

The Hidden Cost of Not Leveraging Analytics

Many contact centers operate reactively instead of proactively, leading to:

LOST REVENUE

Poor customer service costs businesses \$1.6 trillion annually

HIGH CUSTOMER CHURN

67% of customers leave after a single bad experience

RISING OPERATIONAL COSTS

30-50% of call volume comes from repeat calls due to unresolved issues











Average turnover is 30-45%,

costing \$11,000 per agent to replace

AGENT ATTRITION

75% of customers want fast

INEFFICIENT WORKFLOWS

resolutions, but delays frustrate

Why Traditional Contact Centers Struggle



SCATTERED & SILOED DATA

Insights remain fragmented across multiple platforms



DELAYED & REACTIVE SUPPORT

Issues are only addressed after they have escalated



LACK OF **PERSONALIZATION**

Generic responses reduce engagement and impact CSAT



PERFORMANCE Agents lack real-time

feedback to improve service

Types of Contact Center Analytics: What You Might Be Missing

1. SPEECH & TEXT ANALYTICS

What it does

to detect sentiment and frustration levels Identifies recurring customer pain points

Analyzes voice calls, chat logs, and emails

- Flags compliance risks and agent script adherence



Impact 25%

increase in first-call resolution (FCR)

faster issue detection

2. PREDICTIVE & PRESCRIPTIVE ANALYTICS

What it does

- Uses historical data to predict peak call times and common issues Automates next-best-action
- recommendations for agents ■ Enhances proactive customer outreach



30%

Impact

reduction in escalations 20%

cost savings from optimized staffing

3. PERFORMANCE & WORKFORCE ANALYTICS

Tracks agent performance, response speed, and average handle time (AHT)

What it does

- Identifies top performers and areas needing training Helps with dynamic workforce scheduling



improvement in agent productivity

Impact

Lower attrition rates due to better workload balance

Pinpoints where customers drop off or face friction ■ Enhances omnichannel engagement

What it does

strategies

Maps every customer touchpoint across

voice, chat, email, and self-service



30-40% increase in self-service effectiveness Higher customer retention through

Impact

seamless experiences

A leading retail company A financial services firm A telecom provider reduced average call predicted churn using Al automated compliance

