



# The Connection Between CCaaS Solutions and KPIs

AVANT

---

BY JOHN PAULLIN | APRIL 2023

Complimentary report provided by:

NetSharx

AVANT



# THE SOLUTION IS IN THE DETAILS

## Having the CCaaS Conversation

We at AVANT have been emphasizing the benefits of Contact Center as a Service, or CCaaS, for years. The elimination of pesky hardware and software maintenance contracts and end-of-life deadlines, as well as the ability to scale as agent headcount fluctuates, are strong indicators that CCaaS is a logical choice for an organization. CCaaS solutions often come with features like global reach, pre-built CRM (Customer Relationship Management) integrations, AI (Artificial Intelligence) solutions, and a plethora of digital- communication channels like chat and SMS.

The list goes on, and while these many benefits are certainly important to consider, features alone are not what will convince stakeholders to adopt a CCaaS platform. It takes a deeper level of inquiry to identify what metrics matter most to an organization, as well as how a modern CCaaS solution can positively impact those key metrics. This, in turn, helps answer why adopting a CCaaS solution might be in the best interest of a company.

Complimentary report provided by:

**NetSharx**

**AVANT**





**Let's examine some of those common KPIs.**

Fundamentally, all contact centers are focused on KPIs that measure one or more of the following:



Productivity



Quality



Performance

**Which in turn influence:**



Costs



Revenue



Customer Experience



Complimentary report provided by:

**NetSharx**

**AVANT**



As the IT decision-maker for an organization, now is a good time to look at some of the actual KPI numbers to begin identifying areas for improvement. If productivity, quality, and performance are our starting points, then together, the Trusted Advisor and IT decision-maker(s) can now dive deeper to understand exactly what goals – and related KPIs – the organization in question is (or should be) focusing on. The following chart provides examples of some common KPIs that a CCaaS solution could potentially impact.

Productivity	Quality	Performance
Calls (interactions) per hour	Service level	Customer save rates
Average handle time	Quality evaluation scores	Sales rates
Average wrap time	% of complaint calls	Number of new leads sourced
Average time to answer	Customer survey results	New customers acquired
First contact resolution	E-learning test scores	Identification of operation issues
% of calls handled by IVR and web	Appropriate use of wrap-up system	Identification of competitive challenges
Occupancy rate	Adherence to policies / procedures	
Abandoned call rates		



Complimentary report provided by:

**NetSharx**

**AVANT**

# 3 COMMON KPIS CCAAS CAN POSITIVELY IMPACT

## Productivity + CCaaS

One of the most common KPI “buckets” that CCaaS technology can impact are those that measure productivity. If the focus is on improving a contact center’s productivity, often measured by the number of calls taken or lost, as well as the time spent answering and resolving customer concerns, then the capabilities that CCaaS brings to the table will likely be of service. Of course, productivity is a broad KPI category that can be narrowed down to a more specific goal, and therefore, a more specific KPI. Let's look at some examples.

### Average Speed to Answer

We will begin with one of those specific productivity KPIs – Average Speed to Answer (or ASA). This measures how long it takes for an agent to answer an inbound customer call, including the time a customer spent waiting on hold while in queue. Consider the fact that customer service numbers are typically toll-free, meaning the caller is not charged a per-minute rate, but the company certainly is. Additionally, the longer the hold time is for the customer, the higher the chance their sentiment will turn negative. That is why keeping the ASA as low as possible is in everyone’s best interest.

**How can a CCaaS solution help to reduce ASA?** One strategy involves implementing a simple feature available with most modern CCaaS solutions called *Queue Call Back*. As the name implies, a caller can choose to save their place in the queue and receive a call back from an agent when one is available. The caller hangs up, thus stopping the toll-free meter from running. Depending on the chosen CCaaS vendor, the option for a caller to schedule a call back may be available to configure. Regardless, the benefit is twofold. The customer gets to move on with their day, and the contact center spends less on toll-free charges.



Complimentary report provided by:

NetSharx

AVANT

Another option is to deflect as many calls as possible using self-service solutions (like a well-built online knowledge base, chatbots, or voicebots), digital channels (like SMS or live chat with a human agent), and social channels (like Facebook and Twitter). Deflecting phone calls with one of these methods can free up the phone channel for more complex interactions, which are typically less frequent. With fewer phone calls, as well as enabling Queue Call Back, ASA should decrease.

## Occupancy Rate

Another productivity KPI to reflect upon is the contact center's Occupancy Rate. We define Occupancy Rate as measuring the amount of time it takes for an agent to actively assist a customer, as well as finish post-call wrap-up work. Wrap-up includes taking notes and completing other steps in the workflow before fielding another customer interaction. While agents should obviously be working more often than not, a very high Occupancy Rate can lead to agent burnout, and ultimately agent attrition. It is also indicative of having too few agents for a given shift. While not a universal truth for all verticals and companies, an Occupancy Rate of 75% tends to be the benchmark, i.e., agents working for 45 minutes of every hour.

