



Skytide Insight for Genesys

Skytide Insight for Genesys represents a new generation of analytical solutions that are essential for effectively managing today's contact center. Insight provides unique analytical capabilities, such as customer behavior analysis, agent performance analysis, and cross-channel analysis, which are not offered by any other business intelligence application, including Genesys Solution Reporting and Genesys Info Mart.

Contact Centers that are using Skytide Insight for Genesys are able to identify the root causes behind changes in Key Performance Indicators (KPIs), thereby improving operational performance and increasing customer satisfaction.

Contact Center Managers Require More than What Genesys Provides

The Genesys Solution Reporting package comes as a standard component of all Genesys applications, to which some customers add the Genesys Info Mart data warehouse. While these tools enable basic reporting on top-level KPIs, they fall short of providing what contact center managers really need to understand customer behavior and improve their operations.

Genesys Solution Reporting does not support customizing reports or adding new reports, and it reports only on data from a particular Genesys application, such as an IVR, rather than across multiple Genesys and third-party applications. The Info Mart, as a traditional BI data warehouse, uses an Extraction, Transformation, and Loading (ETL) process that strips out much of the robust data that is needed for true customer insight. For companies using a Genesys IVR, the Info Mart also needs to go through time-consuming revisions every time the IVR is changed in any way.

Complete Your Genesys Solution With Skytide Insight

Today's contact center managers are eager to look beyond simple KPIs into the underlying drivers; they want to understand the root causes and how best to respond. Skytide Insight for Genesys complements and extends the tools that Genesys provides, delivering the business level analysis needed today to identify the root causes behind customer interactions and behavior that drive KPIs.

Skytide Insight provides unique analytical capabilities that are not available with Info Mart or existing BI analytics applications:

- **Path Analysis**—the discovery of paths, patterns, or event sequences within customer behavior or business processes that lead to a particular outcome. For example, the route customers take through an IVR to call resolution.
- **Correlation Analysis**—the discovery of relationships among multiple data types or sources. For example, the correlation between IVR usage and agent performance as they relate to the resolution of customer problems.

What's Driving Your KPIs?

Understanding the root causes that are driving your KPIs is more important than individual KPI metrics. As an example, let's consider a typical contact center KPI, average handle time (AHT), and let's assume that your AHT is increasing. Without understanding the root cause, you don't know if this is good or bad, and therefore you don't know what to do about it.

Higher AHT could be caused by slow agents, poor training, or flawed call routing. However, AHT could also increase as a result of more time being spent pursuing up-sell opportunities or longer conversations that lead to improved customer satisfaction levels.

With Skytide Insight for Genesys, the question you are asking about your business can evolve from the tactical, "How do I decrease AHT?" to the strategic, "Does the increase in revenue justify the cost of a higher AHT?"

Skytide Path Analysis In Action

One of the ways contact center managers are using Path Analysis is to immediately evaluate the impact of changes to the IVR without having to wait for the time-consuming revisions that are needed with BI analytics tools. These changes could include new information, options and paths or marketing programs and campaigns driven through the IVR. Once you have used Path Analysis to identify how to improve IVR performance and you have implemented changes, Skytide Insight can immediately analyze performance as a result of the changes, resolve loops and dead ends, and report on the impact the changes are having on business processes.

Skytide Correlation Analysis In Action

With multiple communication channels available to customers, contact center managers who want to understand complex customer interactions are using Correlation Analysis to correlate multiple KPIs. For example, if Correlation Analysis shows you that a large percentage of callers visit your Website right after they hang up, you will need to uncover the root cause in order to devise the best plan of action. Is it because your agents' training schedule is inadequate, or perhaps because the knowledge base that they use is outdated and callers are not getting satisfactory answers? Skytide enables you to further apply Correlation Analysis to see which KPI – the knowledge base efficiency, the agent training schedule, or some other cause – is driving your website repeat visitors count.

