

Webex Contact Center Expert

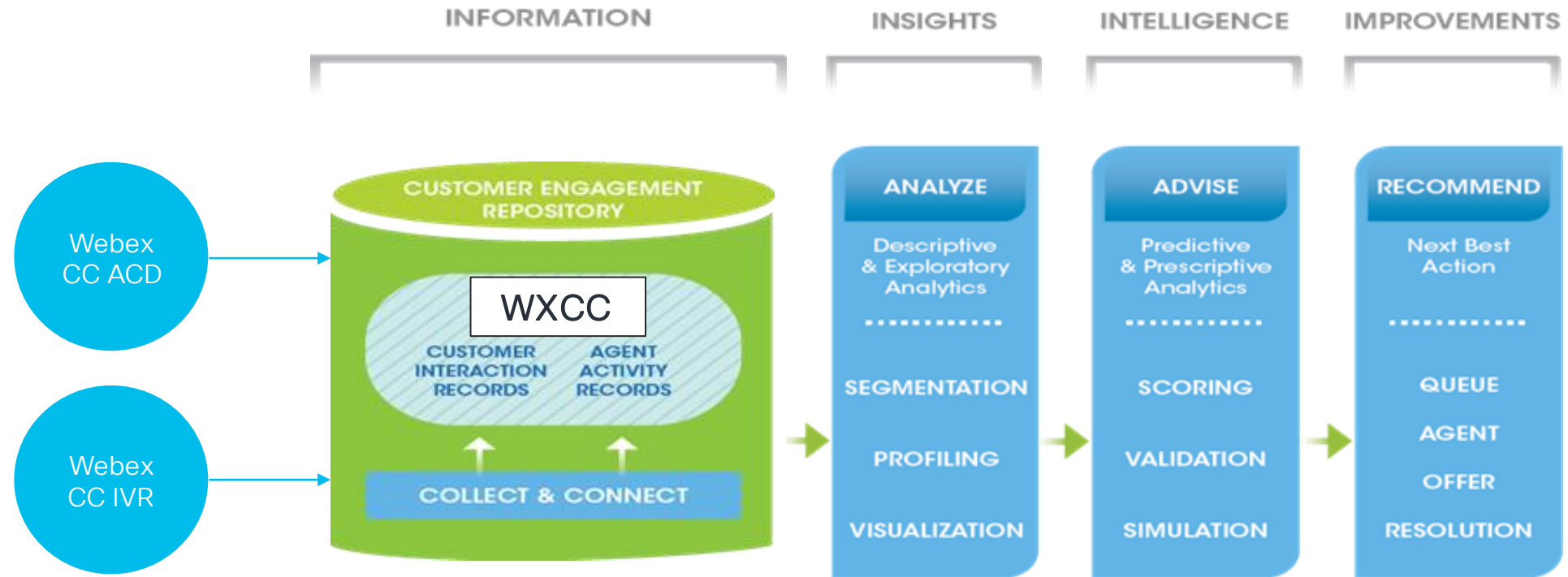
Analyzer

Module 11

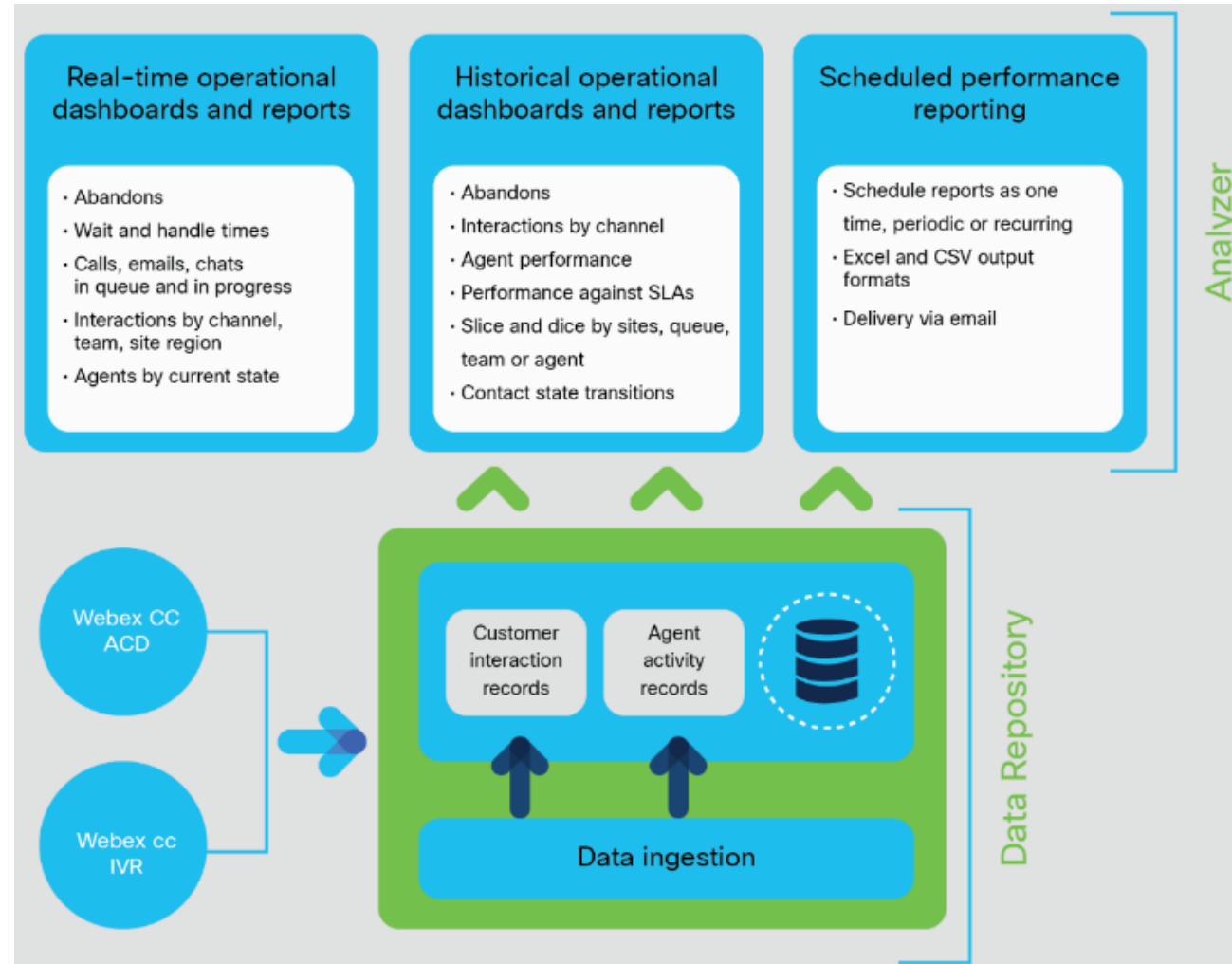
Module Objectives

- Understanding the role of Webex Contact Center Customer Journey Analyzer
- Being able to configure standard Analyzer Visualizations and Dashboards

Analytics Lifecycle



Customer Journey Analyzer



Customer Journey Analyzer

- It mines real-time and historical data to generate specific business views of the data
- It visually displays trends to help discern patterns and gain insight for continuous improvement
- The Analyzer standard visualizations tie business data to traditional operational metrics
- The Analyzer also provides an interface for creating and refining custom visualizations

Customer Journey Analyzer Records

- The Analyzer is powered by the following activity and session records:
 - Contact Session Records (CSR)
 - Contact Activity Records (CAR)
 - Agent Session Records (ASR)
 - Agent Activity Records (AAR)

CSR/CAR Example

CAR

00:00	IVR – EP1
00:20	Queue 1
00:50	Agent 1
01:30	Agent 2
01:40	Hang Up

Activity	Entity	Start Time	End Time	Duration
IVR	EP1	00:00	00:20	20 Sec
Parked	Queue 1	00:20	00:50	30 Sec
Talking	Agent 1	00:50	01:30	40 Sec
Talking	Agent 2	01:30	01:40	10 Sec

CSR

Start Time	00:00	End Time	01:40	Call Duration	01:40	Entry Point	EP1	IVR Duration	00:20
Final Queue	Queue 1	Queue Duration	00:30	Final Agent	Agent 2	Talk Duration	00:50		

ASR/AAR Example

AAR

00:00	Login - Idle
00:20	Available
00:50	Talking
01:30	Wrap Up
01:40	Available
01:50	Logout

Activity	Entity	Start Time	End Time	Duration
Idle	Team 1	00:00	00:20	20 Sec
Available	Team 1	00:20	00:50	30 Sec
Talking	Queue 1	00:50	01:30	40 Sec
Wrap Up	Queue 1	01:30	01:40	10 Sec
Available	Team 1	01:40	01:50	10 Sec

ASR

Start Time	00:00	End Time	01:50	Staff Hours	01:50	Team	Team 1	Available Count	2
		Available Duration	00:40	Talk Duration	00:40	Wrap Up Count		1	

Review Questions

What does Customer Journey Analyzer do?

- It mines real-time and historical data
- It visually displays trends to help discern patterns and gain insight for continuous improvement

What does Customer Journey Analyzer store?