**How could a CCaaS solution impact Occupancy Rates?** So, we know that an Occupancy Rate that is too high can have negative consequences. As mentioned, this can look like agent burnout for some, or poor workflow management for others. This is often revealed if agents are spending too much time on specific steps, like searching for the answer to a customer question or detailing the call in their wrap-up documentation. On the other hand, a dramatically low occupancy rate could mean agents are not adhering correctly to their schedule or the organization is overstaffed. An AI-powered Workforce Management (WFM) solution could be the answer.



Complimentary report provided by:

NetSharx

AVANT



All major CCaaS vendors either partner with or offer their own proprietary WFM features. These tools help supervisors to staff their agents in the most efficient manner, balancing Occupancy Rates with SLA targets and illuminating areas to introduce a better workflow to achieve improved results. Furthermore, AI built into the WFM modules uses historical and real-time data to improve forecasting accuracy. To help these optimally scheduled agents in their daily operations, an organization could consider introducing tools like real-time AI assistants to serve up the right information at the right time and automate end-of-call wrap-up work! This can help save valuable time for companies and aid them in reaching the optimal Occupancy Rate. More on AI assistants later.

The bottom line? If you're an IT decision-maker looking for a change, talk to your Trusted Advisor, who can help dig into your productivity metrics and use their knowledge of CCaaS technology to pinpoint where efficiency gains are to be had.



Complimentary report provided by:

**NetSharx**

**AVANT**



## Quality + CCaaS

Quality is possibly the most obvious KPI to consider for many businesses, but it is a general one to be sure. At the most basic level, it answers the “How are my agents doing?” question. However, it can be difficult to quantify as a broad goal. Once again, that is why it is helpful to break down the goal into something more specific that can be tracked, monitored, and ideally, improved! Remember, these metrics are often the result of the response from the organization’s end customer, as they are the ones whose opinions matter the most in this instance.



Complimentary report provided by:

**NetSharx**

**AVANT**

## Customer Satisfaction

While customer satisfaction can be measured in many ways, one of the more typical methods is to capture a customer's response via post-interaction surveys offered over the phone, via email, SMS, or at the conclusion of an online chat session. While numbers vary across industries and verticals, CSAT survey response rates tend to fall between 10-30%.

**How can a CCaaS solution impact Customer Satisfaction?** Modern CCaaS solutions offer another means of measuring customer satisfaction – sentiment analysis. Using Natural Language Processing (NLP) and Natural Language Understanding (NLU) technology, contact center leaders can essentially “see” customer emotion, either in real-time or as a recording, through a visual dashboard that monitors all phone calls and other digital channels. Moments perceived to be negative because the customer used harsh language or had an annoyed tone of voice are indicated by a symbol such as a sad emoji or a thumbs down. Positive and neutral moments have different symbols. Rarely do people complete CSAT surveys when they are happy. With sentiment analysis, a supervisor can see a customer's response along the entire spectrum of emotions.

Using this information to coach agents and/or redesign workflows can pay dividends through happier, repeat customers. To differentiate one's brand through top-tier customer service, a company needs as much data as possible to derive insights from, and modern CCaaS platforms with sentiment analysis offer those capabilities. Sentiment analysis software is typically baked into a modern CCaaS solution or is available as a feature add-on (either proprietary or a 3<sup>rd</sup> party).

Complimentary report provided by:

NetSharx

AVANT



### **How else can a CCaaS solution impact Customer Satisfaction?**

Going hand in hand with sentiment analysis software, AI-powered agent assistants are often baked into the native CCaaS agent interface and are available as a bundled or add-on feature. These tools can provide real-time guidance to human agents interacting with customers, by phone or a digital channel. This can come in the form of on-screen messages advising an agent to slow their rate of speech or cease interrupting the customer, as well as knowledgebase lookups that save the agent time researching the answer they need. While human supervisors cannot actively listen to 100% of their agent's calls, CCaaS with Agent Assist software certainly can, expediting agent ramp-up time and optimizing coaching/education initiatives. Human agents make up the majority of the cost of a contact center, so efforts to develop talent can help lower agent attrition rates and increase customer satisfaction results, both of which contribute to a business's overall revenue.

The bottom line? It is important to understand the strong connection between the customer experience (CX) goals of an organization and the CCaaS features that can offer the answer to achieving those goals. Adopting a CCaaS platform with the right features unlocks the power to separate one's brand from the competition through premier customer service capabilities.



Complimentary report provided by:

**NetSharx**

**AVANT**

## Performance + CCaaS

If an improved workforce is the main KPI category an organization is hoping to hit, it is likely that the organization is seeking sales- and marketing-focused improvements. This is helpful information as the stakeholders and Trusted Advisor navigate the vendor-selection process to find the right provider for the technology framework. That said, customer retention in the customer service contact center is also a measure example of a performance KPI.

