

Optimize Performance with Dashboards, Scorecards & Reports

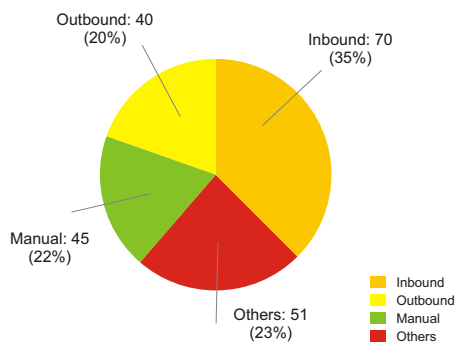
Contact centers and businesses today are much more streamlined and competitive than ever before. Evolving from traditional 'call center' business, organizations are embracing new tools (Social Media Networks) and methodologies (Six Sigma) to execute and improve their processes. They are using social media to strengthen customer relationship, integrating chat, email and SMS with traditional voice-based campaigns, and using business intelligence to improve and execute their processes. This shift in business dynamics has changed the way contact centers report and measure their progress. Their reporting requirements are changing; they need to break silos and bring all vital factors of their business to an enterprise dashboard where executives can monitor and control major business drivers.

StrataWeb™ Management Portal meets this challenge by unifying contact center operations on a **single web-based enterprise dashboard** that offers powerful capabilities of reporting, business analytics and performance benchmarking/scorecards.

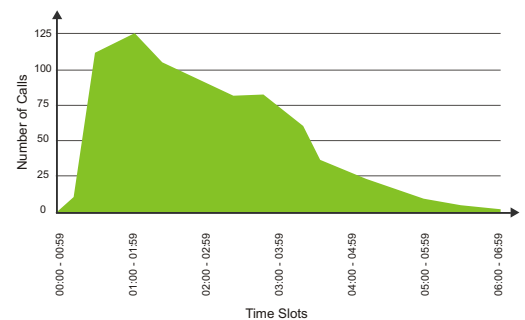
Dashboard

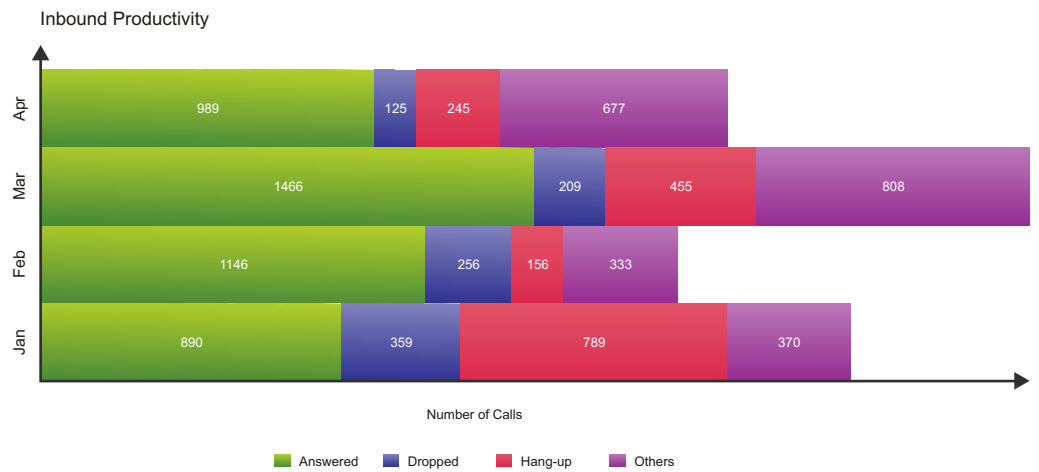
For the same reason that you need gauges and meters in your car, organizations need dashboards to monitor key metrics in the call center / business. All dashboards are not same: they are strategically designed to provide each company with information that drives its business decisions. The enterprise dashboard for StrataWeb™ Management Portal is designed with today's contact centers in mind. Contact center administrators can use this dashboard to analyze sales, monitor agents' productivity, control service level and make timely decisions to improve overall profitability of the business.

