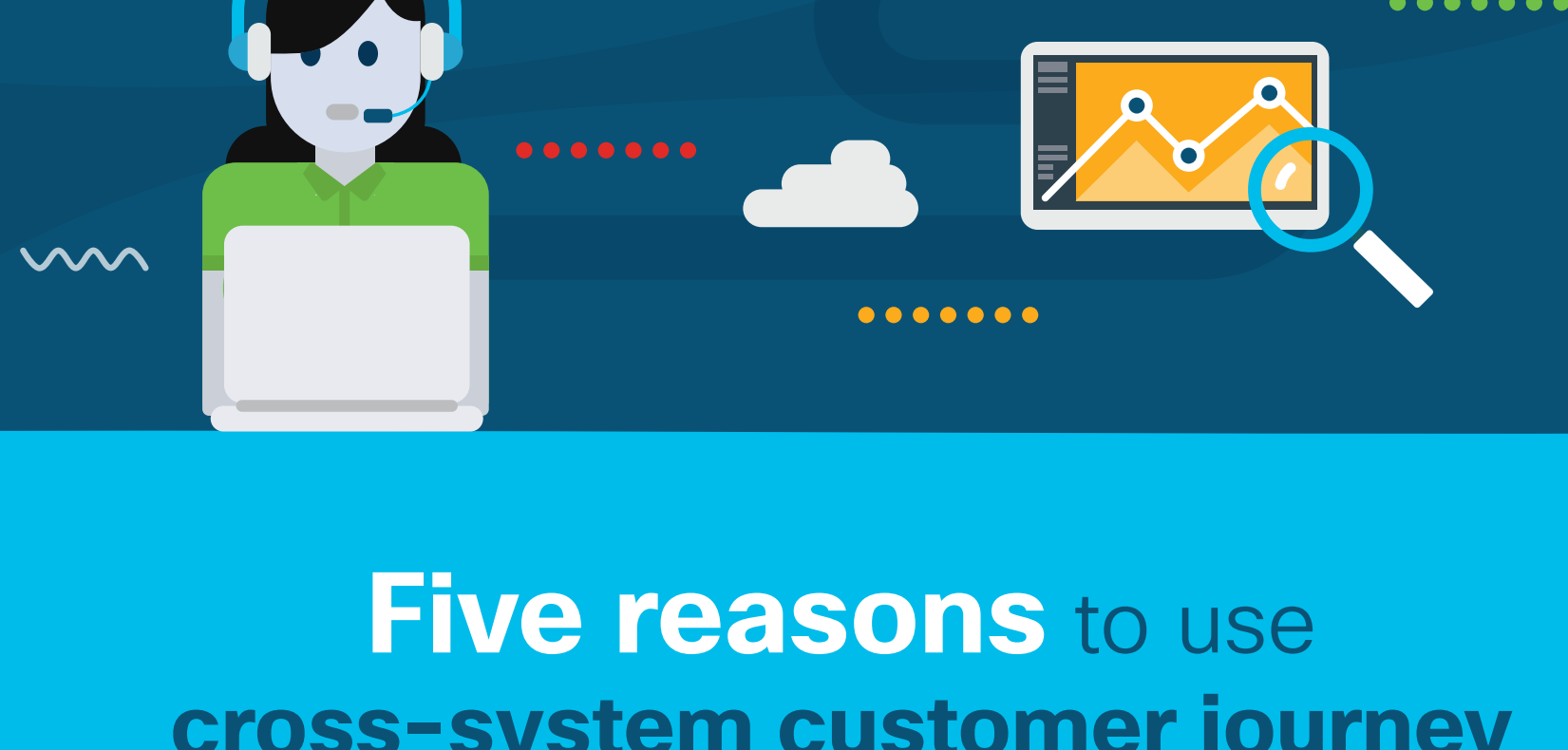


Cross-System Customer Journey Analytics



Five reasons to use cross-system customer journey analytics to improve your:

