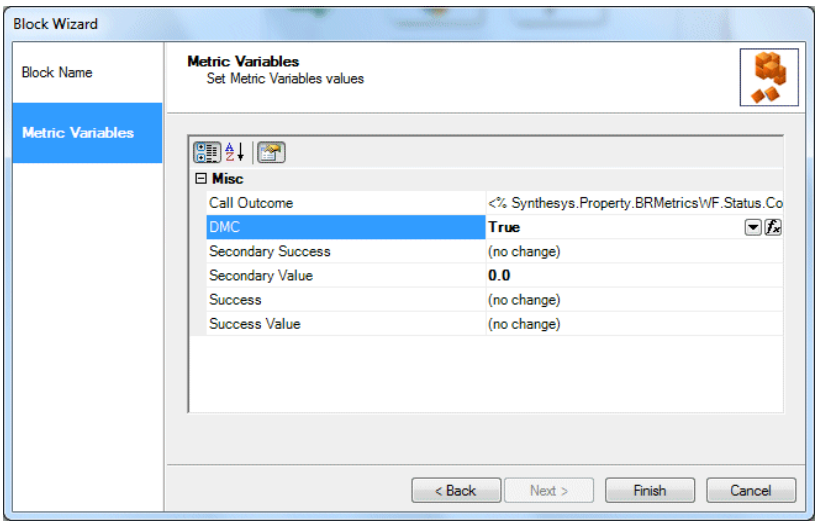
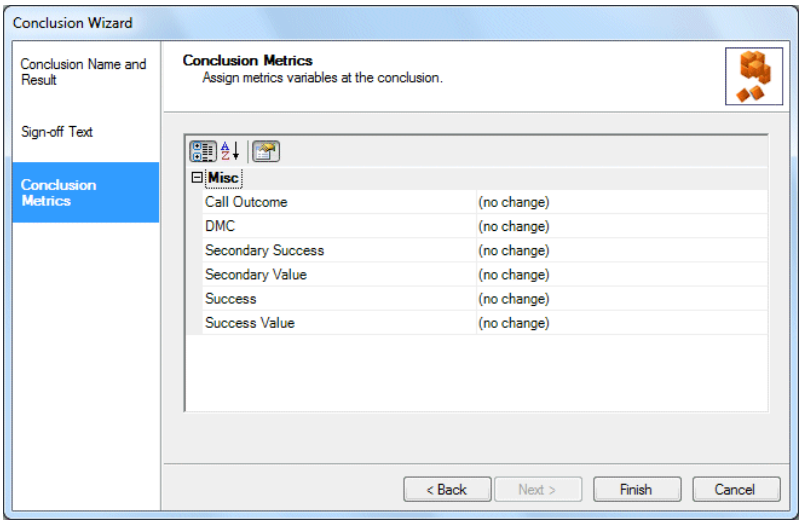
REPORTING METRICS IN SYNTHESYS

Defining reporting metrics in the Metrics section



Defining reporting metrics in the Conclusion wizard



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Synthesys Reporting Metrics

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REPORTING METRICS IN SYNTHESYS

Reporting metrics in Synthesys allow users to group scripted app outcomes such as *Decision Maker Contact* (DMC), *Sales* and *Enquiries, to* simplify running reports and to assist with dialler performance.

Reporting metrics are defined in the Synthesys Interaction Studio, using either the **Metrics section** or the **Conclusion wizard.** Both display the same grid with pre-defined metric names. Users can assign a value to one or more of these metric names, as required.

The specified metrics are written to the **Phoenix_Metrics** table at runtime, when agents pass through the Metrics section, or on finishing a call.

Using the Phoenix_Metrics table, together with the Phoenix_Metrics_Definition and Phoenix_Statistics table, users can run call-centre wide reports on defined outcomes across campaigns (e.g., number of calls, number of DMC contacts, number of sales and value of sales), without having to look at specific tables.

