

eBook

Webex WFO analytics

Unlock customer-centric intelligence.
Drive business forward.

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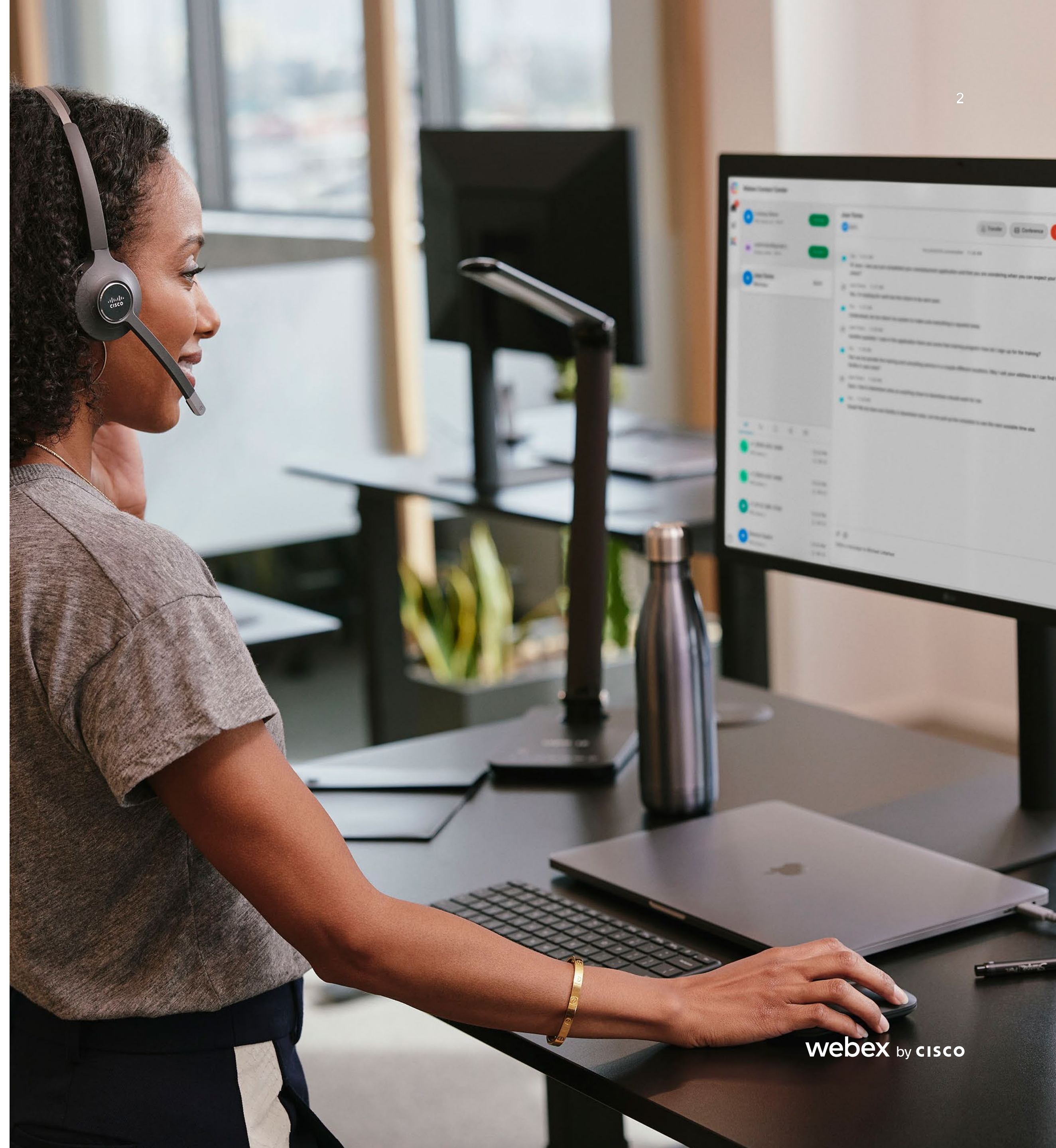


Harness the voice of the customer

Every organization aims to be customer-centric. It's time to walk the talk. Webex WFO Analytics empowers you to unlock the goldmine of customer insights pouring into your contact center. Convert raw customer feedback into highly usable data—and see issues as they emerge. Watch trends take shape. Anticipate your customers' wants and needs. Transform your multi-channel contact center into a hub of customer intelligence—and use that intelligence to build customer-centric strategies that solve challenges and add business value across the entire organization.

2%

The average organization analyzes just 2% of all customer interactions.



Transform your contact center

Insights to fuel agent engagement and outstanding customer experiences.

Improve the metrics that matter most

Evaluate every interaction. Analyze every workflow. Boost performance metrics while driving smart efficiencies.

Deliver next-level customer experiences

Recognize customers anywhere in the omni-channel journey. Surprise them with predictive service.

Enhance agent engagement and drive constant improvement

Give agents the immediate feedback they crave. Set smart benchmarks and inspire healthy competition.

Simplify compliance and risk mitigation

Automatically monitor script adherence to identify issues before fines or litigation.



Transform your business

Customer-centric intelligence that drives business forward.

Hone marketing strategy

Build customer profiles and refine messaging and targeting. Hear what's working – directly from your customers.

Accelerate sales

Identify up-sell and cross-sell opportunities. Turn agents into powerful sales assets.

Build customer-centric business strategies

Create competitive strategies, refine product offerings and make investments that directly align with what your customers want.

Empower agile business

Anticipate evolving customer demands. Capture new opportunities. Outsmart the competition.