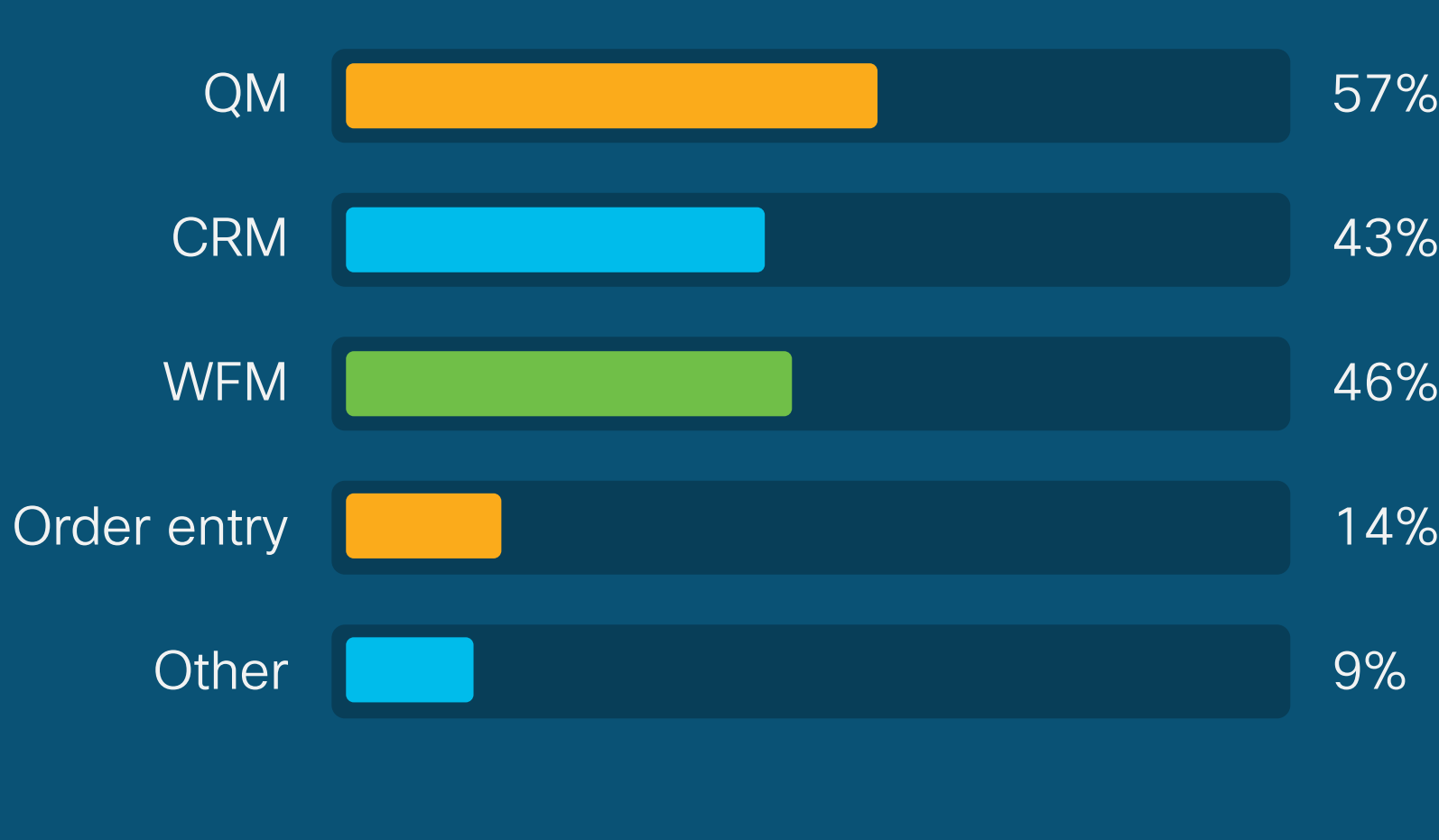


1



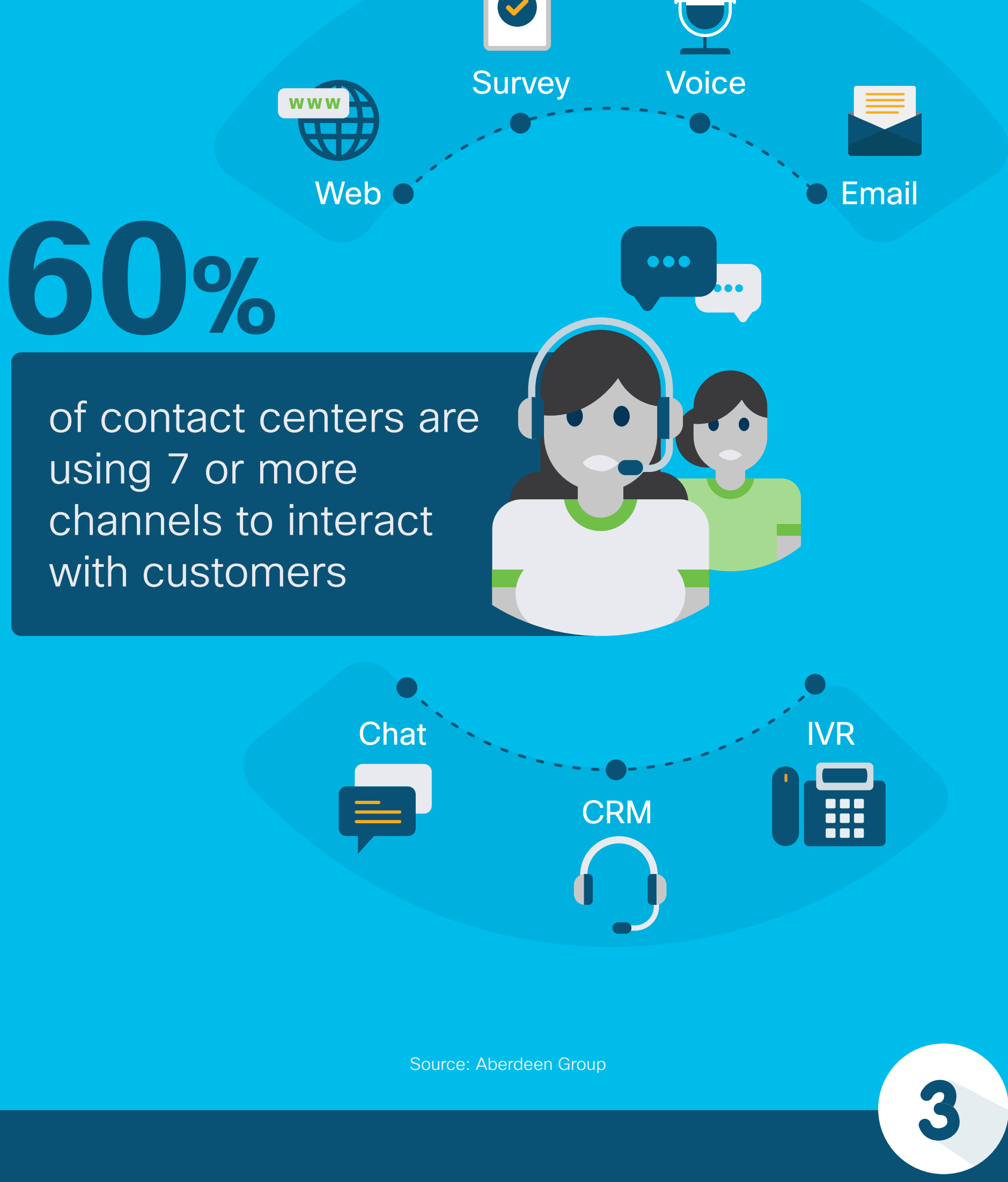
91%

of contact centers use multiple contact center systems or applications to track and measure agent performance



