

CISCO UNIFIED INTELLIGENCE CENTER – REPORTING, A DAY IN THE LIFE
A day in the life of a Line of Business Manager, an Analyst and an Executive

Key Features and Benefits

A Day in the Life of a Line of Business Manager

High level concepts
Managing with real-time data / dashboards
Drilling into detail to for quick ad hoc research / problem solving
Looking at recent performance / trends to make decisions

A Day in the Life of an Analyst

Focus on historical reporting data, looking at trends, responding to requests for additional information
Pulling the data into Excel (via permalink) to add to a quarterly report worksheet

A Day in the Life of an Executive

Top Level View of the Contact Center with additional links to trend information

AUDIENCE: End-user prospects.

TONE: Upbeat

OTHER NOTES:

STEP	Voice Over	Visuals/Actions
	Customer Collaboration Demo	
1	<p>Introduction</p> <p>Hi my name is Carmen. I am an analyst with Exact Retailers. Contact center reporting is critical to operating our company efficiently and effectively.</p> <p>I invite you to see our reports from three different perspectives to learn how Cisco Unified Intelligence Center helps our contact center and business run smoothly. They include a line-of-business manager, a business analyst like me, and a corporate executive.</p> <p>Please choose the day-in-the-life scenario that most interests you to see a demonstration on how this product works, or visit www dot Cisco dot com slash go slash reporting to learn more about Cisco Unified Intelligence Center.</p>	<p>Selections: A Day in the Live of a:</p> <p>Line of Business Manager Business Analyst Corporate Executive</p>
	Line of Business Manager	
1	<p>Cindy is a line of business manager with Exact Retailers, One of her responsibilities is to oversee the contact center team to ensure they meet all service level agreements.</p> <p>Using the Dashboard feature of Cisco Unified Intelligence Center, Cindy quickly reviews the team's performance in real time. She sees an issue highlighted in red, and learns that a call has been in queue for more than five minutes.</p>	 <p>The screenshot displays three main components of the Cisco Unified Intelligence Center dashboard:</p> <ul style="list-style-type: none"> Agent Status: A table showing agent names and their current states. One agent, 11001_Agent, is highlighted in red, indicating a 'Not Ready' status. Queue Call - CallPops: A table showing queue names and their respective 'Q Now' and 'LongestQ' values. Skill-based Routing: A table with columns for Skill, Q Now, Log On, Ready, Not Ready, and Active In. The 'Cisco_ExecutiveForum' skill is highlighted in red, indicating a high number of calls in the 'Not Ready' state.

STEP

Voice Over

Visuals/Actions

2

Cindy opens a report to view the staff members who are handling customer service calls, and to learn why this call has been in queue for such a long time.

She sees from the staffing report that very few agents are logged in to take calls. In fact, most are in training.

Cindy calls the supervisor and discovers that a training session on a new promotion had been planned, but the workforce management team was unaware of it. Cindy tells the supervisor to split the training class and have some of the team log in to take calls.

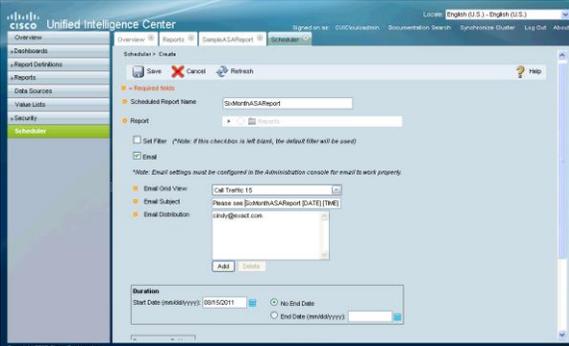
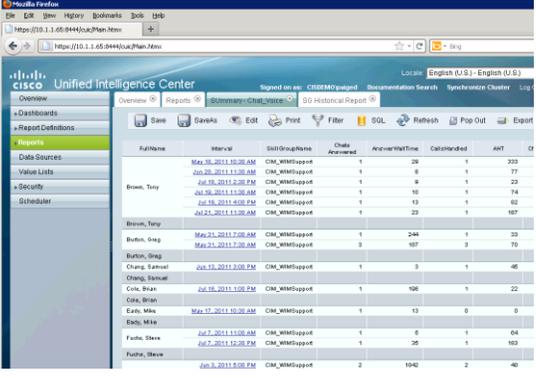
Looking back at the original report Cindy can see more agents have logged in, and there are now no calls in queue longer than two minutes. This is consistent with Exact's service level agreement for this group.