- **Hierarchy Analysis**—the discovery of connections among the levels within an informational hierarchy and the connection of similar data elements between hierarchies. For example, uncovering a dependency between customer satisfaction and a particular IVR route.
- **Entity Matching Analysis**—the discovery of matching entities within the same context or the same entity across multiple contexts. For example, identifying all engagements with a particular customer across multiple communications channels.

Consider the following as an example of the importance of these types of analysis. To truly understand how to improve the customer experience, you must analyze the specific route a customer takes through an IVR and how that route affects the ultimate outcome. Do certain routes have a higher likelihood of successful resolution or abandonment? Do certain routes result in a higher level of transfers to (expensive) live agents? Do some paths have a higher percentage of callers that need to backtrack, increasing customer frustration? Skytide can answer these and many other key questions because it operates on the original log files with complete information about the customer engagement. Data warehouses that use ETL strip out essential information making this type of analysis impossible. (See Skytide Correlation Analysis In Action sidebar.)

Improve Contact Center Management Through Improved Insight

Skytide Insight's unique capabilities provide you with analysis and reports not available from Genesys that are particularly important for managing contact centers. Skytide ensures that you have the necessary insight to manage KPIs in a meaningful fashion, making informed, effective decisions based on a clear understanding of the situation.

Skytide Insight for Genesys enables you to:

- **Understand end-to-end customer interactions**—Improve your understanding of interdependencies by analyzing large volumes of complete interactions across multiple channels, such as determining the relationship between website traffic and call volume.
- **Gain insight into interaction handling and cycle times**—Understand time spent throughout an entire multi-part interaction, at a certain branch or among various nodes of an IVR, and call time segmentation.
- **Take advantage of better caller segmentation**— Perform Path Analysis by caller group, calling area, or other caller segmentations.
- **Understand caller behavior**—See how caller behavior changes over time, when the application changes, or across multiple calls.

How Skytide Works

Skytide Insight's unique analytical capabilities are made possible by operating directly on unfiltered log data, such as email logs, Genesys IVR logs, or log files created by the Genesys Interaction Server. Retrieving information from raw data enables you to uncover additional and highly valuable information that is otherwise stripped out by the ETL process, including IVR structure and hierarchies of prompts as well as information from incomplete interactions that are ignored by the Genesys Info Mart.

Based on open standards such as XML, XPath, Java, and MDX, Skytide can analyze contact center log data in context with transactions data, marketing promotions information, customer histories, and data from other contact channels to provide a robust view of customer behavior. Skytide presents the results either as Excel pivot tables, charts, or through a reporting dashboard with an intuitive user interface that is designed to enable any business user to create and modify reports without IT assistance.

	Genesys Solution Reporting	Genesys Info Mart	Skytide Insight
Includes analytical capabilities	Yes (limited)	No (data repository only)	Yes
Create new analysis & reports	No	Yes (limited)	Yes
Change existing analysis & reports	No	Yes (limited)	Yes
Captures complete information about customer interactions	No	No (stripped out by ETL)	Yes
Add new data source for analysis & reporting (e.g. ERP or Web logs)	No	No	Yes
Timely analysis and reporting for changes to the IVR	No	No	Yes
Cross channel analysis and reporting	No	No	Yes
Identify root causes behind customer interactions and KPIs	No	No	Yes
Resource required to work with a solution	N/A (fixed set of reports)	IT, Professional Services	Trained Business User
Time requirements to change or extend a solution	N/A (fixed set of reports)	Weeks or months to update models and ETL	Hours or days
Available as a service	N/A (fixed set of reports)	Yes (Professional Services)	Yes (Subscription)
Deployment time	Immediate	Weeks	Days
Integration requirements	None; Pre-packaged	Professional Services	Minor (pre-packaged data connectors)
Target user	Manager, analyst	Analyst, IT	Manager, analyst

Skytide Insight for Genesys offers compelling capabilities that enable Genesys customers to get a clearer picture than ever before of customer preferences and behavior. Skytide's unique analytical capabilities can help Genesys customers reduce call abandonment rates, decrease transfers to live agents, lower operational costs, and increase customer satisfaction.

For more information or to have a Skytide representative contact you, please email us at info@skytide.com, or visit our website at www.skytide.com.

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