Real-World Impact: Why Analytics-Driven

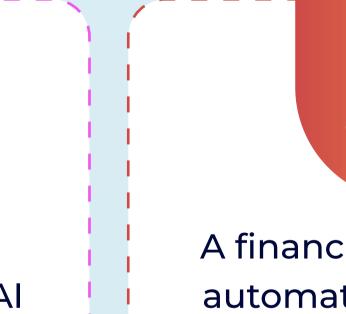
Contact Centers Perform Better

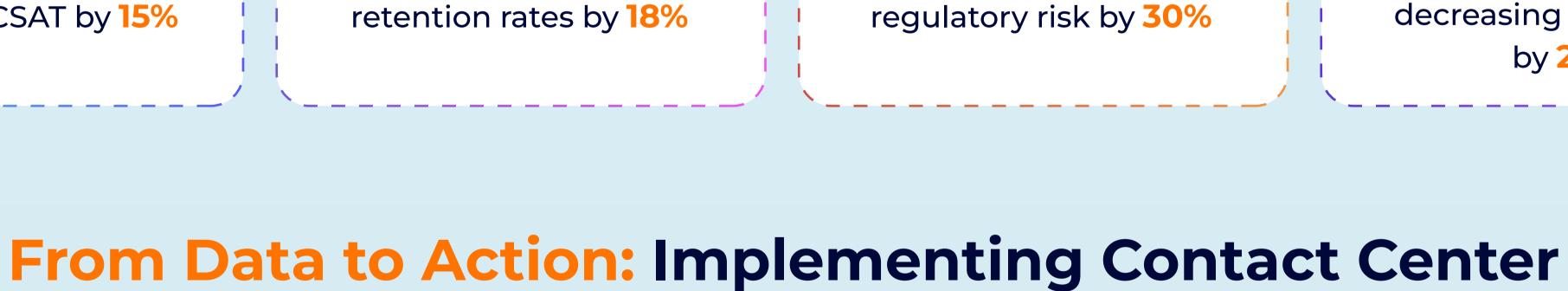




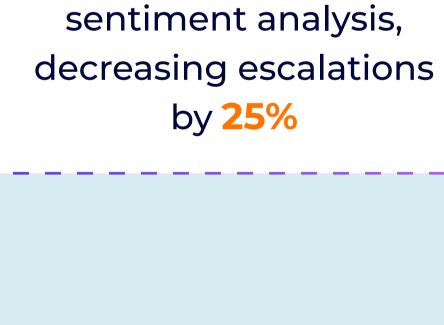


analytics, increasing





tracking, reducing



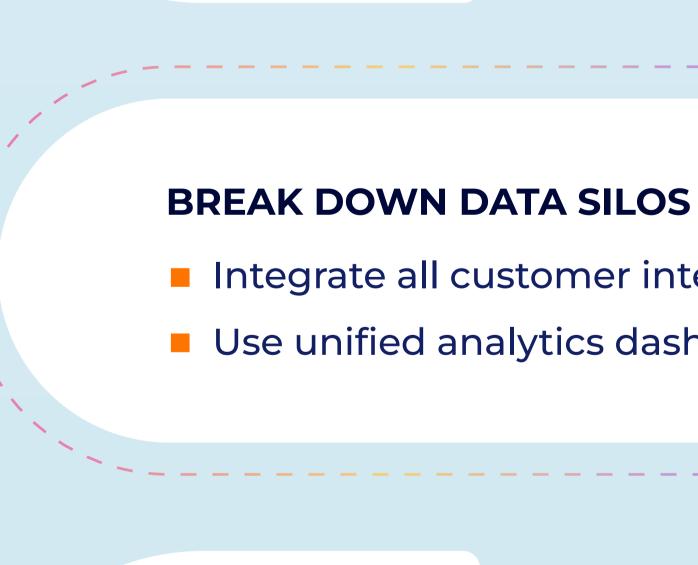
A tech support

company leveraged

DEFINE KEY METRICS THAT MATTER Customer Experience KPIs: CSAT, NPS, First Call Resolution Operational Efficiency: AHT, Cost per Contact

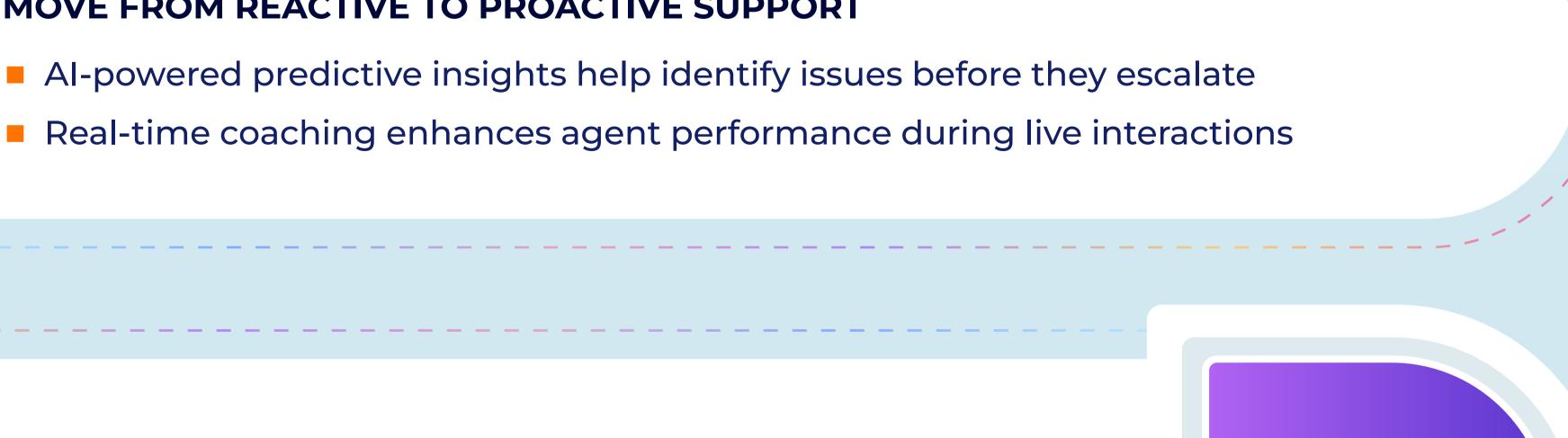
Agent Performance: Productivity, Adherence, Quality Scores

