

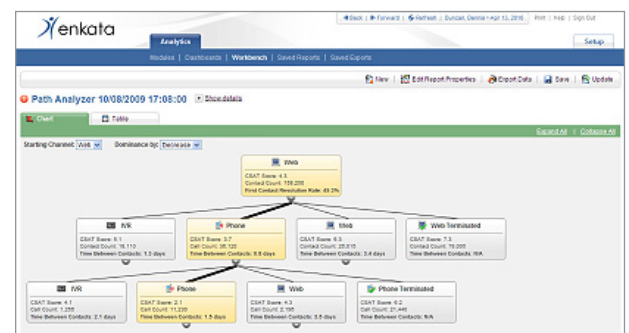
# Gain a 360 Degree, Cross-Channel View of the Customer Experience

Sequence the Entire Customer Experience Across All Channels

How customers communicate with the companies they do business with has changed over the years. In the past, the phone was the main vehicle for customer interactions. Today, customers demand that you engage with them on their terms – through their preferred channel, such as the web, email, or chat. These new channels provide customers the flexibility to communicate in the most convenient way, while enabling companies to improve operational efficiency. What are the implications for contact centers? They still need to offer the highest-quality customer experience – but they also need to analyze the customer journey across all channels.

Enkata's Cross-Channel Analytics solution – a key component of Enkata's full suite of workforce optimization solutions – enables contact centers to clearly understand customer interactions across channels by providing a complete, 360-degree view of the customer experience. The solution monitors customer interactions across every channel using a common set of contact reasons so you can analyze channel preferences, compare channel resolution rates, and proactively discover weak links in your customer experience.

By tracking every interaction that each customer has with a given company, and across all channels, Enkata delivers insights on key trends. For example, you can clearly understand good and bad outcomes and where opportunities lie for improvement and growth. You can also identify agent knowledge gaps and training opportunities – and based on this information, take the next step to improve the customer experience and overall operational efficiency.



*Understand, Optimize and Improve the Entire Customer Experience Across Channels.*

As a part of the Enkata Analytics Enrichment Engine, our Cross-channel Analytics can help you analyze customer interactions that occur via phone, IVR, email, online chat, and at retail locations and social media channels; in this way, it delivers unique, actionable information that you can use to improve customer satisfaction, increase operational efficiency, and optimize marketing and sales effectiveness.

## Gain Visibility throughout the Customer Experience with Cross-channel Analytics

- Link customer interactions and gain visibility across all touch-points
- Discover weak links in your services to improve the customer experience
- Identify opportunities for increased self-service

## A Comprehensive Cross-Channel Analytics Solution

Enkata's Cross-Channel Analytics solution gives you integrated functionality across Enkata's full suite of workforce optimization solutions that supports:

- **Customer experience analysis:** Gain functionality to perform contact analysis, contact resolution, and voice of the customer analysis so you can optimize people and process performance and boost customer satisfaction and process efficiencies.
- **Performance management:** Leverage a set of analytics and performance analytics applications designed to systematically track and improve agent performance, productivity, and compliance.
- **Quality management:** Enhance traditional QM functionality by incorporating advanced analytics, automated workflows, and integrated performance management.
- **Continuous improvement:** Gain insightful information about policy and procedure deviations so you can adjust business processes, as well as performance management capabilities designed to enhance agent behavior through better informed coaching and training practices.

## Why Enkata

Only Enkata integrates cross-channel analytics into a unique Next Best Action Framework. This closed-loop system provides managers and supervisors with desktop proficiency information that informs coaching and training efforts, as well as possible process and policy changes. You gain the visibility you need to:

- **Drive up self-service resolution rates:** Identify opportunities to increase resolution rates in self-service channels and avoid subsequent costly agent contacts.
- **Improve the customer experience:** Map the entire customer contact sequence from agent-handled calls, IVR, websites, email, chat, retail locations, and social media. Track and improve First Contact Resolution (cross-channel) to deliver a "one and done" experience across any channel.
- **Increase customer engagement:** Understand how different customer segments interact with different channels by contact type so you can determine the optimal service offering for each type of customer.

## Part of Enkata's Full Suite of Workforce Optimization Solutions

Enkata's Cross-Channel Analytics is part of our full suite of workforce optimization solutions which encompass our unique Action Analytics platform that turns customer contact and agent performance data into actionable insight. Enkata's full suite offers a complete set of customer experience analytics, workforce analytics, and performance management products for contact center and claims processing operations, supporting performance management, coaching, quality assurance, claims and order processing, root cause analysis, and voice-of-the-customer insights.

## Learn More

With Enkata's Cross-Channel Analytics, you gain the visibility you need to improve self-service rates, increase customer satisfaction, and provide a consistent customer experience. To learn more about how we can help you, contact us at 650.453.3800, or visit us online at [www.enkata.com](http://www.enkata.com).

## About Enkata

Enkata is a leader and innovator in cloud-based customer experience analytics. Our solutions give customer-centric companies visibility into the entire customer experience across each customer touch point – social, self-service, live assistance, and retail sales and service operations. Customers achieve impressive gains in customer service industry rankings while reducing the cost to service each account. Enkata's full suite of workforce optimization solutions is a set of analytics-powered solutions that capture unstructured data from voice and desktop sources used to improve operational process and employee performance. Fortune 100 companies trust Enkata to examine millions of customer interactions each day, ensuring that each is delivering value to their customers. For more information, please visit [www.enkata.com](http://www.enkata.com).



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