

AgentView® Enterprise Goal Achieving Metrics™

The best way to define Goal Achieving Metrics is to start with a question. Have you ever been in a contact center and observed a readerboard containing six or seven metrics which are either all red or all green? Over the years we have seen a lot of red and green wallboards, which prompted us to find out why. Most people want to do the right thing but find themselves chasing down problems, creating reports and performing background tasks that keep them off the floor and not as involved as they know they should be. The wallboard is a casualty of this non-involvement --- an array of flat stats that don't really mean a lot. In fact, they are probably ignored.

A couple more questions to ask yourself as you look around your contact center.

- Are you certain that you are showing your team the best set of real time metrics?
- Are those metrics driving the desired actions by your team?

The most common answer to these questions is “I think so.” But most people aren't certain. It's that uncertainty which, if eliminated, can add thousands of dollars to the bottom line, either in the form of additional dollars or in the form of a lower cost per call, or both. Goal Achieving Metrics changes the answer to the above questions from “I think so.” to a resounding “yes!”

Centergistic Solutions has developed Goal Achieving Metrics to help ensure that contact center managers have the tools to put the best metrics in front of the people who need to know, wherever they may be. The concept was originated by Scott Davis, a former consultant, author and former owner of St. Louis-based Affinotec, a workforce management software manufacturer, who has worked with contact center managers for over 30 years. Through his efforts and expertise, we are able to work with customers to design metrics that are available in real time and which direct actions that can be taken in time to make an immediate impact on the performance of the center.

Centergistic Solutions offers a cross-platform real time analytics system that produces Goal Achieving Metrics. It's called AgentView® Enterprise and it can be currently found in over 3,500 contact centers all over the world. Centergistic's AgentView software is based on patented data collection, threshold and alarm, and display technology. It is the perfect conduit for Goal Achieving Metrics in that it will connect to virtually any ODBC data source and bring key data elements together. These metrics are formulated by combining raw statistics collected from various data sources, then adding filtering and alarms to form “Goal Achieving

Metrics™. These metrics are pushed to the appropriate people, wherever they are, via Blackberry or other wireless devices, a desktop alert ribbon or dashboard, or to a plasma display.

What does this mean to you? Goal Achieving Metrics are great enablers. They allow front line agents to self manage their time and efforts more effectively. They allow supervisors the mobility to walk the floor and have continual data to help them adjust behavior in real time. They give senior managers a unified desktop view of all performance without having to search for information in a variety of databases and applications. The economic benefits accruing from a well designed package of Goal Achieving Metrics can be quite impressive. As an example, a collections contact center with 100 agents was able to increase its collections per agent by over \$10,000 per year. A customer operation with 40 agents was able to increase its first contact closure rate by 10%, resulting in annual savings in excess of a quarter of million dollars.

Goal Achieving Metrics are real and attainable. Our customers can rely upon our years of experience in the contact center to help them craft a set of metrics that will directly impact performance in the areas where improvement is needed. Then we make sure those metrics are communicated in the best possible way to get results in real time.

Goal Achieving Metrics with AgentView is a combination that is saving contact centers significant dollars every day.

“Put our AgentView back up!”

-Team Lead at major financial services organization, describing her team's reaction when AgentView was temporarily brought down due to a server change.

About Scott Davis: Scott Davis comes to Centergistic after a successful tenure as co-founder of Customer Cubed, a St. Louise-based consultancy firm where he conducted numerous contact center management assessments and performance improvement projects for operations ranging in size from 25 agents to 7,000 agents throughout the world. Davis is also co-author of From Cost Center to Profit Center containing Case Studies showing how companies, through strategic changes in the way they managed Customer Experience were able to improve their profitability and market value. Prior to these positions, Scott was founder and president of Affinotec, a pioneer in workforce management solutions. Scott has been in contact centers since 1971, when he was instrumental in the development and deployment of one of the first agent forecasting and scheduling systems used to schedule Bell System Operators.

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