

Splunk for Contact Center Analytics

Drive exceptional customer service with holistic monitoring

Contact Centers on the Front Lines

Customer service is profoundly important for the reputation and success of every business. Providing seamless, effective and efficient customer service is mission-critical, and requires the integration of a vast array of data sources and functions. Managing remote contact centers has become a board-level challenge for many organizations, and CIOs in particular want immediate insights on the remote workforce and the impact on customer experience; these insights are vital to maintaining service levels and preventing customer churn. Organizations face challenges in managing capacity, workforce productivity and service quality as they serve customers with a wide array of complex applications and capabilities, ranging from interactive voice response (IVR) and speech-to-text analytics to omnichannel communications. Having insights into how your contact center is responding to customers can improve efficiency, effectiveness, quality of service and overall customer experience.

Build Exceptional Experiences

Splunk can support an integrated view of your contact center operations to understand in real time what your customers are experiencing and how your applications and agents are performing. When issues do arise, Splunk lets you quickly get to the root cause by correlating data across all sources.

Splunk ties together disparate data from systems, agents and infrastructure for a complete view across the entire ecosystem, not just the contact center platform, to:

- **Create** full operational visibility across the systems and optimize the efficiency of customer care operations within a single dashboard
- **Enable** managers to make timely decisions as situations develop that could affect performance
- **Increase** employee engagement through visibility into individual performance metrics

