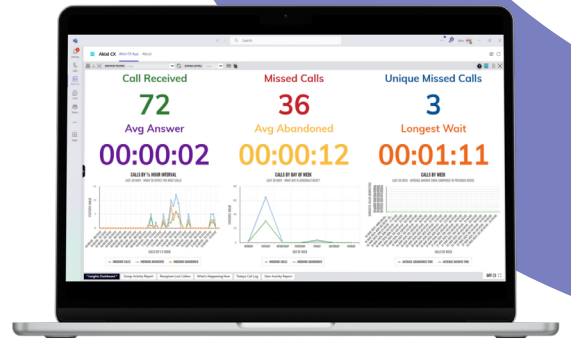


# Akixi CX Analytics for Microsoft Teams



## Executive Summary

Many businesses need call analytics functionality but cannot justify the deployment of expensive or complex platforms designed for large enterprise requirements. These organizations are currently underserved by more basic built-in and third-party analytics systems that cannot provide the required depth and quality of insights in real time.

In response to this growing opportunity, Redcentric has added even more value to their highly competitive UC and Contact solutions by offering Akixi's CX Analytics for Teams. This innovative product includes client-embedded real-time dashboards, detailed reporting, and bespoke insights not available from other platforms.

## Service Provider Profile: Redcentric

Redcentric empowers organisations with innovative and reliable managed IT services that enable them to achieve their goals and succeed in today's digital landscape. They strive to be a trusted partner, delivering proactive, collaborative, and transparent solutions that drive growth and success for their customers.

## CX Analytics for Microsoft Teams

### Advanced Call Analytics

- ✓ Unreturned Lost Calls Reports
- ✓ User/Auto Attendant Reports
- ✓ Call Center Interval Reports
- ✓ Call Volumes by Day Reports
- ✓ Call Log History
- ✓ User Productivity Reports
- ✓ Group Activity Reports

### Real-time Monitoring & Reporting

- ✓ Call Center Dashboards
- ✓ Customizable Wallboards
- ✓ Active Calls Reports
- ✓ Queue Reports

### Compliance & Privacy

- ✓ Secure data policies
- ✓ Granular permissions

### CRM Integration

## Times are changing for customer-focused enterprises

### Performance

As remote working expands, businesses must identify lost or poorly managed calls to secure revenue growth. Real-time call analytics boosts staff productivity and sales performance by exposing caller journey issues and uncovering missed sales opportunities.

### Operations

In recent years, highly distributed businesses and teams have become commonplace. Management complexity means that call center analytics is increasingly vital for maintaining a competitive edge in the market and consistent service quality.

### Experience

With heightened expectations for fast, personalized service, analytics helps identify friction in contact center processes and opportunities to enhance caller experience. This is essential for nurturing customer satisfaction and loyalty.

# Industry Spotlights

## The Opportunity

CX Analytics for Teams is designed for service provider delivery, either standalone or bundled with direct routing or operator connect offers. Akixi's real-time advanced bot technology delivers data and insights without delays. This innovation allows service providers to address a broader range of Unified Communications needs and the rapidly growing opportunity in distributed or informal contact center environments.

### Healthcare

#### The Challenge

When patient calls are lost or poorly routed, this can lead to legal liabilities, lost opportunities to schedule appointments or worse, adverse health outcomes, negatively affecting a healthcare provider's reputation and revenue.

#### Business Results

With CX Analytics for Teams, healthcare organizations can leverage real-time and historic call insights to optimize patient communication workflows and provide timely assistance and medical support according to SLAs, driving better clinical and financial outcomes.

### Finance

#### The Challenge

Clients of banks or any financial institutions require high standards of service and compliance. Therefore, poor call center experiences can lead to serious complaints, prompting clients to choose another provider if their expectations are not met.

#### Business Results

CX Analytics for Teams empowers financial organizations with live and historic call data, enabling superior customer service and data-driven decisions that boost loyalty, efficiency, and profitability, all while helping to maintain the highest security and compliance standards.

### Retail

#### The Challenge

While online sales continue to grow, some customers often prefer personal contact over the phone. Therefore, poorly handled or missed calls can result in lost sales, customer churn, negative feedback, and brand reputation damage for a business.

#### Business Results

With CX Analytics for Teams, retailers can gain detailed call insights, increasing visibility of live and historic customer interactions and team performance to support loyalty and satisfaction improvements, increase efficiency, and secure revenue streams.

### Logistics

#### The Challenge

Logistics is a highly distributed industry that operates 24/7 and involves many parties. Poor communication can result in operational delays, dissatisfied customers and increased cancellations, causing higher churn rates and profit loss for a company.

#### Business Results

CX Analytics for Teams empowers logistics companies with real-time and historic call data, helping improve communication within the supply chain, quickly adapt to changing operational conditions, increase profitability and boost customer satisfaction.

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