It stores sequences of customer and agent activities and sessions

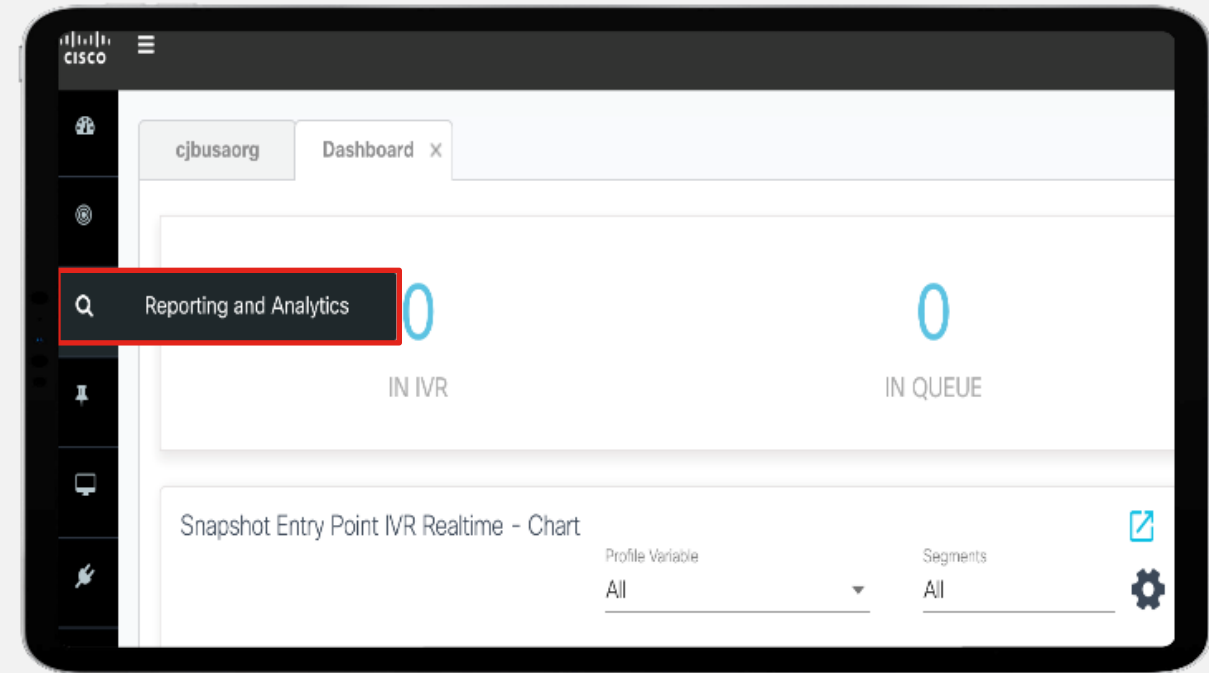
Analyzer Features

Analyzer Access

- User Entitlement via Control Hub
- Access using Cross Launch From Webex Contact Center Management Portal
- Browser pop-ups shall be enabled
- Adobe Flash Player needed for motion Chart

Browser	Microsoft Windows 10	Mac OSX	Chromebook
Google Chrome	76.0.3809	76.0.3809 or higher	76.0.3809 or higher
Mozilla Firefox	ESR 68 and higher ESRs	ESR 68 and higher ESRs	NA
Microsoft Edge	42.17134	NA	NA
Chromium	NA	NA	73 or higher

From Portal, navigate to 'Reporting and Analytics'

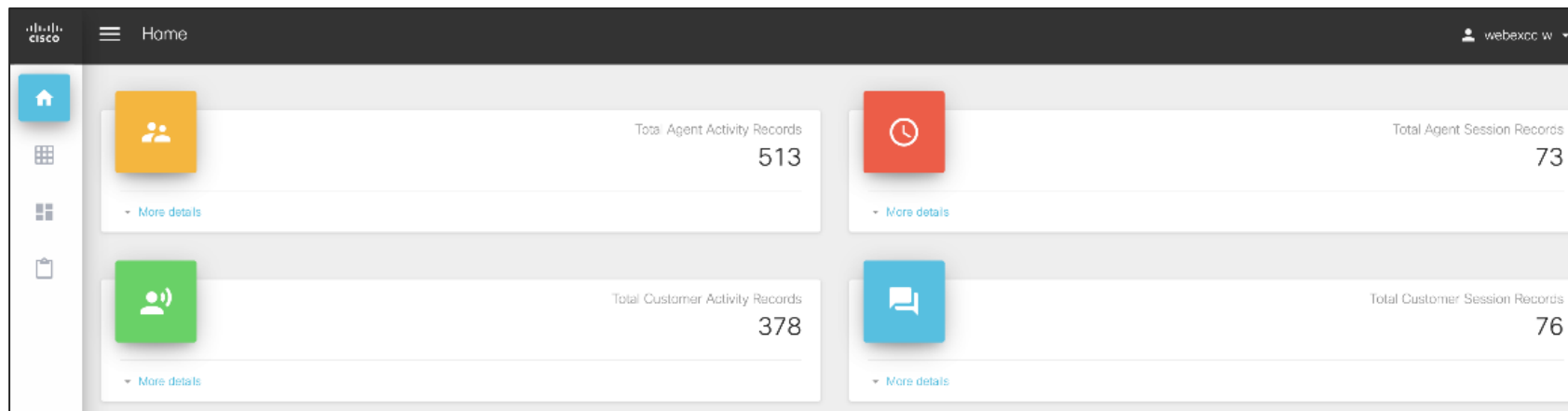


Analyzer

Home Page

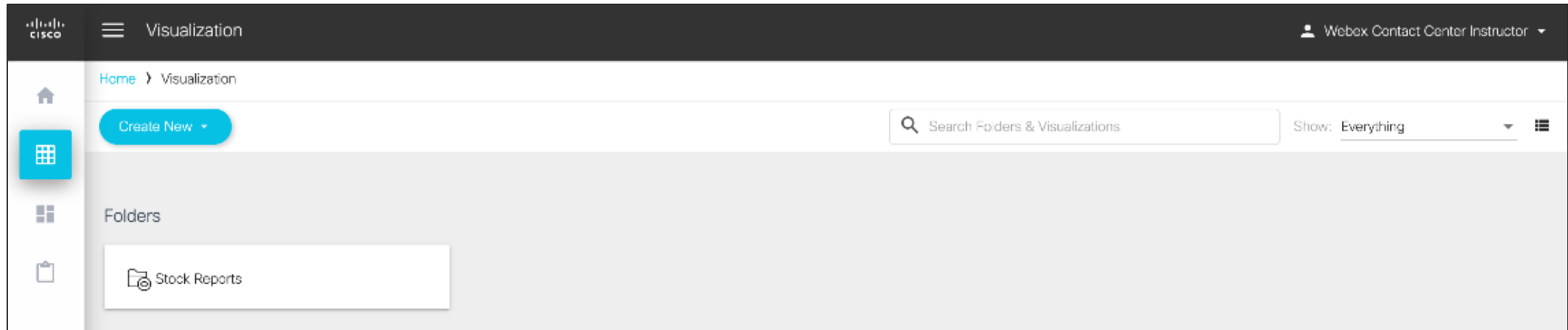
[https://analyzer.wxcc-us1.cisco.com/analyzer/home.](https://analyzer.wxcc-us1.cisco.com/analyzer/home)

- Ties business data to traditional operational metrics
- Provides Contact Center managers visibility across both operational and business performance indicators in a single consolidated view
- Visualization or Dashboard Options



Visualizations

- Visualizations can be customized via the Analyzer portal
 - New
 - Stock Reports

