

# Cention reports

Cention Reports is a powerful tool for viewing and controlling what goes on in the contact center. The module makes it possible to extract statistics in real time to help you to measure and optimize all processes within the call center. Reports can be created to analyze different types of statistics. Amongst other things, you can look at:

- Number of incoming tasks and when they arrive.
- Average response time (customer SLA experience).
- Handling time (agent handling time) and average handling time.
- The task return rate and generation of follow-up questions (efficiency of the center).
- Number of tasks handled by each agent.
- SLA

Statistics can be fine-tuned. You can measure and compare the performance of a certain group of agents, a specific agent or queue, or a combination of these criteria. You can create reports that will be emailed to you, for example every Monday you want last week's SLA report to be sent to you to see how many queries that was replied to within the SLA and how many that was replied to too late.

Reports can also be based on classifications such as happy client, unhappy client, complaints, antichurn, or whatever else you choose, thanks to Cention Contact Center's comprehensive 3 level classification system. Reports can be generated at the touch of a button and can be shown in your preferred scale, ranging from seconds up to months and years. They are available in a wide set of formats, including tables and graphs, PDFs and spreadsheets, and can be viewed directly or downloaded. Everything is available in real time.

All incoming and outgoing tasks and actions are saved in the Cention Contact Center database, which makes it possible to go back and review tasks from the very beginning. This is a tool that makes it easy to measure KPI and SLA fulfillment for any area of customer – geographical or otherwise – handled by the contact center.



Although our various standard reports cover most client needs, custom reports can easily be set up, for example to show how many times a certain answer from a library has been used, or how many times the system has automatically suggested the right answer to an agent. These reports make it easier to create resource plans, as you can see trends in system traffic and predict busy periods in your customer center. Through the export functionality in the product, this data can quickly be imported into a resource-planning system, although you will find that your operation can be planned and structured using just the reports.

*Cention Reports* has been developed in close co-operation with clients, to meet the demands of managers in their daily work.

We are proud to say that we have been verified by certified coordinators and *Cention Reports* is proven to have all the tools necessary to keep a contact center COPC-compliant.