## Data Analysis

As we all know, sales is a numbers game. For organizations with inside sales teams, as well as those that engage in some form of marketing outreach, minimizing costs and maximizing revenue is the name of that game. And the truth is that data is going to be the one of the true equalizers in understanding performance.

**How can a CCaaS solution help improve data analysis?** If an organization does not possess the technology to automate and optimize sales and marketing outreach across a variety of voice and digital channels, CCaaS is the clear solution to making this possible. With the ability to integrate with a vast number of data sources, including many CRMs and ERP (Enterprise Resource Planning) systems, modern CCaaS solutions provide a wealth of data analysis tools to help adopters measure their performance. For example, telephone outreach campaigns can be designed more efficiently using historical and real-time data to determine on a granular basis (typically hourly) the best ratio of outbound calls per agent to connect as many callers to agents as possible and increase the likelihood of a sale. Similar analytics can be conducted on digital campaigns (predominantly email and SMS).



Complimentary report provided by:

NetSharx

AVANT



## Customer Acquisition

One of the cutting-edge technologies entering the scene allows adopters to document in real-time a website (or mobile app) visitor's "journey" through the interface. If an organization generates at least some of their sales through e-commerce on their website, tracking visitor activity is important. Seeing things like abandoned digital shopping carts or pages with the highest bounce rate can help an organization identify where they are missing sales revenue. As sales is the lifeblood for any company, increasing sales performance is a never-ending objective.

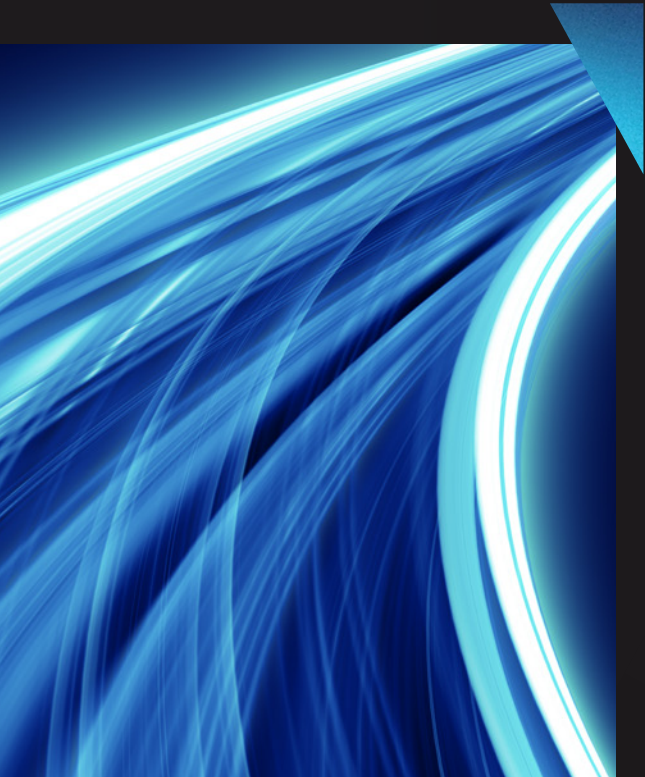
**How can a CCaaS solution impact customer acquisition?** Exploring CCaaS solutions that enable organizations to predict with growing accuracy the right moment to strategically offer a chatbot or a knowledge-based article to the website viewer can be a game changer. A well-timed "nudge" can make all the difference in inspiring a customer to stay on a website longer and even make a sale. Furthermore, integrating various data sources can generate not only a well-timed chatbot but one that tailors its messaging to the website visitor. For example, "Hello, John. Welcome back! Are you interested in purchasing item XYZ again?" New customer acquisition rates will increase, as will customer satisfaction results, due to the enhanced customer service these personalized engagements facilitate.



Complimentary report provided by:

NetSharx

AVANT



## KPIs – The CCaaS Solution is in the Details

While the topic of KPIs can be quite dry on its own, the fact of the matter is that key performance indicators are extremely important. Not only do they provide measurable financial justification for a CCaaS solution through an ROI analysis, but they also present opportunities to discuss the art of what exactly is possible.

For IT decision-makers embarking on their journey, it is helpful to ask the “what if” questions to generate ideas. “What if we had the ability to shave 30 seconds off our live agent phone calls by gathering basic information upfront via voice or chatbot while the customer is on hold?” “What if we could proactively offer a coupon via a well-timed chatbot to an eCommerce prospect who had had an expensive item in their shopping cart for 30 minutes?” Talking KPIs may not exactly be your idea of a good time, but as is often the case, the solution is in the details. Sometimes, you just need to dig deeper and ask the right questions to find it. Fortunately, that is where a Trusted Advisor, backed by the support of AVANT, can lend assistance and help stakeholders make an informed CCaaS purchase decision.



Complimentary report provided by:

**NetSharx**

**AVANT**