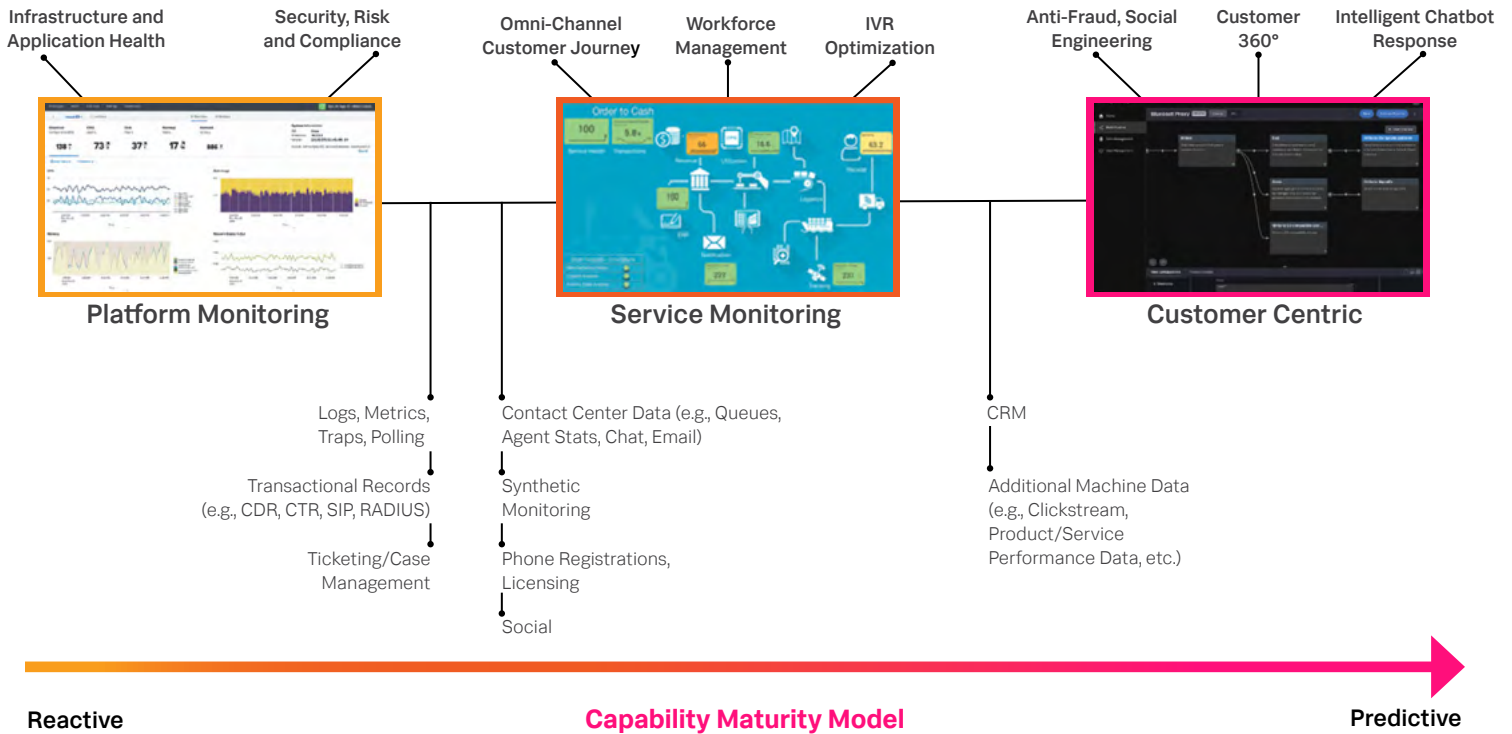
Splunk Supports End-to-End Visibility

Create data insights across contact center configurations to support:

- **Holistic visibility:** Integrate data from all applications involved in service delivery
- **Real-time monitoring:** Monitor services end-to-end with immediate awareness of issues
- **Rapid root-cause determination:** Quickly isolate issues and get at root causes and remediation. Employ Machine Learning for a predictive and proactive stance
- **Cloud-ready:** Wherever you are in your cloud journey, Splunk has you covered: on-prem, hybrid or cloud-native

Contact Center Evolution

Transforming from Cost Center to Profit Center



One Platform for Unified Visibility

- **Any data, any transport:** Meet your data where it is, whether derived from APIs, Kafka, syslog, CDRs or anywhere else. Real-time monitoring: Monitor services end-to-end with immediate awareness of issues
- **Integration and correlation:** Integrate disparate data to provide a holistic view (customer 360°, end-to-end call flows, etc.)
- **Democratized data access:** Interactive data exploration and flexible dashboard development
- **One platform with many lenses:** Single source of truth across operations, security, business analytics and more
- **ML-driven automation and orchestration:** Support for complex workflow automation and advanced ML capabilities
- **Cloud journey support:** Out-of-the-box integration with AWS, Azure and GCP
- **Splunk Cloud:** Feature parity on-prem and in the cloud with Splunk Cloud SaaS



Get a high-level view of service health and performance while also being able to drill down deep and investigate.

Splunk's Contact Center Analytics

Platform Monitoring



Real-Time
Visibility

Workforce Management



Optimal Agent
Productivity

Risk and Compliance Management



Rock-Solid Security
and Compliance

Customer Experience



End-to-End
Customer Journey

Splunk Capabilities

One powerful platform to drive exceptional customer service with holistic monitoring

Infrastructure and service monitoring

Use Splunk's best-of-breed ITOps capabilities to monitor your mission-critical infrastructure, whether on-prem or in the cloud. Build on this foundation to establish real-time visibility into end-to-end service paths, whether you're working with centralized call centers or your remote agents. Use Splunk to rapidly identify and remediate any issues before they impact your customers.

Workforce management

Optimally match agents and teams to workloads for peak effectiveness and efficiency. Identify and address issues in workforce allocation and training, for the benefit of your customers, your agents and the bottom line. Ensure that customer service functions like a well-oiled machine, even in a dynamic world.

Security and compliance

Ensure rock-solid security and protection of your customer's critical data, using the same Splunk platform to drive operational excellence. Use Splunk for industry leading security, privacy, compliance and audit capabilities.

Customer journey

Put the customer at the center: integrate CRM, ticket, omnichannel interaction and social data to bring together a full picture of customer experience and customer journeys. Use Splunk to equip your customer care team with a 360-degree view of your customers.

“Splunk software puts all the information we need at our fingertips and makes it easier to drill down to identify the root cause of problems, enabling us to respond faster.”

— Tracy Leighton, Head of Service Assurance and Planning, 2degrees