Distribution of Calls

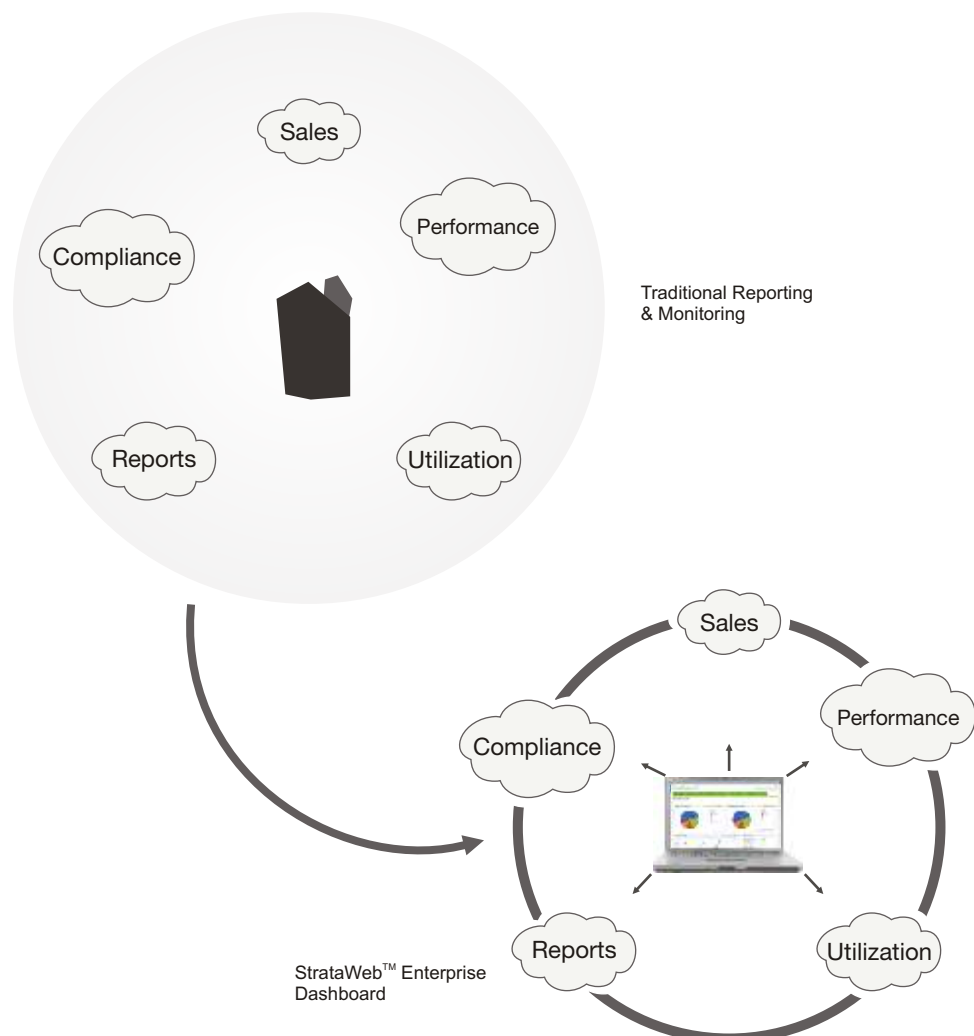


Inbound Calls Today





When a blended contact center has the need to monitor multiple key metrics and areas of performance, the StrataWeb™ dashboard provides the administrators / manager with the necessary tools to perform these tasks simultaneously. The dashboard provides the ability to view statistics and use various parameters to generate ad-hoc graphical reports in an interactive environment.



Reporting

StrataWeb™ Management Portal offers contact center administrators / managers a single, centralized and web-based solution for reporting that is available anytime, anywhere. StrataWeb™ Management Portal also provides a collaborative environment for executives and supervisors to generate customized reports, export data to popular formats (XLS, PDF etc.) and share information via email. The reports are categorized into Sales, Productivity and Utilization, and encompass a broad range of statistics and data. The online presence of a reporting portal promises easy access and timely delivery of data, whenever and wherever required.

Agent Availability Report 6/29/2010 7:14:57 PM

Start Date: 06/11/2010 Start Time: 12:01 AM
 End Date: 06/29/2010 End Time: 11:50 PM
 Agents: 001; 002; 003; 004; 005; 006; 007; 009; 012; 014; 015; 016; ADM; DME; OMR; TST

Agent: 001
 Campaign: OUT

Date	Logged In	Logged Out	Total Login Time	Total Break Time	Break Count	Total Wrapup Time	Total Talk Time	Total Available Time
06/22/2010	18:20:31	20:47:34	01:06:49	0:32:48	12	0:0:07	0:03:45	0:36:0
Total for Campaign: OUT	18:20:31	20:47:34	01:06:49	0:32:48	12	0:0:07	0:03:45	0:36:0
Total for Agent: 001	18:20:31	20:47:34	01:06:49	0:32:48	12	0:0:07	0:03:45	0:36:0

Agent: 002
 Campaign: OUT

Date	Logged In	Logged Out	Total Login Time	Total Break Time	Break Count	Total Wrapup Time	Total Talk Time	Total Available Time
06/23/2010	0:0:0	05:0:10	04:58:53	0:0:21	3	0:0:01	0:44:25	04:58:32
Total for Campaign: OUT	0:0:0	05:0:10	04:58:53	0:0:21	3	0:0:01	0:44:25	04:58:32
Total for Agent: 002	0:0:0	05:0:10	04:58:53	0:0:21	3	0:0:01	0:44:25	04:58:32

Scorecards

Organizations are constantly working towards standardizing the quality of their services / offerings through various methodologies such as Six Sigma. Contact centers require simple yet structured solutions through which they can improve and measure performance, set business goals and align personal growth goals. Stratasoft's solutions to this challenge is Scorecards.

Think of a scenario where you are trying to achieve service level excellence in your contact center. You define processes and strategy but the effort remains futile unless your vision trickles down to the actual business engine - the employees. Scorecards provide effective ways to:

- **Communicate your strategy** with managers and employees. For instance, you want to improve Average Talk Time/Call across all campaigns. You can train employees and set minimum Average Talk Time/Call that all agents must achieve.
- **Help employees** meet key metrics of your business by providing them access to their individual Scorecards which will allow them to follow their own progress and be able to see areas to improve in.
- **Measure, evaluate and compare** employees' performance to assist in increasing and improving your overall performance in the center.
- **Improve strategy** by using the Scorecard as a tool to review performance vs. goals and create plans of action towards new or current goals.

Improving organizational performance is a continuous effort and asks for a thoughtful strategy and careful selection of the right tools for your business needs. Stratasoft can assist your business in both meeting and improving performance and profitability by the many effective tools and reporting options we have available.

For further information, contact us at info@stratasoft.com



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