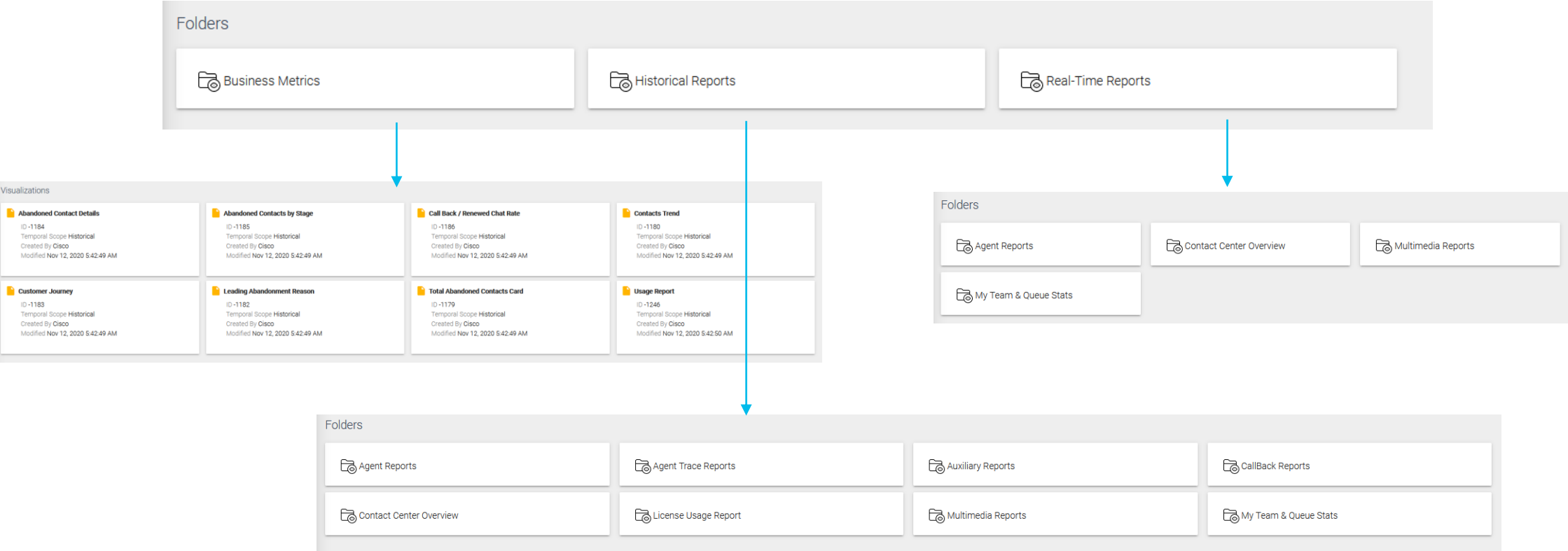


Stock Reports

Visualizations

Stock Reports

Business Metrics, Historical and Realtime reports available



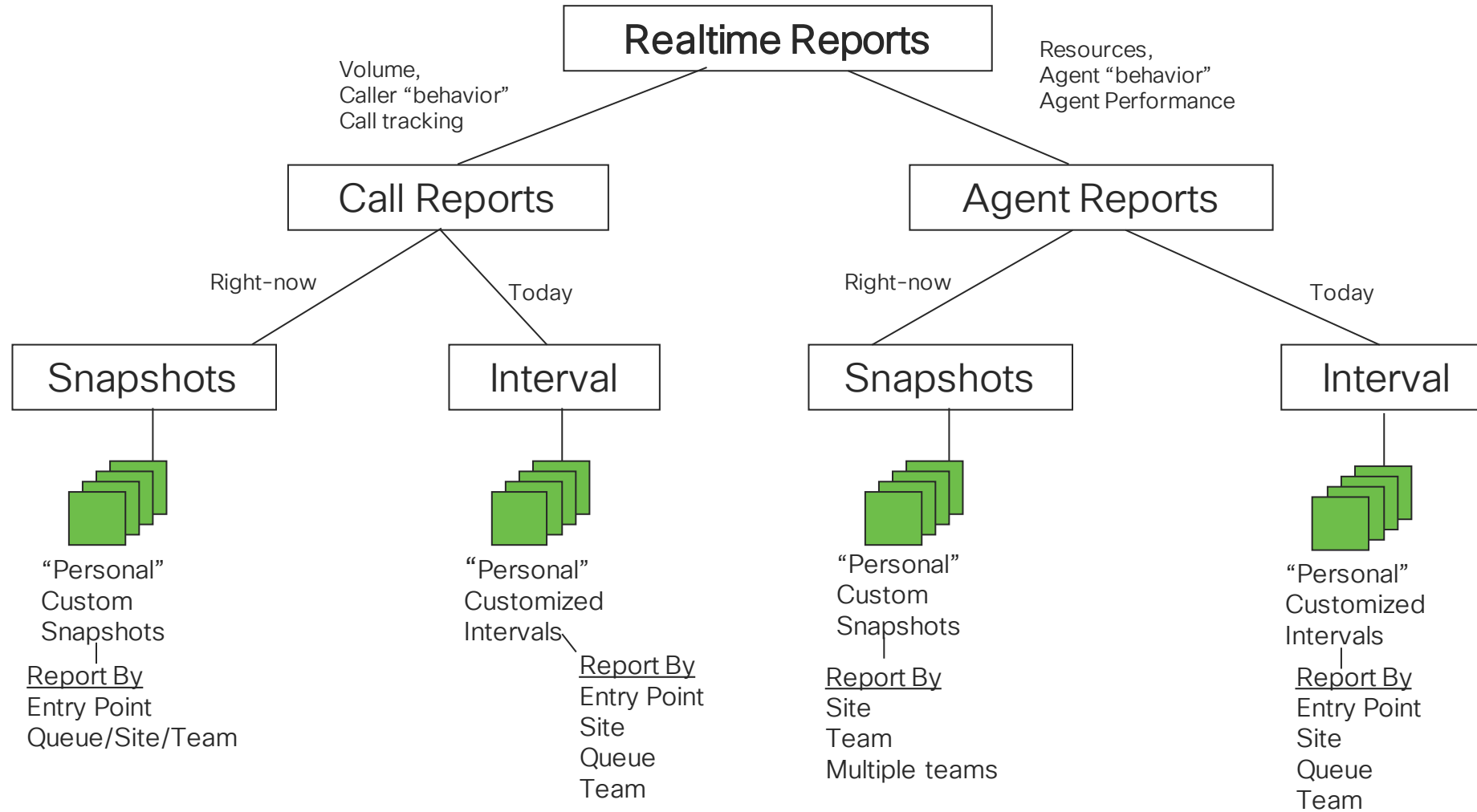
Analyzer

Visualizations

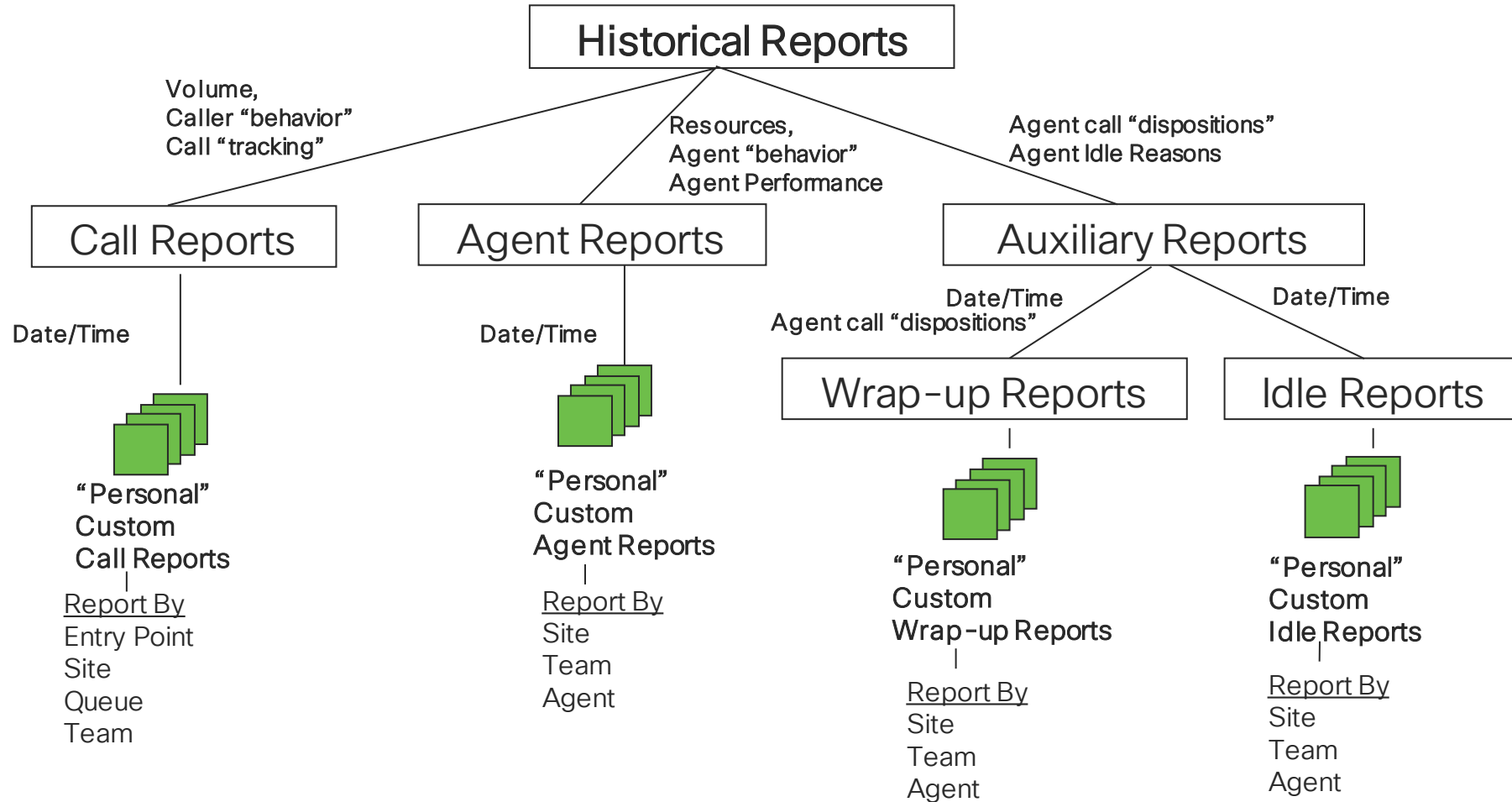
Stock Reports

- Real-Time and Historical Call Reporting
 - Real-time call statistics
 - 15-minute Interval reports since midnight
 - Historical reports and trend analysis
 - Call Detail Reports
- Agent Statistics
 - Report by Site, Team, or Agent
 - Real-time agent state visibility
 - Historical statistics

