

# WHAT ARE THE MAJOR BENEFITS OF CALL ANALYTICS?

One of the fastest growing segments, call analytics permit organizations to take action on unstructured data that is a result of customer interactions. This helps you gain insight your customers. If used in a right manner and with call center practices, analytics can provide an imperative competitive edge to any organization. In this article, we will mention a few benefits of analytics

## **Better Customer Experience**

According to recent research, most organizations use analytics technology to improve customer experience. Through this, your company may analyze audio data, detect basics things like stress in the voice of customer, the reason behind their call etc. this helps the users to identify the various needs of the customers and meet them. The technology is growing at a rapid pace because of the benefits it provides to organizations.

## **Monitor Employees**

It allows you to monitor call center agents and improve quality of your service.

Monitor your employees by racking their calls with the customers. Managers can

track the calls of their call center executives and make sure that the regulatory requirements are met. This technology is also useful for improving first call resolution, call volume and coaching call center agents. It may also help in managing performance and operational issues within the enterprise, leading to improved service quality.

### **Cost-effective**

This technology reduces operational expenses and allows organizations to save money. It can reduce call center expenses, decreases operating expenses and uses different ways to avoid spending money while at the same time helps generate revenue. Although, it is imperative to keep in mind that while the benefits can be significant, you are still required to make a significant investment in time and resources.

### **Boost Revenue**

A call center is not a single area of any business that may benefit from this technology. Numerous sales enterprises that use this technology are able to identify up-sell and cross-sell opportunities. It can also be used to track the overall effectiveness of marketing campaigns.

## **Minimize Customer Attrition**

Most organizations that have used call analytics see a decrease in customer attrition rates. In fact, it can also help organizations identify exactly why their customers are leaving, providing them numerous opportunities to make necessary changes that can bring back their customers. Also, if you improve the quality of service, it can definitely result in higher customer satisfaction.

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