

Escalation Management

Calabrio Analytics reviews every single call through powerful, yet simplified speech analytics technology. Instead of sifting through thousands of calls (typically only one or two percent of calls ever are evaluated!), quality evaluators can focus their efforts on escalated calls. They quickly discover what has triggered the call, as well as how the agent responded. Quality dramatically improves as agents receive targeted training on how to diffuse tense situations. The result: supervisors are free to focus on managing their teams and improving other contact center KPIs.

First Contact Resolution

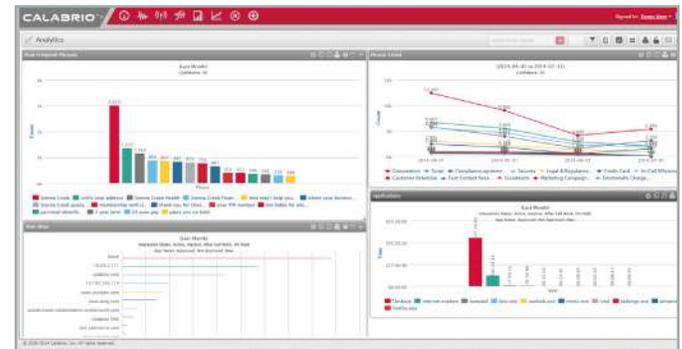
Repeat calls from the same customer are costly and represent a negative customer experience. Calabrio Analytics reveals the key indicators for repeat callers — agent performance metrics and “troubled customers” — to help change the trajectory of future interactions. You’ll be able to evaluate 100 percent of the contacts, not just samples, and receive next-day summaries and ad hoc queries as needed. Best of all, you can identify the right calls for further review to coach agents to help reduce repeat calls.



Instead of sifting through thousands of calls, quality evaluators can focus their efforts on escalated calls.

BETTER, FASTER DECISIONS THROUGHOUT YOUR ENTIRE ORGANIZATION

Organizations derive company-wide benefits driven by customer insights shared with other areas of their business, such as legal/compliance, human resources, marketing and sales. Some of our customers also use Calabrio Analytics to validate marketing campaigns to generate ROI information to adjust future campaigns. They quantify the number of responses to promotions over time and compare the contacts with sales data in Excel. Using the results of this analysis, organizations can determine the effectiveness of campaigns. Our software also is instrumental in evaluating whether branding messaging is being used within each call and whether competitors' branding impacts questions.



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DON'T MISS THE BIG PICTURE

Now, more than ever, businesses need clear and quick access to information that drives better decision making – not just in the contact center, but across the entire enterprise. By strengthening customer service through the strategic use of workforce optimization software, organizations are differentiating their brand by listening – and responding – more quickly and efficiently to their customers. That's why Calabrio Analytics is available as standalone software and as part of the Calabrio ONE integrated suite – so we can help you navigate the larger challenges facing your organization.

Calabrio ONE stands apart in the marketplace because it's an integrated, intuitive, dynamic system in which the whole is greater than the various parts. Nearly half of Calabrio customers choose the integrated suite – a rate of more than four times the industry average. That's important because Gartner says integration is worth more than 20 percent in total savings over the life of your investment. Most importantly, your customers are better served and your business benefits exponentially.

So what are you waiting for? Call us today. It's time to – change the conversation!

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