Real-time Overview



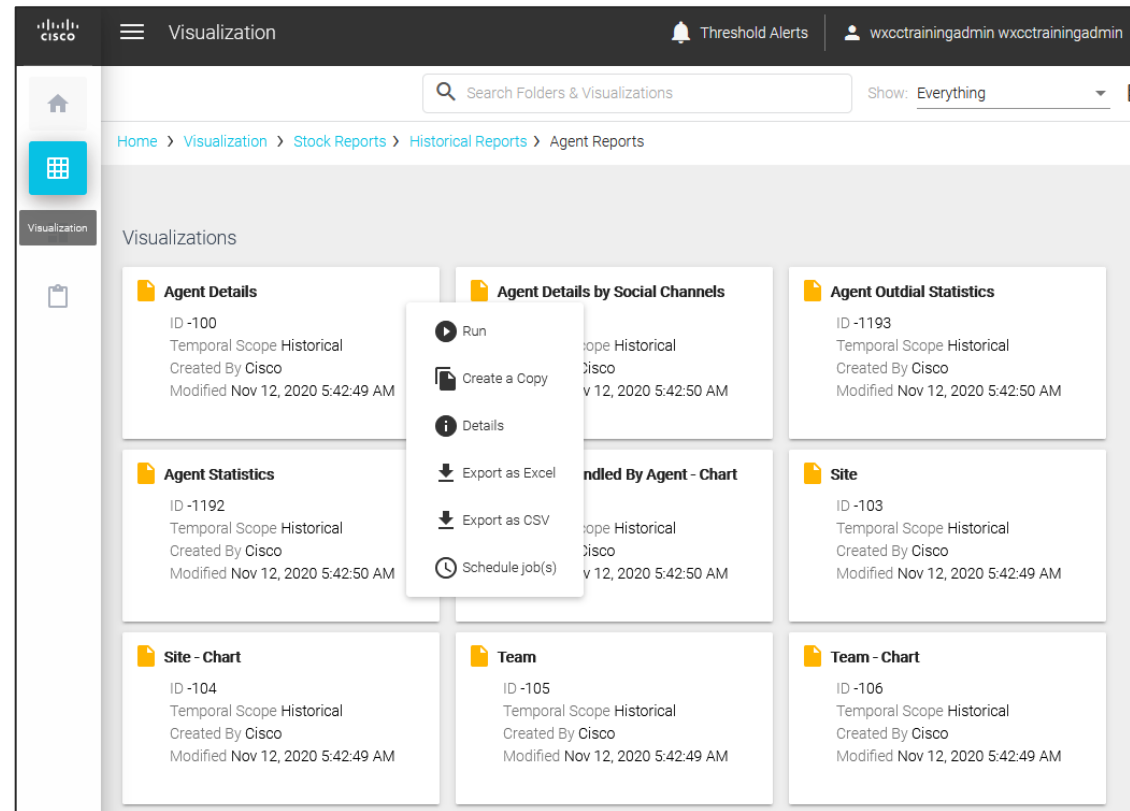
Historical Overview



Visualizations

Stock Reports

- Clicking on the three dots allows you to run the report.
- Can create a copy to customize if required.



Visualizations

Schedule Jobs

- Reoccurrence can be set for each report.

Jobs

No Jobs

Agent

+ New

Save

Recurrence

Delete Job

Job Set Up

Job Name

Description

Start Time

10/14/2019

Time Stamp

10:30

Time Zone

(+1:00) Amsterdam, Berlin, Rome, Stockholm, Vienna

Email Notification

Email

(Use commas to separate email addresses.)

Subject

Message

Output Format

☒ Link

☐ Excel

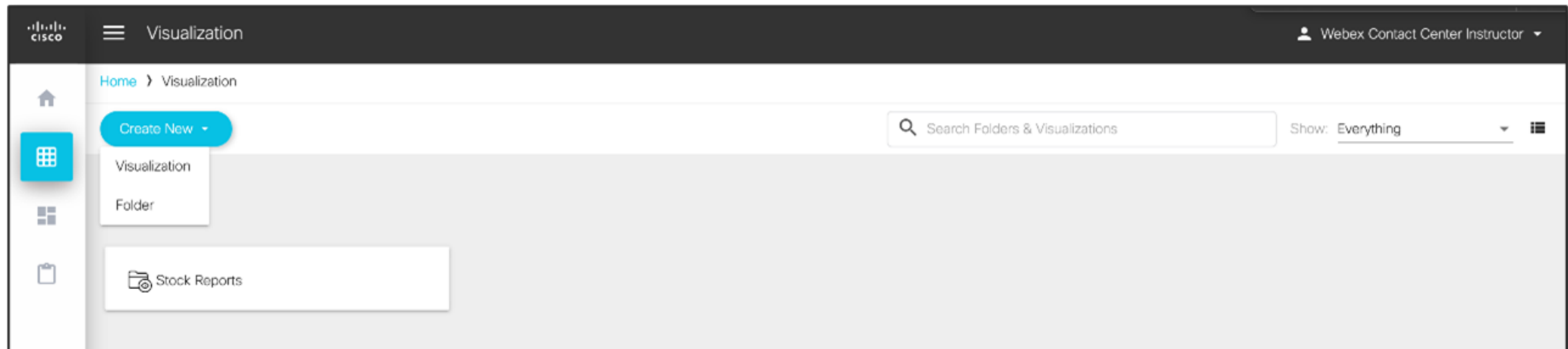
☐ CSV

Visualization Creation

Visualizations

Creation

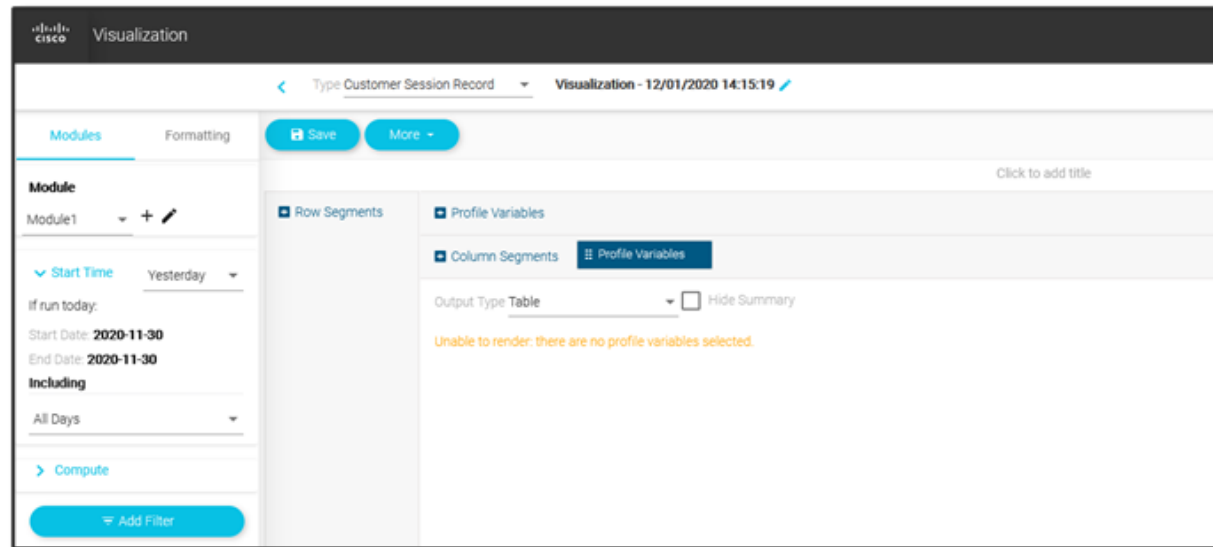
- Visualization can be customized via the Analyzer portal



Visualization Creation

Concepts

- Attributes available on the left panel
- User can include attributes in a single visualization using drag & drop functionality
- User defines filters to restrict data set; default segmentation and profiling attributes
- User chooses the output format