Capture and transform

Turn raw interactions into usable data.

The tools to unlock customer-centric business intelligence.

One suite – comprehensive tools

Speech/voice analytics, desktop and text analytics in a single, unified offering.

See agent/desktop activity

Connect agent activity to results. Gain visibility into what your agents are doing during and after customer interactions.

Best-in-class phonetics engine

Enhanced voice analytics transforms call audio into a sequence of sounds to enable more accurate searching of key words and phrases—intelligently recognizing acronyms, product names, slang and dialects.

Capture the customer journey

Seamless integration with your communications and CRM systems enables omnichannel customer experiences.

Speech-to-text engine

Speech transcription creates a written record and detailed analysis of every interaction. Take control over your transcription with filters that allow you to transcribe only the calls most important to your organization.

Automate your interaction summaries

Automatically summarizing every interaction which will provides time savings for agents by reducing time spent on after call work.

Language support

Expanded language packs help you understand customers regardless of linguistics.

Analyze

Reveal predictive and prescriptive insights – no data science degree needed.

The tools to unlock customer-centric business intelligence.

Text analytics

Extract insights from emails, chats, social media, surveys and other text-based customer interactions.

Out-of-the-box tools

Gain instant insights and drive immediate value with pre-configured tools—like Sentiment Analysis, Predictive Net Promoter Score (NPS), Predictive Evaluations and Agent Benchmarking.

Analytics innovation with AI

Webex continues to pioneer new analytics tools powered by Artificial Intelligence (AI) and Machine Learning (ML) engines. These innovations speed time-to-value for customers.

Sentiment analysis

Automated delivery of sentiment scores for every voice-transcribed interaction. Customizable reports and dashboards with drilldown analysis provide customer satisfaction information with unrivaled accuracy rates.

Advanced search capabilities

Negative searching, Boolean searching and other advanced tools quickly find the most relevant interactions and lend greater context to your conversations.

Visualize

See the story your VOC data tells in terms anyone can understand.

The tools to unlock customer-centric business intelligence.

Intuitive interface

AI and ML fueled dashboards reveal big-picture trends and make it easy to drill down and take a closer look at activities, patterns and areas of focus.

Advanced customization capabilities

Create dedicated dashboards for business problems like customer retention, brand awareness, up-sell and cross-sell opportunities, or script adherence and compliance.

Dynamic reporting options

Rich data visualizations like phrase-clouds and interactive charts show a holistic view of the customer journey.



Making analytics practical and cost-effective for every contact center

Contact center analytics doesn't have to be expensive. It shouldn't be difficult to deploy. And it shouldn't take a degree in data science to use. Webex WFO Analytics delivers the simple usability and cost-effective deployment that make it practical for contact centers of all sizes in every industry.



Best-in-class integrations

Synchronized integrations with the leading ACD/CCaaS platforms.



Lower total cost of ownership

Flexible architecture, storage and pricing options enable customization for your needs and budget.



Accelerate time to value

Roll out quickly, update instantly, seamlessly scale, leverage near limitless storage, and now your data is secure with our true-cloud platform.



Faster user training

A modern interface and intuitive workflows bring agents and managers to a high level of proficiency in hours – not days or weeks.

Service and support to keep you moving forward

You know the 5-star customer experience you're aiming for? You deserve it from your vendors, too. Webex takes a customer-centric approach to providing dedicated service and support, understanding your unique challenges and goals and delivering expertise to keep your contact center moving forward.

Focused implementation support

A dedicated team of experts, keeping your rollout on-time and on-budget.

Ongoing optimization

We stay tuned in to your changing needs, helping you maximize the value of your solution as your business evolves.

24x7 expertise

Your contact center is there when your customers call – and we're there whenever you need us.

On-site and online training

From go-live agent and supervisor training, to digital guides for new staff, to resources for continuing employee development, we empower your people to be their best.



Best-in-class tools. One integrated suite.

Webex WFO is a workforce performance suite with workforce optimization (WFO) at the core, maximized with enterprise-grade agent engagement and AI-fueled analytics tools.



Call recording

The clean and simple way to capture every customer voice – across every channel. Create a unified view of the customer, see the big picture with new clarity and leverage comprehensive voice-of-the-customer data to drive key business objectives



Quality management

Highly automated and efficient evaluation of 100% of your customer interactions. Shorten feedback loops and target training to drive better agent performance that directly improves customer satisfaction.



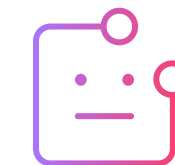
Workforce management

Smart forecasting, scheduling and admin tools that drive elevated WFM strategies. Efficiently predict and respond to dynamic customer call volume and deliver a consistently outstanding contact center experience.



Webex analytics

Sophisticated speech and text analytics engines that harness the voice of the customer—and intuitive outputs that bring that data to life. Leverage predictive and prescriptive insights to deliver value to sales, marketing, IT, product development and business development teams.



Bot analytics

A sophisticated chatbot analytics platform provides deep insights into the performance of your customer service chatbots and voice bots. Monitor and enhance your bots to ensure they deliver automated resolutions and top-notch customer experiences.



Suite-wide reporting

As part of the Webex WFO suite, insights provides blended, non-siloed reporting that enables you to seamlessly combine all your workforce engagement management (WEM) and customer interaction data from across the suite. This intuitive, self-service solution empowers you to visualize your Webex data through actionable reports and dashboards.

Request a demo

Learn more about how Webex WFO is revolutionizing the way organizations engage with their customers.

[Learn more](#)

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