Dialogic® Digital IVR Reporting and Analytics

Simplicity and convenience. It's the mantra of good customer service. Create customer experiences that are intuitive and efficient, and customers are more likely to remain loyal customers. With Dialogic's Digital Interactive Voice Response (IVR) platform, organizations can optimize and personalize their customers' QoE using powerful, built-in reporting and analytics capabilities that leverage real-time call center data, from caller IDs to detailed IVR call flows.

The Dialogic Digital IVR reporting and analytics environment features intuitive dashboards, simple "drag-and-drop" commands, and familiar SQL queries to provide real-time insight into IVR experiences. Armed with actionable information, organizations have the power to improve customer service, including via:

- Shorter call durations
- Higher percentage of first-time resolutions
- Better IVR menu choices
- Fewer fallouts and operator outs
- Better network performance through real-time monitoring and alerts
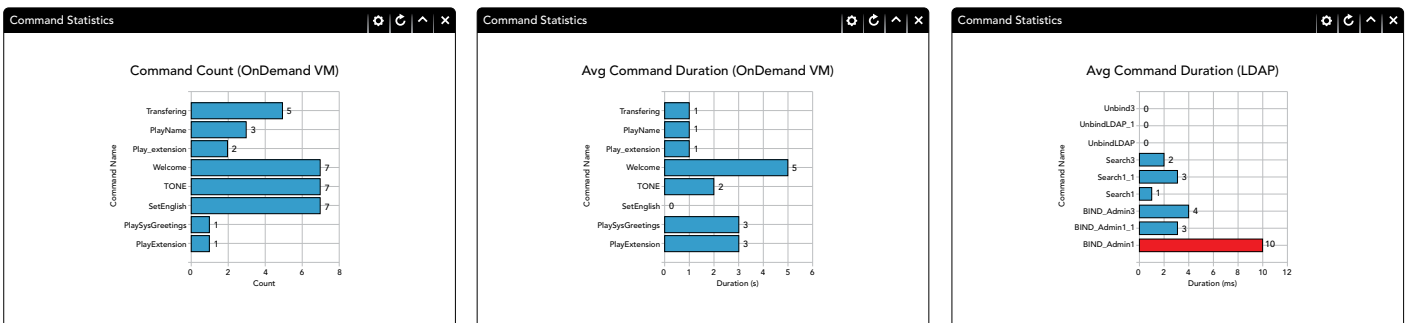

Real-Time Data Collection

The Dialogic Digital IVR platform collects real-time data for IVR calls and applications that can be used to power live reports, dashboards, and analyses. The types of data collected include caller IDs, call durations, menu selections, fallouts (i.e., where a customer hangs up), operator outs (i.e., where a customer opts to speak to a live operator), call volumes, peak traffic times, and more. Organizations can also merge Dialogic Digital IVR's real-time data with existing data sources such as online customer data to support omnichannel marketing efforts.

Real-Time Reporting with Dynamic Dashboards

Dialogic Digital IVR's dynamic and configurable dashboards deliver real-time information on call center traffic, IVR applications, network conditions, and more. Each dashboard can be composed of multiple screens, or *dashlets*, featuring specific data "slices," such as call durations or menu choice selections. Dashlets can be added to a dashboard through a simple, intuitive "drag-and-drop" interface that allows complete customization, even by non-programmers.

Dialogic Digital IVR features a series of standard, pre-built dashlets that include:

- **Server Activity** – Displays the computer processor usage (CPU), memory, and status for each element/server in the IVR environment
- **Port Activity** – Displays the number of calls on any port at a given point in time
- **Command Statistics** – Displays the number of times that an IVR menu command is selected
- **Average Command Duration** – Displays how long it takes each menu command to execute
- **Application Traffic** – Displays the number of calls processed by each application
- **Application Menu Options** – Displays menu selections made by each caller, as well as the duration for each selection
- **DNIS Traffic** – Displays the call traffic for each dialed number identification service (DNIS)
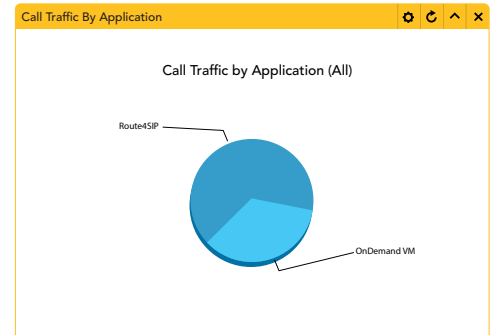
Users can drill down into the dashlet data to answer specific questions, such as "*How long are service calls taking?*", or "*Where are customers spending the most time in the menu?*" In addition to the preconfigured dashlets, users can create their own dashlets from a wide variety of information elements.