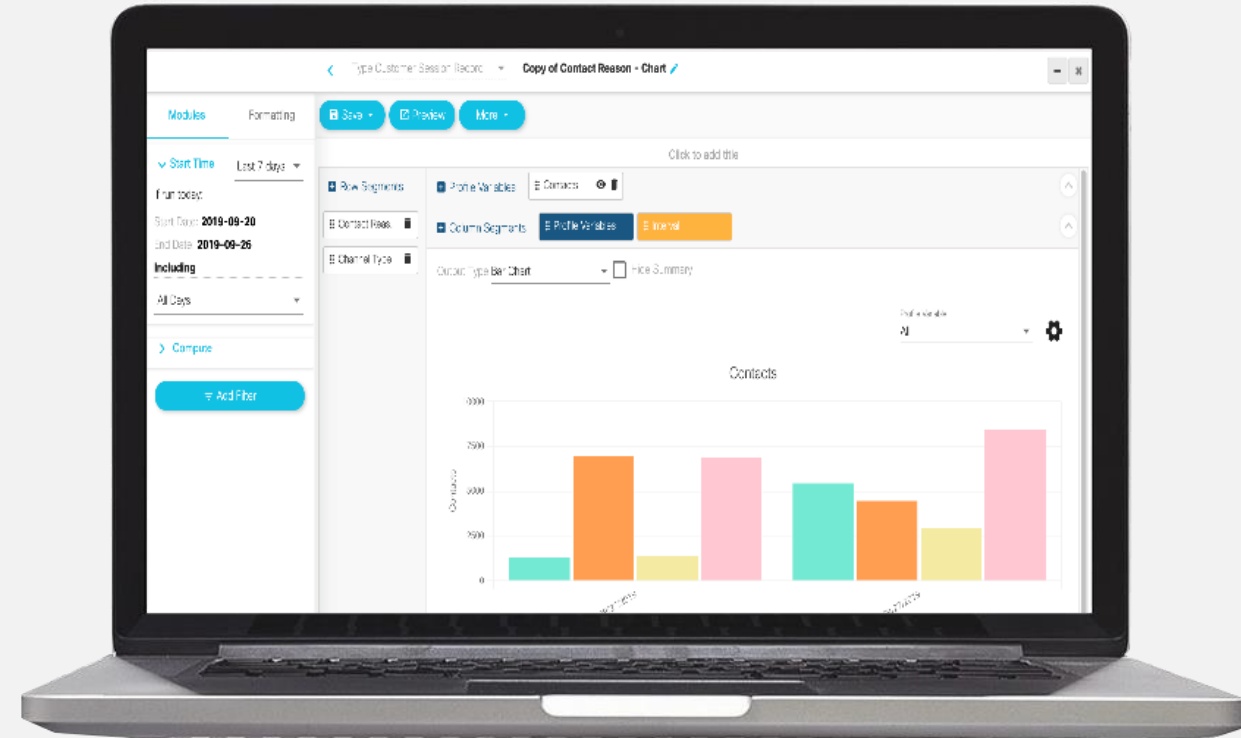
Visualization Creation Procedure

Structure

- Type or Repository:
CSR, CAR, ASR, AAR
- Time Period: Realtime or Historical
- Interval
- Output Type: Table, Heatmap, Chart

Defines the data set

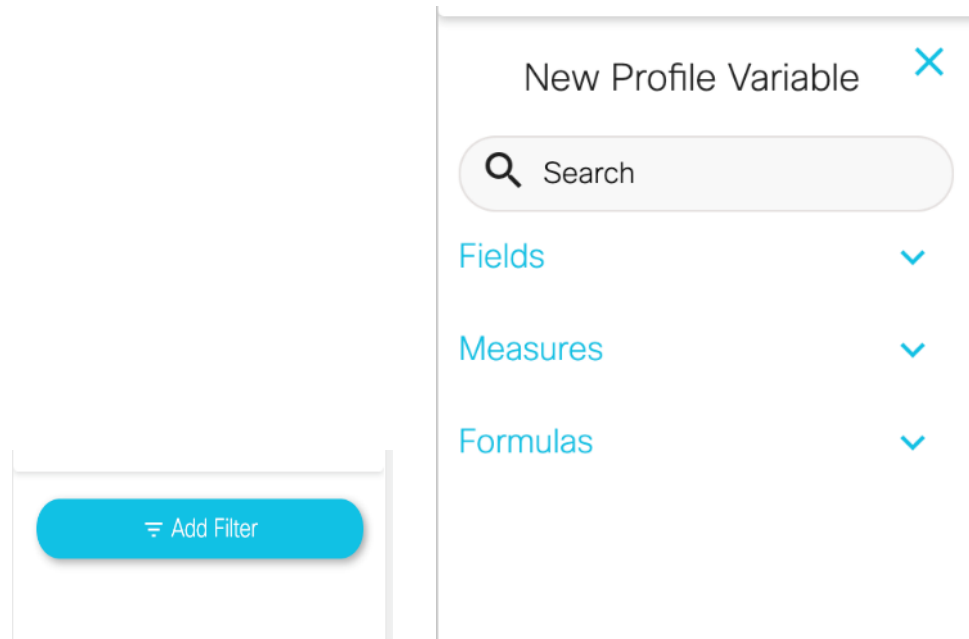
- Profile Variables:
 - Field, Measures and Formulas
 - Value or Count Report
- Row Segment
 - Fields, Enhanced Fields
- Filter
 - Fields, Measures



Visualization Variables

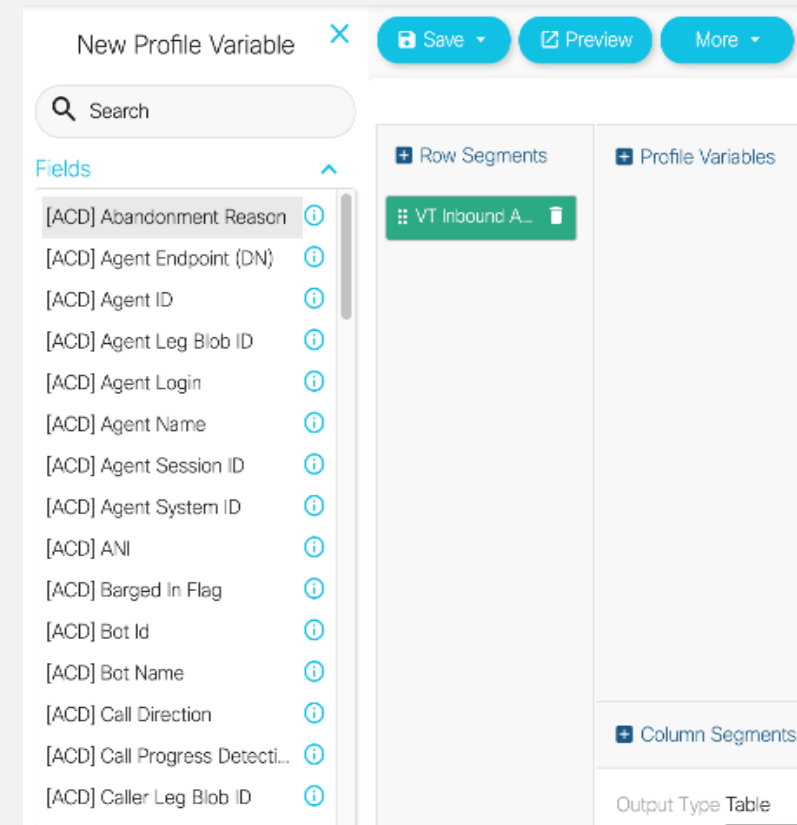
Visualization Variables

- Fields
- Measures
- Formulas
- Enhanced Field



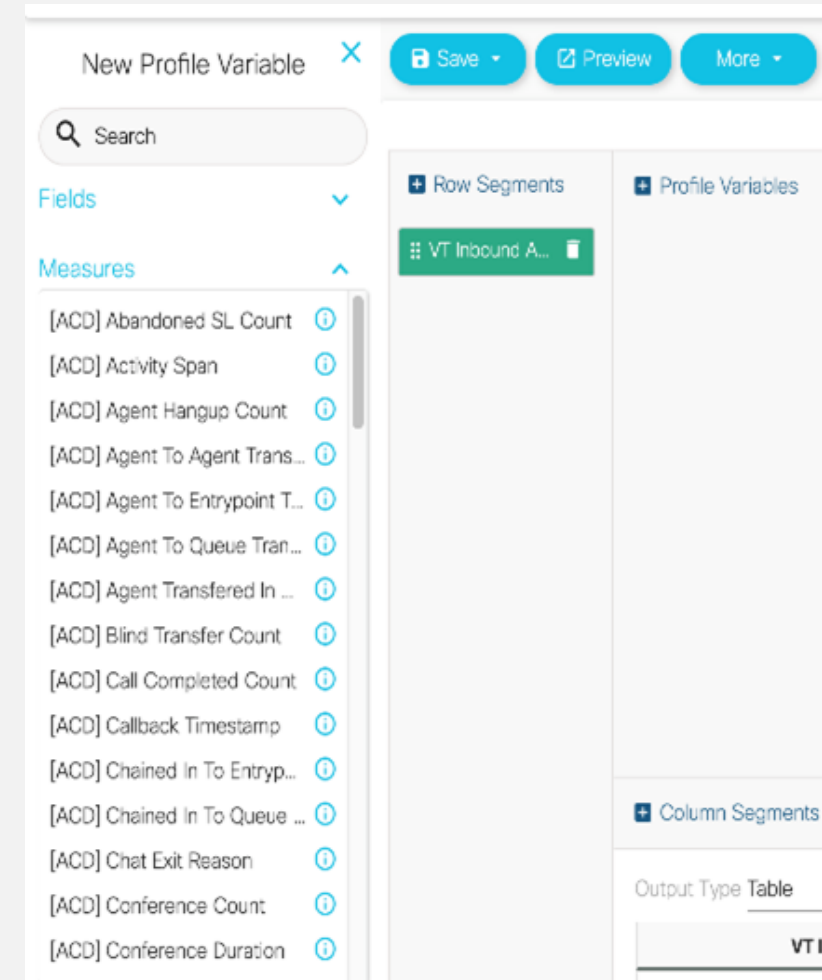
Fields

- Only fields can be used for **segmentation**
 - - They are only textual values
- Fields can be combined with measures to create specific conditions for profiling variables
- DNIS, EntryPointName, QueueName and AgentName are all fields
- The order of the fields can be changed by dragging them to another position
- Remove a field by clicking the X that shows up on the field on the canvas when the mouse pointer is over it
- Contextual Help can be useful to verify whether a Field is present in the chosen Type of Repository



Measures

- Measures are computed values that are predefined in the data dictionary
- They can only be used for **profiling variables**
- Remove measures the same way as a field and drag to change the location or order of the measures
- Measures can also be defined as a range (ex. ItemShipped between 50-100).



