Reports

More facts. Less fiction.

Product Sheet

Synthesys™ provides a library of MI reports as well as a real time monitor featuring a comprehensive range of live statistics allowing contact centre administrators to keep their finger on the pulse of their performance KPIs.

However, one of the aspects most easily overlooked when looking at reporting, is a subtle problem which seems to plague most contact centres and which Synthesys™ resolves in a most elegant way. The problem is the missing link between telephony statistics and the actual content of each call. Telephony systems can provide information about the call as a unit and not the content of the call, while business systems can provide transactional statistics but cannot link these back to the calls.

Why is this so important? Just as an example, let us assume that you are analysing your calls and have observed that 10% of your calls are longer than 15 minutes. From the telephony data you will be able to derive some basic limited knowledge relating to these calls (such as time of day, DDI, agents and teams they were delivered to, etc.), but you will know almost nothing about the content (i.e. what was actually discussed) of these calls, without actually listening to hundreds or thousands of recordings.

With Synthesys™, you will know not only the precise route that each interaction has taken through the process map, but also the information that was exchanged between your agent and your client (and links into your other systems for further information). You will know, for instance which calls resulted in an order, the products and prices that were sold or perhaps which calls where customer complaints and what each complaint was about. Now you can start to make some more meaningful decisions in relation to your longer calls and really understand whether they are worth the time spent on them and what may be the best way to improve efficiency without damaging the business.

Synthesys™ features an open, well documented and easy to access underlying database structure as well as extensive user-friendly (wizard configured) automated data export utilities which allow other systems to receive information from Synthesys™ for their own purposes on a real-time basis.

Both the Synthesys™ underlying SQL Server database and any external databases (such as the HomeLet database) are updated in real time at the end of each call.

Synthesys™ provides a Reporting Portal as standard. The Reporting Portal provides a range of pre-defined standard reports (such as Agent Utilisation, Campaign Results, etc.) and is typically used by our customers to host their own custom written reports. These are typically generated in Microsoft SSRS (SQL Server Reporting Services). Other tools (such as Crystal or Cognos) are also supported.

In addition, Synthesys™ provides a tool which allows users to associate reports, data exports, data imports and other cyclical administrative tasks with specific campaigns and schedule these to run at predefined intervals as well as determine the delivery channel such as email, printer, web and so on.

Finally, a real time monitor Synthesys™ also provides an extremely useful Live Monitor that provides current and up to date information on the performance of campaigns, teams and individual agents, refreshed every five seconds. It maintains hundreds of current data items that can be displayed to supervisors in a customisable fashion.
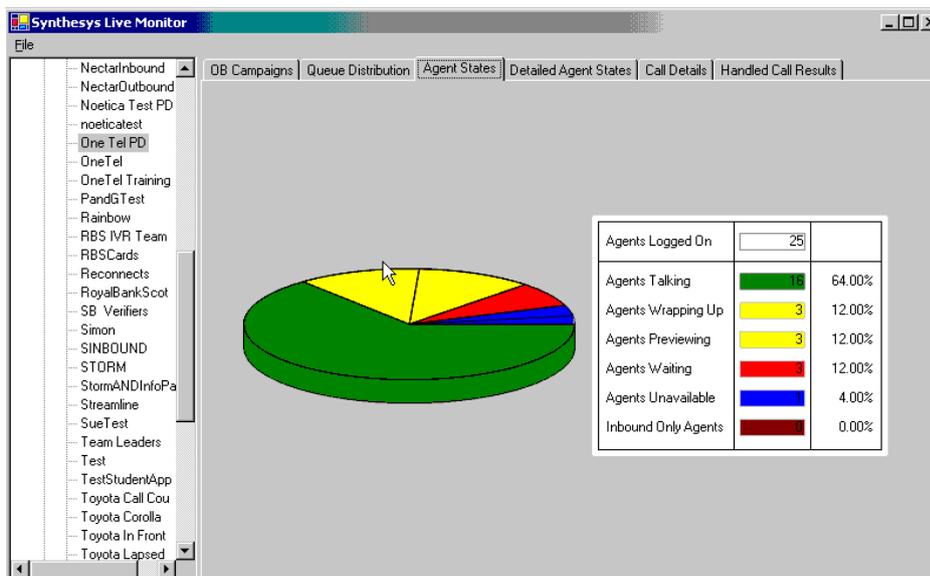
Can we please put this quote somewhere at the top of the "Why is it clever" section:

"I don't build in order to have clients. I have clients in order to build." *— Ayn Rand*