Ad Hoc Analytics

In addition to the pre-built and customizable dashboards, organizations can perform ad hoc queries on real-time IVR data using standard SQL query tools or through a variety of popular third-party business intelligence tools. Ad hoc analyses enable users to dig deeper into their data to uncover hidden trends and improve customer experiences across a multitude of customer service touchpoints.

Examples of ad hoc analyses could include:

- How does customer age/income/region affect IVR menu choices?
- What are the customer characteristics that can predict "operator out" selections?
- Do customers who fall out of the IVR menu immediately re-engage on other service channels, such as online chat?

Real-Time Alerts, Alarms & Troubleshooting

While real-time reports can be helpful, the reality is most organizations do not proactively search for issues on their dashboards. Instead, they depend upon real-time alerts and network alarming tools to resolve network issues quickly. Because the Dialogic Digital IVR platform collects important, real-time information about traffic conditions, delays, and other network conditions, many organizations choose to import that data into their existing network monitoring environments through Dialogic Digital IVR's built-in SNMP API.

Dialogic Digital IVR data can be easily integrated into any open-source SNMP platform. Organizations can also opt to use the monitoring/alarming tool that is packaged with the Dialogic Digital IVR platform. Both options provide real-time monitoring and alarm/alert capabilities that can help organizations detect and resolve network issues before customer experiences are impacted.

IVR Reporting: Information Elements

The Dialogic® PowerNova™ reporting environment can provide statistics and insight into service, application and system performance. Using Dialogic Digital IVR's extensive and flexible reporting capabilities can reduce the need for test scripts or active monitoring of IVR call trees. Statistics generated by actual traffic can be used not only for assessing customer QoE, but also to help in optimizing call flows, as well as real-time troubleshooting.

The following Information Elements are automatically configured for the creation of customizable dashlets and dashboards within the Dialogic Digital IVR environment.

General Application Elements

These reports can be used to provide insight on the customer quality of experience (QoE) and ways to optimize IVR behavior. Specific calling party information includes:

- ANI (automatic number identification)
- Application name
- Caller ID
- Cause code
- Connection time
- DNIS (Dialed Number Identification Service]
- Duration [entire call]
- End time – [end of overall call flow]
- Inbound/outbound calls [to live agent]
- Port ID
- Seize time – [from receipt of call to answer]
- Switch ID
- Trunk ID

Specific Application Elements

These information elements can provide insight and information on how customers are navigating an IVR call flow:

- Application name
- Attribute data
- Attribute name
- Duration – [duration for a specific call flow module]
- Hang Up – [Identifies the execution block where a customer ended a call]
- Icon name – [module icon tag that a call has traversed]
- Icon type
- Next icon – [Identifies which option a customer has selected in the call flow]
- Sub application
- Time into the call – [duration from call start to time block was executed; tracks how long it takes a customer to reach a certain point in the call tree]
- Time of data

Port Activity Elements

Port activity information elements can be used to provide an understanding of traffic load and to help drive capacity planning activities. For example, port activity can help determine when critical capacity, peak usage, and other parameters on the system are reached, and be used for capacity management and to determine the types of devices customers are using. Port activity information elements include:

- Active
- Call manager ID
- End call time
- Port ID
- Seize time
- User agent ID

Server Activity Elements

These information elements can provide system-level capacity management metrics to help verify that a physical or virtual platform is properly sized:

- CPU
- Device name
- Event time
- Free disk
- Free memory
- Server ID
- Socket
- Switch ID

Database Support

Dialogic Digital IVR supports the following database platforms:

- Microsoft SQL Server

Real-Time Alarms/Alerts

The following alarms/alerts are provided as part of Dialogic Digital IVR's native troubleshooting environment:

- PowerNova manager up/down notification
- Server CPU usage

About Dialogic® Digital IVR

Highly advanced, powerful and easy-to-use, the Dialogic Digital IVR solution from Dialogic is deployed in more than 95 countries including over 250 carrier networks and 15,000 enterprises. Dialogic Digital IVR drives better customer engagement through hundreds of pre-built and customizable applications, unified messaging and rich multimedia tools, intelligent routing, built-in analytics/reporting and sophisticated customer self-service capabilities. Designed to integrate seamlessly with an existing network infrastructure, and fully compliant with the IMS/LTE standards of the next generation of communications, Dialogic Digital IVR is the simplest, smartest path to better customer conversations.

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