Filters

- Filters are found on the left side of the visualization canvas/panel
- They set limits to the population of the data set
- **Fields and Measures** can be used as filters for the visualization
- Right click field or measure and Create Filter or drag to the filter panel

The 'New Filter' dialog is shown with a search bar at the top. Below it, there are two sections: 'Fields' and 'Measures'. The 'Fields' section is expanded, showing a list of fields including '[ACD] Abandonment Reason', '[ACD] Agent Endpoint (DN)', '[ACD] Agent ID', '[ACD] Agent Leg Blob ID', '[ACD] Agent Login', '[ACD] Agent Name', '[ACD] Agent Session ID', '[ACD] Agent System ID', '[ACD] ANI', '[ACD] Barged In Flag', '[ACD] Bot Id', and '[ACD] Bot Name'. The 'Measures' section is collapsed. On the right side of the dialog, there is a 'Filters' panel with a search bar and a list of filters. The first filter is 'Entrypoint Name'. Below this, there are three radio buttons: 'is in', 'is not in', and 'regular expression'. The 'is in' radio button is selected. Below the radio buttons, there is a 'Field' section with a list of fields: 'US_HCRC_MALTEP_MainEP', 'US_HQSD_Outdial_EP', and 'US_HQSD_Password_Reset'. To the right of the 'Field' section is a 'Variable' section with a text input field. At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Save'.

The 'New Filter' dialog is shown with a search bar at the top. Below it, there are two sections: 'Fields' and 'Measures'. The 'Fields' section is expanded, showing a list of fields including '[ACD] Abandonment Reason', '[ACD] Agent Endpoint (DN)', '[ACD] Agent ID', '[ACD] Agent Leg Blob ID', '[ACD] Agent Login', '[ACD] Agent Name', '[ACD] Agent Session ID', '[ACD] Agent System ID', '[ACD] ANI', '[ACD] Barged In Flag', '[ACD] Bot Id', and '[ACD] Bot Name'. The 'Measures' section is collapsed. On the right side of the dialog, there is a 'Filters' panel with a search bar and a list of filters. The first filter is 'Connected Duration'. Below this, there is a 'Formula' section with a text input field containing the formula 'Count of Contact Session ID > 0'. To the right of the 'Formula' section is a 'Variable' section with a text input field. At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Save'.

Formulas

- The user can create formulas with an existing **profiling variable** or with a new profiling variable.
 - Right click an existing PV and click new profile variable.
- Formulas can only have one resultant profiling variable.
- Custom Formulas can be saved and reused across the Analyzer

Edit Formula

Name
Abandon %

Formula Arithmetic Expression

Count of Contact Session ID - Abandoned Count ÷ Sum of Contact Count - IVR Calls Receiv

Type a numeric value or select a column

X Cancel Save

Formulas

Abandon (%)_Copytest1

Average Time to Answer

Abandon %

Enhanced Fields

- While creating or editing a visualization, users can create one or more enhanced fields to combine multiple values of a **segmentation variable** into one or more groups.
- When the visualization is run, the values of all the segmentation variables in a group are combined into one row and the profiling variables for that visualization are computed for those segmentation values

Modify Enhanced Field [Entrypoint Name]

Name
VT Inbound Activity Sample ☐ Regular Expression

Default Group
Default

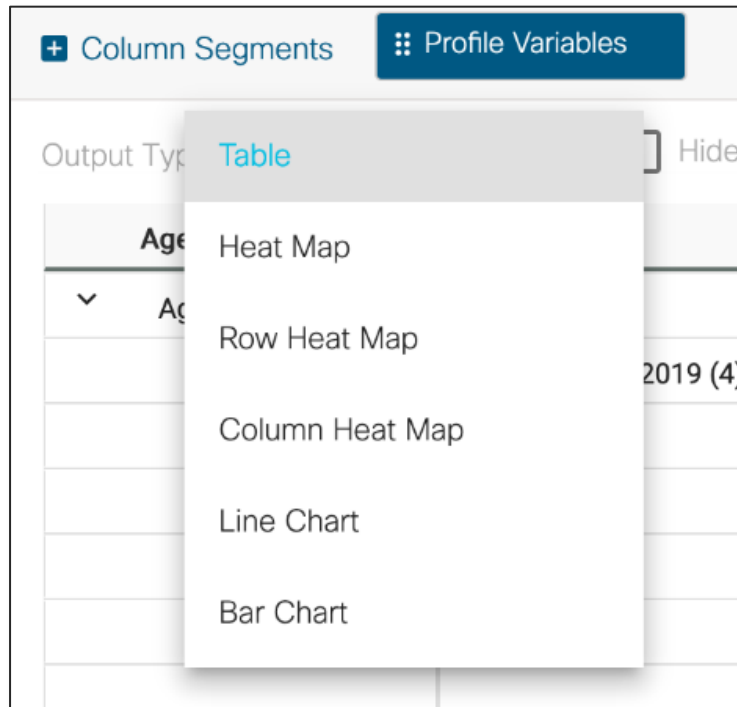
Groups

Group Name HCRC	US_HCRC_MALTEP_MainEP X	+
Group Name HQSD	US_HQSD_Outdial_EP X US_HQSD_Password_Reset X US_HQSD_ServiceDesk_MainMenu X	-

Visualization Output Formats

Output Formats

- Visualization output formats can be changed using drop-down menu



Format	Description
Table	Displays data in rows and columns.
Heat Map	Displays the cell values within a table in different shades of red. The cells in white and the darkest shade of red identify the outliers.
Row Heat Map	Displays the cell values within each row in a table in different shades of red, with the darkest shade identifying the highest values within a row.
Column Heat Map	Displays the cell values within each column in a table in different shades of red, with the darkest shade identifying the highest values within a column.
Line Chart	Compares values as points connected by lines.
Bar Chart	Compares values displayed as horizontal columns.
Area Chart	Compares values displayed as shaded areas.
Pie Chart	Compares values displayed as slices of a circular graph.
Motion Chart	Compares values over time displayed as animated bubbles, lines, or bars. Requires Adobe Flash Player. Motion charts are not available for realtime visualizations.
Sparkline Chart	Table-based rendering of variations of data displayed in a highly condensed way as miniature charts in table cells, enabling you to easily spot trends.

Output

Bar Chart

- Displays information based on attributes specified in visualization
- Helps user compare different segments and also variation between profiling variables
- Hover-over display calculations used to build the bar chart
- Snapshot below displays the KPI's for different vendors over a period of time



Output

Heat Map

- Heat Map displays the cell values within a table in different shades of red
- Darkest red and white identify the outliers
- Available in Entire Table, Row, and Column Heat map
- Available to both creator and user of a visualization

Output Type Heat Map ☐ Hide Summary

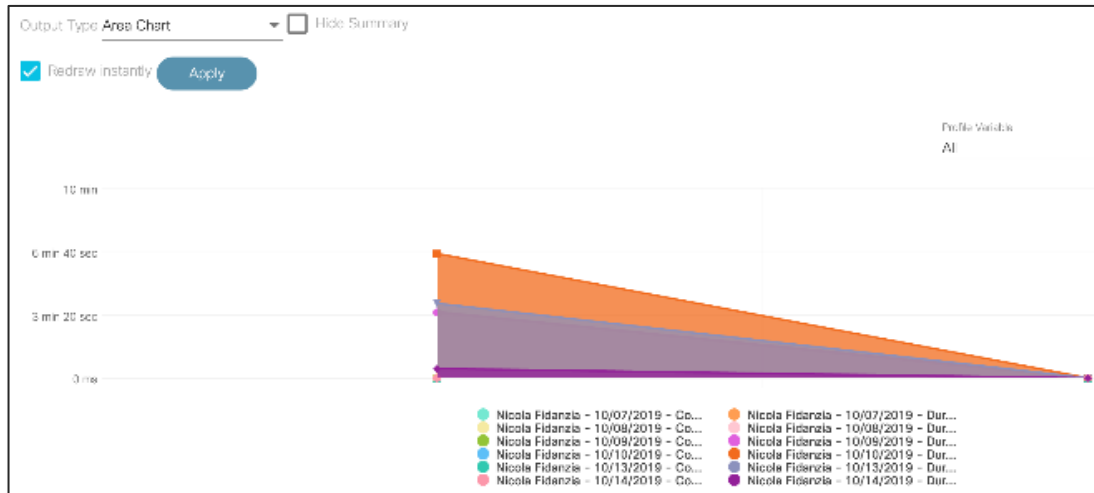
Channel Type	Login Count	Contact Handled	Staff Hours	Initial Login Time	Final Logout Time
Channel Type 1 (2)					
	7910	4376	00:00:02	01/01/70 01:00:07	1/1/70 01:00:09
	6268	6811	00:00:04	01/01/70 01:00:07	1/1/70 01:00:05
Channel Type 2 (2)					
	2772	1546	00:00:05	01/01/70 01:00:07	1/1/70 01:00:06
	8722	8906	00:00:04	01/01/70 01:00:07	1/1/70 01:00:03
Channel Type 1 (2)					
	6929	8522	00:00:08	01/01/70 01:00:05	1/1/70 01:00:09
	6158	1135	00:00:09	01/01/70 01:00:01	1/1/70 01:00:04
	2540	3254	00:00:08	01/01/70 01:00:05	1/1/70 01:00:04

Notes: Values shown are simulated and do not reflect actual data.