Agent Name	State Time	State	Reason Code	Media	Active Skill Group	Extension
11001_Agent	00:00:42	Training	Class_Voice	COMP01_11001_Agent	11001	
11002_Agent	00:00:14	Training	Class_Voice	COMP01_11002_Agent	11002	
11003_Agent	00:00:20	Training	Class_Voice	COMP01_11003_Agent	11003	
11004_Agent	00:00:48	Training	Class_Voice	COMP01_11004_Agent	11004	
11005_Agent	00:00:14	Training	Class_Voice	COMP01_11005_Agent	11005	
11006_Agent	00:00:26	Training	Class_Voice	COMP01_11006_Agent	11006	
11007_Agent	00:00:08	Training	Class_Voice	COMP01_11007_Agent	11007	
11008_Agent	00:00:48	Training	Class_Voice	COMP01_11008_Agent	11008	
11009_Agent	00:00:36	Training	Class_Voice	COMP01_11009_Agent	11009	
11010_Agent	00:01:20	Training	Class_Voice	COMP01_11010_Agent	11010	

Agent Name	State Time
11001_Agent	00:00:20
11002_Agent	00:00:20
11003_Agent	00:00:20
11004_Agent	00:00:20
11005_Agent	00:00:20
11006_Agent	00:00:20
11007_Agent	00:00:20
11008_Agent	00:00:20
11009_Agent	00:00:20
11010_Agent	00:00:20

3

Unified Intelligence Center provides Cindy with access to real-time reporting information using dashboards and reports in a variety of views and formats. This helps her identify a customer service issue, research it further, and resolve it quickly.

