

Agent Desktop Activity Tracking for Continuous Improvement

Identify and eliminate bad habits and skill weaknesses that are driving up costs and customer dissatisfaction

Inefficient desktop behaviors typically consume 5-10% of an employee’s productivity – and those wasted seconds can cost your business millions. While monitoring 2-10 calls a month per employee can improve service quality, such small samples can’t help you see underlying problematic behavior patterns. How many millions of dollars in lost productivity can you afford to waste?

With Enkata Desktop Analytics, you can uncover employee desktop usage issues before they become a problem – and boost your bottom line at the same time.

Enkata Desktop Analytics, part of Enkata’s full suite of workforce optimization solutions, gives you complete visibility into each employee’s desktop during every customer interaction. Using a thin client installed on the desktop, the software automatically tracks 100% of employee desktop activities as they use applications, screens, and functions; extracts relevant data from the applications they use; and stores information within the Enkata Customer Interaction Cloud.

Insights obtained from the data enable you to identify knowledge gaps and training opportunities, as well as improve the customer experience and overall operational efficiency. You can compare desktop performance against peers, track processing accuracy and quality, monitor compliance and compare it to processing practices and policies, and track rework and adjustment rates. Enkata Desktop Analytics also alerts you to the underlying behaviors and application issues driving good and bad employee performance.

Capture and Analyze Every Keystroke for Targeted Coaching

Small but critical differences in work behaviors, such as typing speed, use of quick keys and note pads, and navigation paths through screens, often separate the most efficient employees from the rest. Until now, it’s been nearly impossible to identify these inefficient behaviors.

Enkata Desktop Analytics tracks 100% of desktop activities, alerting you to the underlying behaviors and application issues driving up your costs. Enkata’s Activity Tracker, which captures every click and keystroke, gives you the visibility

Training / Knowledge	Agent Score	Agent Metric	Best Practice	Drill
▶ # apps opened	✘	5	3	🔍
▶ # of applications closed	✘	5	2	🔍
▶ # of applications accessed	⚠	4	1	🔍
▶ Focus shifts/call	✘	16	5	🔍
▶ # scrolls/call	✔	21	5	🔍
▶ No activity time	✔	10	12	🔍
▶ Use of knowledge base	✘	0%	25%	🔍
▶ Dissatisfaction	✘	0	16	🔍
▶ Understandability	✔	5%	15%	🔍
Application Proficiency				
▶ Follows best practices	✔	33%	90%	🔍
▶ Use of quick keys	✘	0	100%	🔍

Target individual behaviors that impact productivity and customer satisfaction.

Why Enkata

Only Enkata integrates desktop analytics into a unique Next Best Action Framework to drive systematic improvements in employee performance:

- Track agent activity on every call...or between calls.
- See how desktop application use can increase AHT and agent frustration.
- Pinpoint agent behaviors for coaching and training.
- Identify the habits that impact efficiency and drill directly to coachable examples.
- Stop risky behaviors right away and receive alerts on compliance violations.
- Improve your processes and applications.
- Discover the barriers to efficient, effective service and quantify the savings to fix them.

you need to know exactly how and where to coach and train each employee for improvement.

Gain New Customer Insights

Desktop behavior data can reveal valuable information about customers during interactions. Employees often look up customer accounts using a CRM application showing information such as customer demographics, status, and products and services purchased. Information that can be easily captured and associated with an interaction.

Monitor Desktop Application Usage

Enkata Desktop Analytics identifies which applications are used and how much time agents spend using each one. This information lets you identify knowledge gaps (for example, taking longer than average to use a knowledge database). You can also uncover application problems, such as web pages that take too long to load. Application performance issues can extend average handle time (AHT) and lower customer satisfaction.

Protect Sensitive Data

Protect sensitive and private data by stopping and starting screen recordings based on desktop actions. For example, when Enkata Desktop Analytics identifies that an agent has entered the customer verification screen, it can stop recording and resume it after the sensitive information has been entered.

Deploy Quickly and Get Results Right Away

Enkata Desktop Analytics can be deployed in less than two weeks; it's simple to deploy because no integration is required. Leverage the prepackaged desktop behavior modules as soon as the application starts capturing data, and then tailor behavior modules to track additional, specific behaviors that matter most to your contact center or back-office operations.

Part of Enkata's Full Suite of Workforce Optimization Solutions

Enkata's Desktop Analytics solution is a part of our full suite of workforce optimization solutions, which encompass our unique interaction 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 Desktop Analytics, you gain early visibility into CSR desktop skills and behaviors so you can take swift action to improve customer satisfaction and lower operating costs. To learn more about how we can help you, contact us at 650.453.3881, or visit us online at 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.



1300 Island Drive
Redwood City, CA 94065
www.enkata.com

Direct 650-453-3881
Fax 650-453-3899