Output

Chart & Table format

- Visualizations can be displayed in chart and table format
- Modifying the segmentation/profiling attributes of the table modifies the chart display as well.



Output Type **Table** ☐ Hide Summary

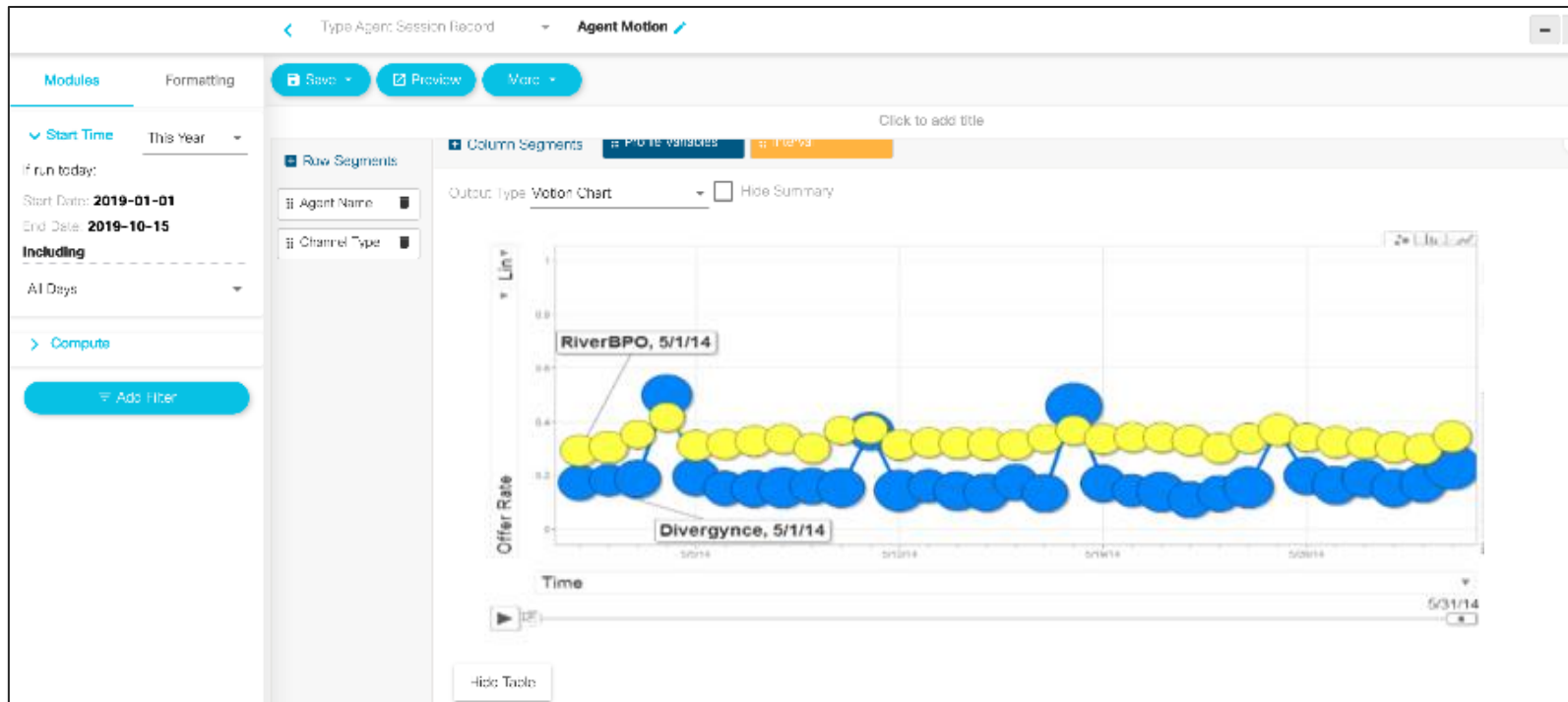
☒ Redrow instantly [Apply](#)

Agent Name	Interval	Idle Code Name	Meeting				Summary	
			Count	Duration	Count	Duration	Count	Duration
▼ Nicola Fidanza (6)								
	▼ 10/07/2019 (1)		6	00:00:03	0	00:00:00	6	00:00:03
	▼ 10/08/2019 (1)		6	00:00:03	0	00:00:00	6	00:00:03
	▼ 10/09/2019 (1)		29	00:03:29	0	00:00:00	29	00:03:29
	▼ 10/10/2019 (1)		50	00:06:33	0	00:00:00	50	00:06:33
	▼ 10/13/2019 (1)		21	00:03:56	0	00:00:00	21	00:03:56
	▼ 10/14/2019 (1)							
Summary			119	00:14:35	0	00:00:00	119	00:14:35

Output

Motion Charts

- Providing Trending information
 - Allow the user to see how a variable changes over time
 - Identify trends versus one time phenomenon

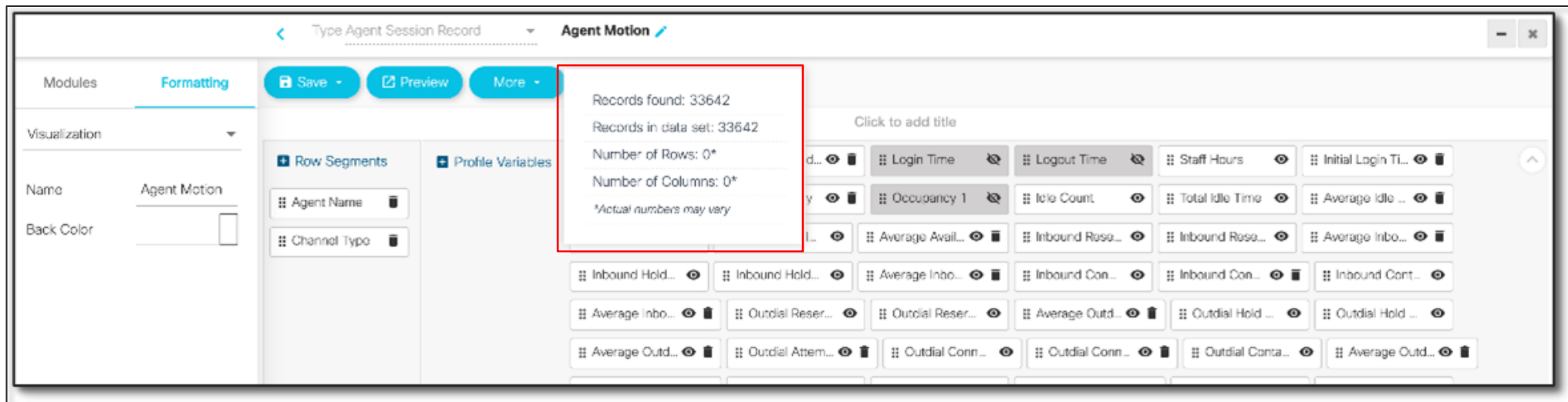


Visualization Execution

Data Meeting Parameters

Execution

- It gives feedback to visualization creator on the records meeting criteria defined in the visualization including number of segmentation and profiling elements
- Accessed by clicking on the "more" button.



Visualization Portions

- After running a visualization in table format, it is possible to drill down into a specific visualization component to see all the records that were involved in the computation of that portion of the visualization and perform further analytics on the data set

The screenshot illustrates the 'Drill Down' functionality in the Webex Contact Center Expert interface. A table visualization on the left shows data for Agent Name, Interval, Channel type, Login Count, Contact Handled, Staff Hours, Initial Login Time, and Final Logout Time. A blue magnifying glass icon is placed over the 'email' channel type for the interval '10/05/2019 (2)'. A blue arrow points from this icon to a 'Drill Down' menu on the right. The menu lists various fields and measures that can be selected for further analysis. The 'Fields' section includes Agent Channel ID, Agent Endpoint (DN), Agent ID, Agent Login, Agent Name, Agent Session ID, Agent System ID, Channel ID, Channel Type, Current State, Deployment ID, and Reason. The 'Measures' section is currently empty. The main table on the right displays a list of records with columns for ID, Agent Name, Channel Type, and Agent Channel ID. The records show data for Agent Name 'Nicola Fidanzia' and Channel Type 'email'.