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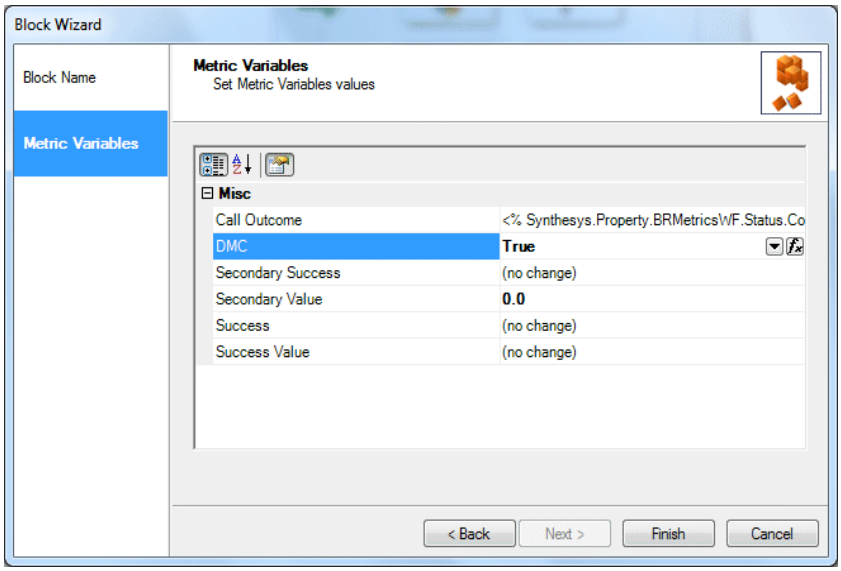
Assigning Values in the Metrics Section

To add a metrics section to your scripted app in the Synthesys Interaction Studio:

- Select the Metrics Section icon from the Scripted app Blocks column of the Toolbox.
- Enter a name for the metrics section in the **Block Name** page of the wizard.
- In the **Metric Variables** page, you can set one or more of the metric values, as required, selecting the relevant option from the drop down menu, or using a calculation (ensuring data type match).



The available reporting metrics are as follows:

Option	Data Type	Description
Call Outcome	String	The Call Outcome Metric can be used to standardize the outcome of a scripted app across multiple campaigns. I.e. in all campaigns mark the outcome to Sale, if a sale has been made, as you can then total up the Sales for a particular Agent in the database, irrespective of the campaign the call was made in.
DMC	Boolean	True/ False. To specify if agents spoke to DMC (Decision Maker Contact).
Secondary Success	Boolean	True/ False. Call was successful by some secondary measure (for example upsell made).
Secondary Value	Numeric	Numeric. Value of sale, for example.
Success	Boolean	True/ False. Call was successful (for example sale made, brochure requested, appointment made).
Success Value	Numeric	Numeric. Value of upsell for example.

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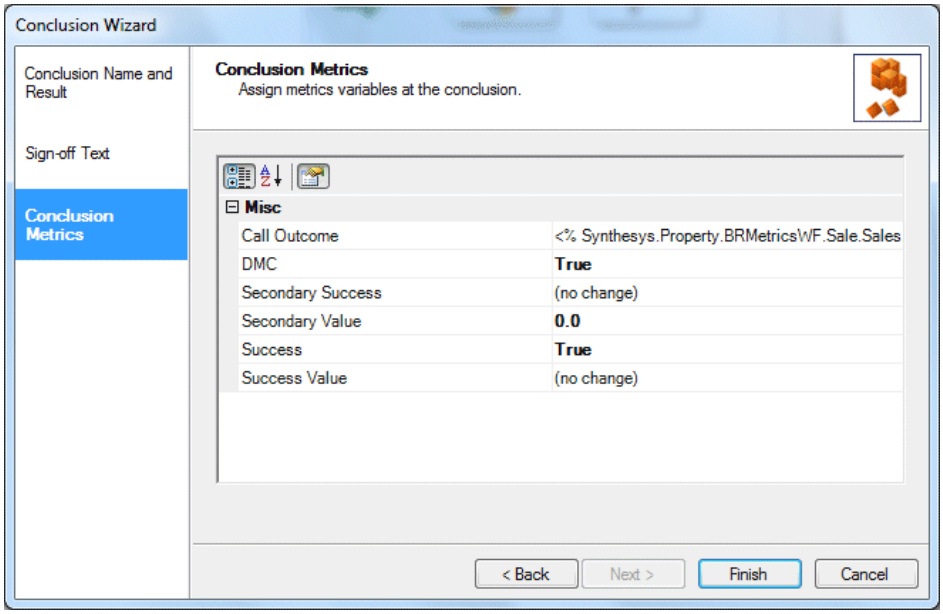
Assigning Values in the Conclusion Wizard

Metrics can also be defined in the conclusion flags, setting metric values in the **Conclusion Metrics** page of the conclusion wizard.

- Select the Conclusion icon from the Scripted app Blocks column of the Toolbox.
- Enter a name for the conclusion in the **Conclusion Name and Result** page of the wizard.
- In the **Conclusion Metrics** page, set one or more of the metric values, as required, selecting the relevant option from the drop down menu, or using a calculation (ensuring data type match).



Once the call has been concluded at run time in the Synthesys Portal, the results are written to the **Phoenix_Metrics** table containing the sequence ID, the Metric ID, and the value assigned.

This enables users to report on DMC, Sales, Sales value etc. in a standard manner across campaigns, from a central location that stores the metrics assigned.

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