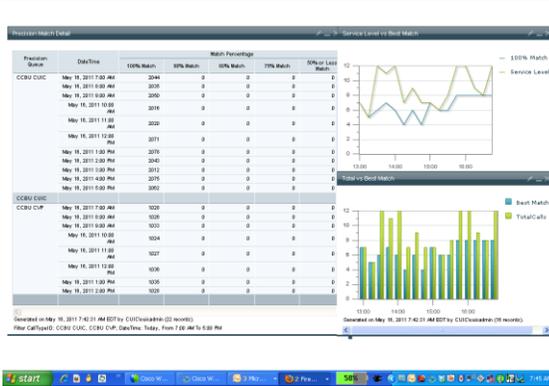
<p>1</p>	<p>Business Analyst</p> <p>As a business analyst, I need to support a number of constituents at Exact Retailers. Cisco Unified Intelligence Center helps me do that. For example, Cindy, a line of business manager who oversees the customer contact center, reviews trends for the past week. She discovers that there was a dramatic increase in the length of time that callers had to wait in queue when a new ad campaign was launched</p> <p>This concerns her so she calls me to see if this is the case for past campaigns, and if we can expect this trend to continue.</p>																																																																																																																						
<p>2</p>	<p>Using Cisco Unified Intelligence Center, I am able to view the past six months' call history and note the dates that new ad campaigns were launched. It appears that the issue Cindy is concerned about is, in fact, a trend that has occurred with the launch of each new ad campaign. This could be an issue with communication between marketing and the contact center, or agent training around ad campaigns.</p> <p>I schedule the report to be delivered to Cindy with my notes. With this information Cindy will be able to investigate the problem and take steps to correct it.</p>																																																																																																																						
<p>3</p>	<p>As I complete the report for Cindy, I get a call from Peter, one of our contact center supervisors. Exact Retailers implemented the ability to handle web chats in the contact center a few months ago. Peter would like to launch a contest to reward his agents based on how many chats they handle while they maintain consistency of completed voice calls.</p> <p>To help him determine at what levels he should reward agents, he would like to see historical data on the average number of chats handled over the past two months.</p>	 <table border="1"> <thead> <tr> <th>FullName</th> <th>Interval</th> <th>Call Group Name</th> <th>Chats Answered</th> <th>Answered Time</th> <th>CallHandled</th> <th>AHT</th> <th>CT</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Brook, Tony</td> <td>May 26, 2011 10:30 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>26</td> <td>1</td> <td>333</td> <td></td> </tr> <tr> <td>Jun 20, 2011 11:30 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>8</td> <td>1</td> <td>77</td> <td></td> </tr> <tr> <td>Jul 19, 2011 2:30 PM</td> <td>CM_WMSupport</td> <td>1</td> <td>9</td> <td>1</td> <td>23</td> <td></td> </tr> <tr> <td rowspan="2">Brook, Tony</td> <td>Jul 19, 2011 11:30 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>10</td> <td>1</td> <td>74</td> <td></td> </tr> <tr> <td>Jul 19, 2011 6:00 PM</td> <td>CM_WMSupport</td> <td>1</td> <td>13</td> <td>1</td> <td>62</td> <td></td> </tr> <tr> <td>Brook, Tony</td> <td>Jul 21, 2011 11:30 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>23</td> <td>1</td> <td>167</td> <td></td> </tr> <tr> <td>Burke, Greg</td> <td>May 21, 2011 7:00 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>244</td> <td>1</td> <td>33</td> <td></td> </tr> <tr> <td>Burke, Greg</td> <td>May 21, 2011 7:30 AM</td> <td>CM_WMSupport</td> <td>2</td> <td>107</td> <td>3</td> <td>70</td> <td></td> </tr> <tr> <td>Chang, Samuel</td> <td>Jul 13, 2011 1:00 PM</td> <td>CM_WMSupport</td> <td>1</td> <td>3</td> <td>1</td> <td>46</td> <td></td> </tr> <tr> <td>Chang, Samuel</td> <td>Jul 19, 2011 10:25 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>100</td> <td>1</td> <td>22</td> <td></td> </tr> <tr> <td>Cole, Brian</td> <td>May 17, 2011 10:30 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>13</td> <td>0</td> <td>0</td> <td></td> </tr> <tr> <td>Earle, Mike</td> <td>Jul 7, 2011 11:00 AM</td> <td>CM_WMSupport</td> <td>1</td> <td>6</td> <td>1</td> <td>64</td> <td></td> </tr> <tr> <td>Furber, Steve</td> <td>Jul 7, 2011 12:30 PM</td> <td>CM_WMSupport</td> <td>1</td> <td>25</td> <td>1</td> <td>103</td> <td></td> </tr> <tr> <td>Furber, Steve</td> <td>Jul 3, 2011 6:00 PM</td> <td>CM_WMSupport</td> <td>2</td> <td>1042</td> <td>2</td> <td>40</td> <td></td> </tr> </tbody> </table>	FullName	Interval	Call Group Name	Chats Answered	Answered Time	CallHandled	AHT	CT	Brook, Tony	May 26, 2011 10:30 AM	CM_WMSupport	1	26	1	333		Jun 20, 2011 11:30 AM	CM_WMSupport	1	8	1	77		Jul 19, 2011 2:30 PM	CM_WMSupport	1	9	1	23		Brook, Tony	Jul 19, 2011 11:30 AM	CM_WMSupport	1	10	1	74		Jul 19, 2011 6:00 PM	CM_WMSupport	1	13	1	62		Brook, Tony	Jul 21, 2011 11:30 AM	CM_WMSupport	1	23	1	167		Burke, Greg	May 21, 2011 7:00 AM	CM_WMSupport	1	244	1	33		Burke, Greg	May 21, 2011 7:30 AM	CM_WMSupport	2	107	3	70		Chang, Samuel	Jul 13, 2011 1:00 PM	CM_WMSupport	1	3	1	46		Chang, Samuel	Jul 19, 2011 10:25 AM	CM_WMSupport	1	100	1	22		Cole, Brian	May 17, 2011 10:30 AM	CM_WMSupport	1	13	0	0		Earle, Mike	Jul 7, 2011 11:00 AM	CM_WMSupport	1	6	1	64		Furber, Steve	Jul 7, 2011 12:30 PM	CM_WMSupport	1	25	1	103		Furber, Steve	Jul 3, 2011 6:00 PM	CM_WMSupport	2	1042	2	40	
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<p>4</p>	<p>With Unified Intelligence Center I can quickly generate a custom report that shows agent performance across media types, including web chats and voice calls. The Cisco software allows me to easily create a graph of the information. I save the report into the supervisor's directory for Peter to access as his time permits to help him create his contest rules.</p>	<table border="1"> <caption>Number of Calls by Skill Group</caption> <thead> <tr> <th>Skill Group</th> <th>Handled</th> <th>Aban Hold</th> <th>Aban</th> <th>RONA</th> </tr> </thead> <tbody> <tr> <td>CIM_WIMSupport</td> <td>~10</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>CIS_Retail_Finance_SG</td> <td>~180</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>CIS_Retail_Sales_SG</td> <td>~180</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>CIS_Retail_Shipping_SG</td> <td>~380</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>CIS_Retail_Support_SG</td> <td>~280</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>EIMSupport_SG</td> <td>~10</td> <td>~10</td> <td>~10</td> <td>~10</td> </tr> </tbody> </table>	Skill Group	Handled	Aban Hold	Aban	RONA	CIM_WIMSupport	~10	~10	~10	~10	CIS_Retail_Finance_SG	~180	~10	~10	~10	CIS_Retail_Sales_SG	~180	~10	~10	~10	CIS_Retail_Shipping_SG	~380	~10	~10	~10	CIS_Retail_Support_SG	~280	~10	~10	~10	EIMSupport_SG	~10	~10	~10	~10
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<p>5</p>	<p>With Cisco Unified Intelligence Center I can quickly and easily handle requests for historical data. I can view past trends, format information into various formats, and provide annotated reports to the line of business managers and supervisors to help them manage their teams.</p>																																				
	<p>Corporate Executive</p>																																				
<p>1</p>	<p>One of my ongoing tasks as an analyst at Exact Retailers is to prepare data for quarterly reports.</p> <p>Using Cisco Unified Intelligence Center, I am able to select relevant data from the contact center, such as results of our customer satisfaction survey, and export it into a pre-defined Excel spreadsheet that automatically updates the numbers. This informs our executive team on our customer satisfaction rankings as each quarter progresses.</p>																																				