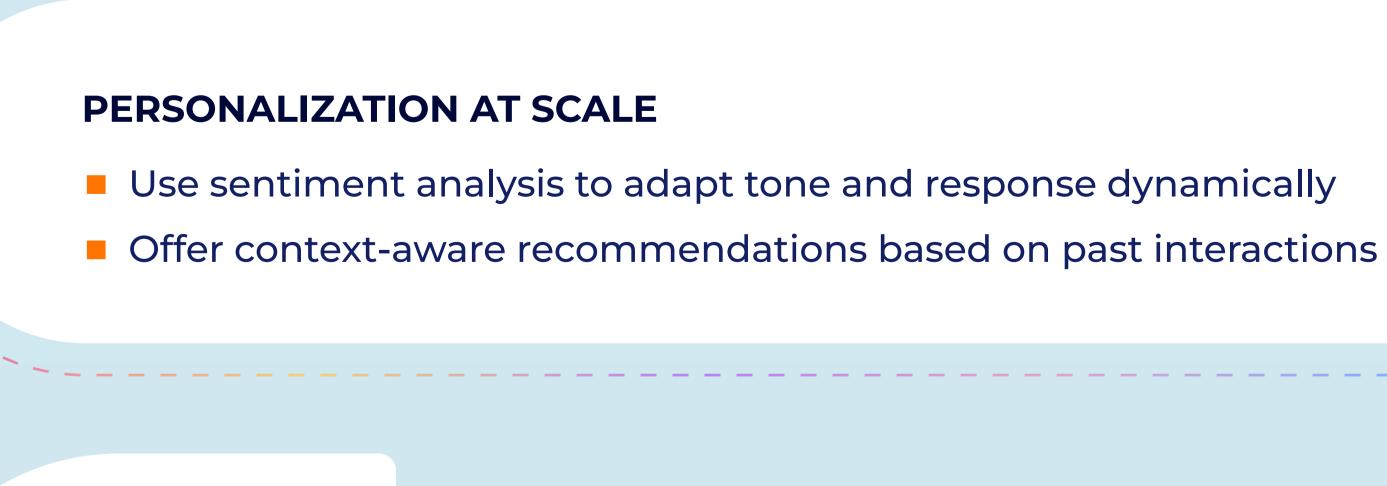
Analytics Effectively



■ Integrate all customer interactions across chat, voice, email, and social channels

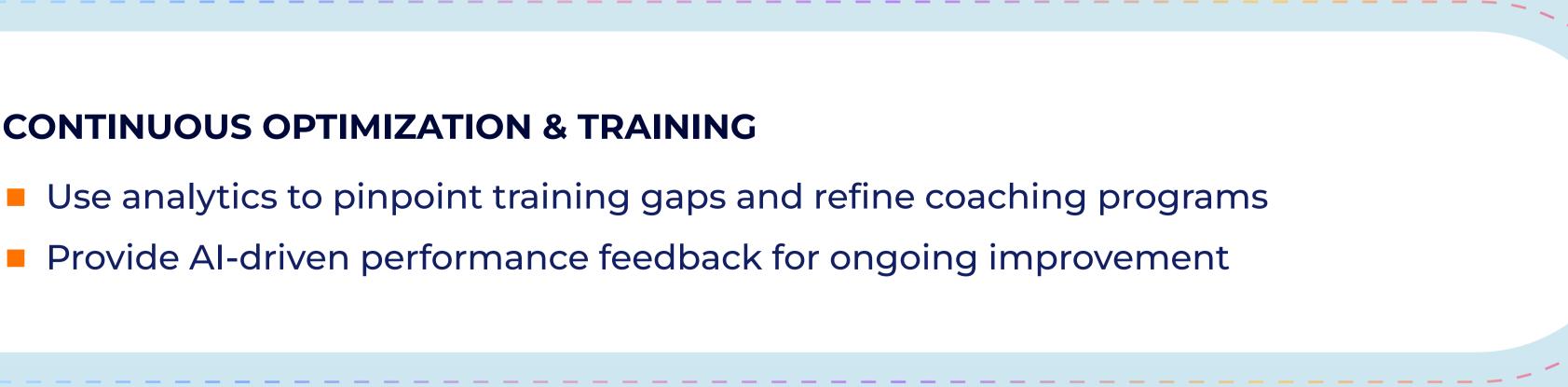
- Use unified analytics dashboards for real-time decision-making
 - MOVE FROM REACTIVE TO PROACTIVE SUPPORT





PERSONALIZATION AT SCALE Use sentiment analysis to adapt tone and response dynamically

The Future of Contact Centers:



AI + Analytics = Competitive Advantage

Automated quality monitoring ensures compliance and consistency

CONTINUOUS OPTIMIZATION & TRAINING

- Al-powered self-service reduces agent workload and boosts resolution speed Real-time analytics enable dynamic staffing and workload distribution
- Predictive insights drive proactive customer engagement
- The Bottom Line

25-40% reduction in operational costs

Higher CSAT and customer retention

Organizations that leverage contact center analytics see:

More engaged and efficient agents

Is your contact center making data work for you-or are you still guessing?

ANALYTICS CAN FIX THEM ALL