Agent Name	Interval	Channel type	Login Count	Contact Handled	Staff Hours	Initial Login Time	Final Logout Time
Nicola Fidanzia (15)	10/05/2019 (2)	chat (1)	2	0	08:17:11	10/05/2019 12:05:10	
		email (1)	3	0	08:17:13	10/05/2019 12:05:07	
	10/05/2019 (2)	chat (1)	2	1	07:00:06	10/05/2019 21:46:52	
		email (1)					

Drill Down

Search

Fields

- Agent Channel ID
- Agent Endpoint (DN)
- Agent ID
- Agent Login
- Agent Name
- Agent Session ID
- Agent System ID
- Channel ID
- Channel Type
- Current State
- Deployment ID
- Reason

Measures

ID	Agent Name	Channel Type	Agent Channel ID
1	Nicola Fidanzia	email	f552a92a-3a54-4ef4-b2f1-93...
2	Nicola Fidanzia	email	56e431a5-c414-446b-905f-2...
3	Nicola Fidanzia	email	29397041-5a97-4291-bb40-7...
4	Nicola Fidanzia	email	8a8ba31d-1e90-4822-8f72-a...
5	Nicola Fidanzia	email	e67843e4-b6d6-4c99-92e0-6...
6	Nicola Fidanzia	email	beaa7cb2-ff93-44c2-8a7d-bc...
7	Nicola Fidanzia	email	028d2997-e4ba-4b3b-b655-2...
8	Nicola Fidanzia	email	1997b6ad-42a9-4aa0-e82e-e...
9	Nicola Fidanzia	email	ca9f79f3-04c7-4654-9cda-89...
10	Nicola Fidanzia	email	d8d0c457-0b9a-413a-6e4f-2...

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Review Questions

What is the best visualization output format to identify the outliers?

Heat Map

What are the 8 steps to create visualizations?

- Specify the Visualization Type
- Choose a Date Range or Realtime
- Define the Compute Interval
- Define the Segmentation
- Define the Profiling Variables
- Define the Filter
- Define the Output Format
- Define execution (Schedule/Recurrence)

Lab 15

Creating Visualizations

Estimated Time: 20 minutes

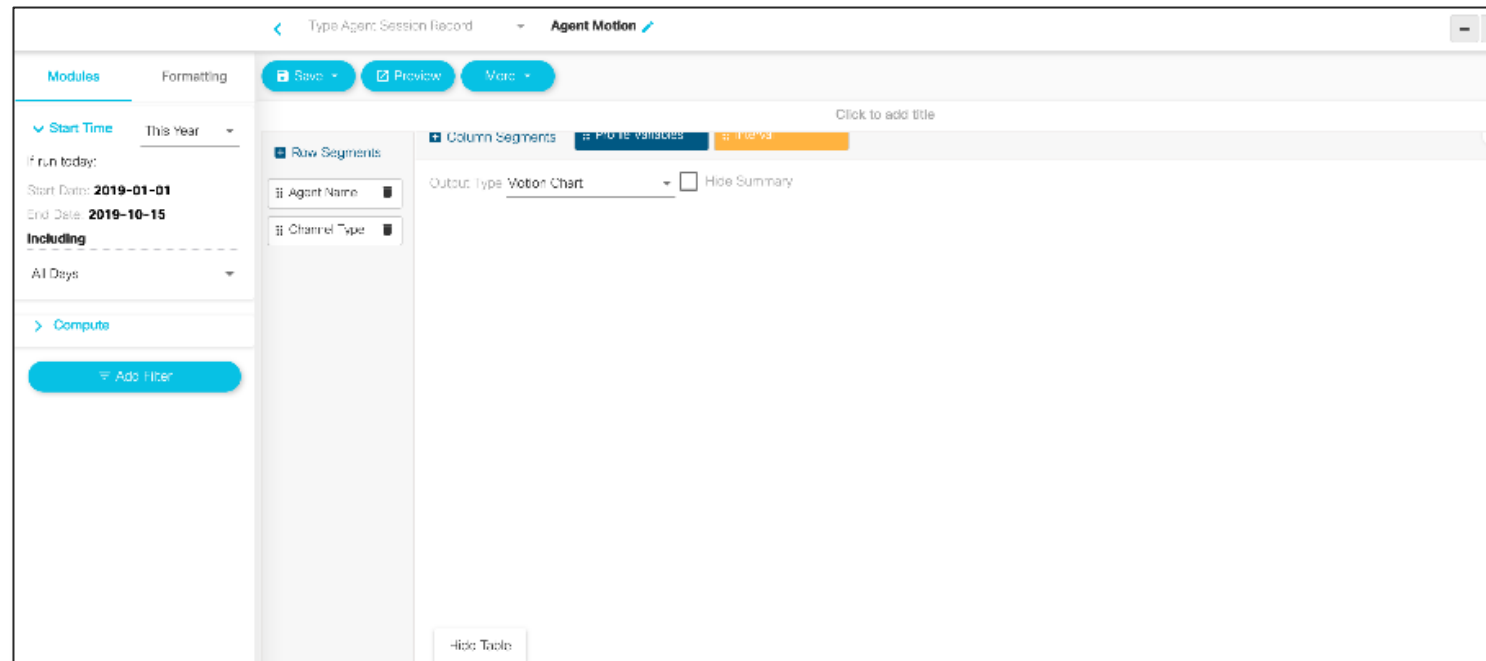


Use Case Examples

Motion Chart

Vendor Performance

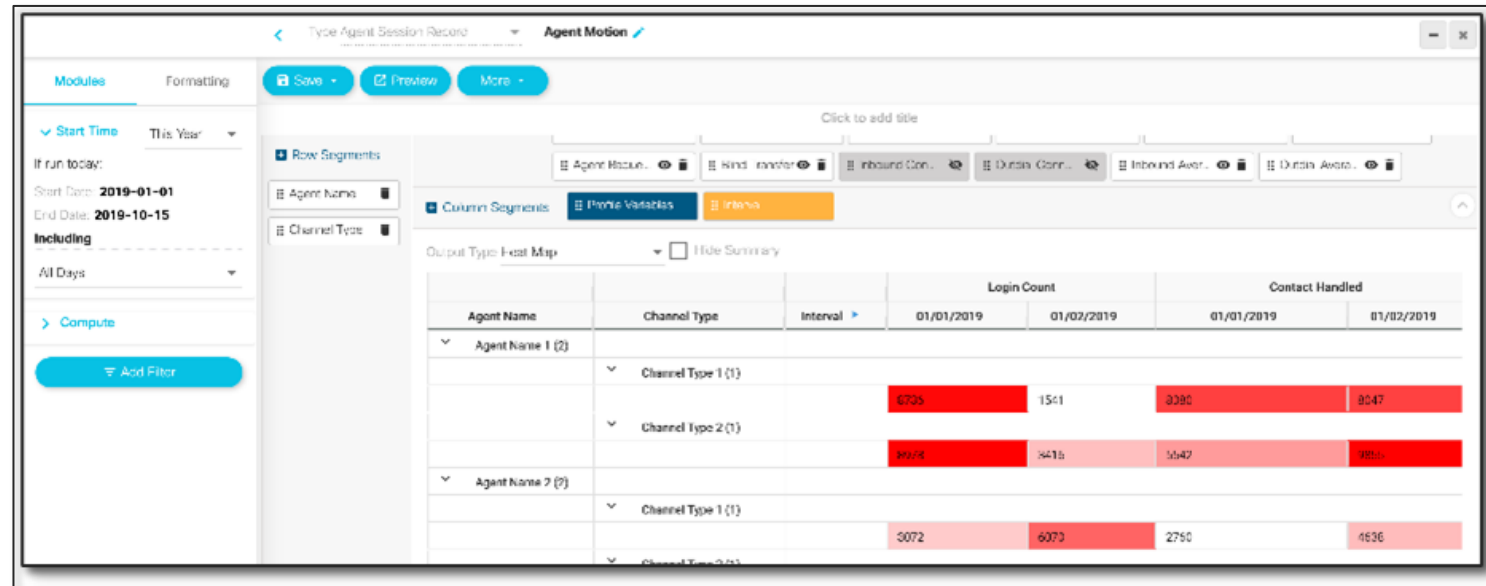
- Compare performance of Vendors over a period of time
- Compare different KPI's for vendor performance
- Identify high performing vendors (and laggards)
- Determine future call distribution



Pivot

Multidimensional View

- Choose from the list of KPI's
- Filter on meaningful segment values
- Hide/Show segments of importance
- Change the output format



Lab 16

Customizing a Stock Report

Estimated Time: 20 minutes



Module Objectives

- Understanding the role of Webex Contact Center Customer Journey Analyzer
- Being able to configure standard Analyzer Visualizations and Dashboards