2

A quick check of the executive dashboard for this quarter's information confirms that all the information for the report is accurate and up to date.

Using the Permalink feature, which allows access to real-time or historical reporting information, I can generate a URL to the information and send that link to our executive team. The executive team members can easily access the information they need by opening the permalink in a web browser, without logging into Unified Intelligence Center or the contact center.



Show this report on a Cuis and a PC. Flow from on to the other to demonstrate that the permalink can be opened on any device that has a web browser.

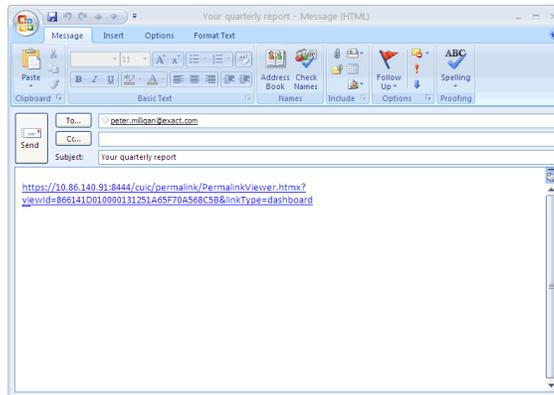
3

Our CEO can now bookmark the link and review real-time quarterly numbers with a single click. I have also sent links to past quarterly results so he can compare them to the current quarter.

In the past, compiling these reports took days, and by the time they were delivered the information was often out of date.

Using permalinks I can provide our executives with timely access to critical data in real time, and I do not have to create a new report every time a request is made.

Screen of an email to an exec with a permalink in it. Exec clicks the permalink and it opens on their screen



1

Conclusion

Cisco Unified Intelligence Center extends the boundaries of traditional contact center reporting. Now you can create an information portal where data can be integrated from multiple sources and shared throughout your organization. It has allowed Exact Retailers to report on contact center activities and relevant business data to help us manage our business more efficiently.

For more information on Cisco Unified Intelligence Center visit [www dot Cisco dot com slash go slash reporting](http://www.cisco.com/go/reporting)

To be played at the end of each section.

End each section with the Cisco logo and www.cisco.com/go/reporting.