Source: Contact Center Pipeline

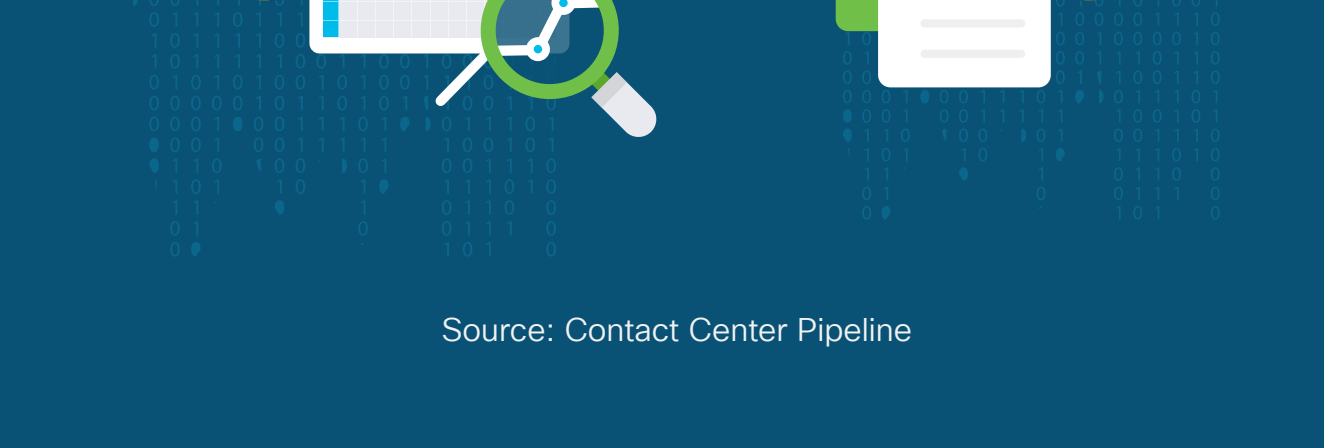
2



Source: Aberdeen Group

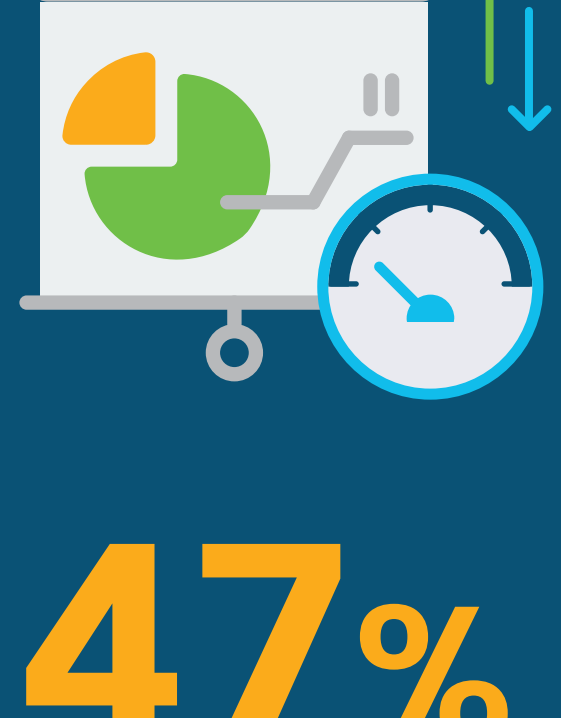
3

35% manually **integrate data** using spreadsheet software, and **10%** say the data is not integrated at all



Source: Contact Center Pipeline

57% say this prevents them from producing timely or accurate analysis



47% say it takes as long to gather the data as it does to analyze it

Source: Aberdeen Group

4

The **top 3** routing strategies used by companies do not take into account the **real-life performance of agents**



Source: Contact Center Pipeline

5

Yet best-practice organizations that use analytics cite over **6 benefits**, including



Source: Aberdeen Group

Cisco® Webex Contact Center



Cross-channel and cross-system analytics that predict customer need and connect each customer to the agent with the best performance record to meet that need

Learn more about the

Cisco Webex Contact Center