

Customer Experience Management & Analytics



Upstream Works provides a rich set of tools that lets your agents deliver premium customer care while taking care of your bottom line. Results include:

Client in Healthcare Industry:

3% Reduction in Call Volumes through a
10% Reduction in Repeat Calls
Project Payback - 8 Months

Client in Utility Industry:

10% Reduction in Call Volumes through a
50% Reduction in Repeat Calls
Project Payback - 6 Months

Client in Utility Industry:

20% Reduction in AHT
50% FCR Improvement
Project Payback - 3 Months

Client in Insurance Industry:

12% Reduction in AHT
20% Reduction in Repeat Calls
Project Payback - 6 Months

"The breadth of reporting and tools allow us to diagnose the root cause of repeat call activity, identify process improvement opportunities and better manage agent performance."

VP Operations, The General

Upstream Works Business Interaction Manager is designed to collect customer interactions from across an organization, wherever they occur, in real time to improve productivity and customer experience.

Business Interaction Manager

For businesses focused on customer service, who lack visibility to how they are using their resources, Upstream Works provides Business Interaction Manager.

Business Interaction Manager shows you a clear picture of how your customers interact with you. Instead of relying on incomplete data and complex Business Intelligence integrations, Upstream Works collects the key elements of every customer interaction as it happens and saves it in a single, easy to use format.

In the way that an accounting system tracks what your company does with its money, Business Interaction Management tracks what you do with your people and resources, to improve budgeting and allocations so you can fix problems and streamline operations.



Business Interaction Manager captures customer interactions from any source, including assisted and self service operations. Using Interaction Hubs, it collects the data for every interaction in real time as they happen. It is augmented by UpStart Contact Center Agent, an award winning agent desktop that augments the

customer and agent experience, and simplifies capturing complex agent interactions from your contact center, while improving agent efficiencies.

Simply put, Upstream Works provides you with visibility, accountability and control over ALL of your customer interactions, regardless of source.

Customer Experience Analytics

Customer service can make or break your relationship with your customer.

So, how do you consistently deliver customer care that will build your customer base and win increased customer loyalty? The care delivered by your people must be managed with the customer front and center - using performance management guided by customer experience.

Business Interaction Manager is a performance management and analytics solution driven by the customer experience and its relationship to every person and every touch point that contributed to it.

Q: What customers are at risk and why?

Q: What are we doing that is harming customer perception?

Right-channel Contacts

Business Interaction Manager collects and correlates interactions for inbound/outbound phone, email, chat and manual contact channels. Not only can you directly compare channel performance, but issues that cross channels can be fully analyzed and costs contained in the right channel.

Q: What interactions are best suited for self service?

Q: How many of my web customers are calling the call center?

Coach for Success

All calls are not the same. Each call type requires different knowledge, skills and process. Business Interaction Manager lets you manage and coach agent performance by contact reason as well as by skills, in order to identify training and compliance gaps that lead to repeat calls and long handle times.

Q: What training is effective at improving customer care, and who needs it most?

Q: What agents are best and worst at resolving specific interaction types?

Identify and Recover Customers at Risk

Customers that have experienced adverse treatment, non-resolution or are showing signs of dissatisfaction can be identified so you can pro-actively recover them.

Resolve Escalations and Disputes Quickly and Fairly

Business Interaction Manager can hone in on any interaction, not only by customer ID, but by over 30 criteria. Interaction facts are tied to all related contacts, call recordings and other documentation. You have the backup to resolve the issue fairly, while protecting against fraud.

Determine Where Best to Invest to Improve Customer Experience

Business Interaction Manager makes it possible to analyze Contact Reasons that suffer poor resolution, longer handle times and/or poor customer satisfaction. You can see what these particular contacts are costing you in labor and lost revenue, and see the potential ROI in addressing them.

Manage to Resolution

Business Interaction Manager knows who made every contact, and why they contacted you. Every contact for a single customer issue is bonded together. This “resolution experience” view is at the core of Business Interaction Manager performance management. Instead of managing unconnected calls, you guide your agents and improve your processes such that the customer’s needs are met as efficiently as possible. By focusing on Calls Not Resolved, you can immediately start to reduce costs and improve customer satisfaction and First Contact Resolution.



Balance Self and Assisted Service Without Hurting Customer Care

Self Service interactions that generate calls don't help the customer OR you. Business Interaction Manager lets you analyze the patterns of self service interactions from Web or Voice Response that ultimately require assisted service so you can address issues appropriately

The Truth in Real Time

Business Interaction Manager's transformational Contact Sentry technology provides an unbiased single view of the truth, from the perspective of both the customer and the contact center and is collected in real time so it is available for immediate analysis. Other systems gather historical data from multiple systems, then do a "batch" process, delaying results.

Make Outsourcers Accountable for Quality of Care

Business Interaction Manager's ability to track customer interactions across multiple locations, even with differing technologies, means that you can hold your outsourcers accountable for resolving the contact and satisfying the customer.

Tools for All

Though customer care information is vital to everyone, each area needs to use it differently. The Business Interaction Manager family has tools suited to everyone contributing to customer care. All tools work from the same Business Interaction Manager data mart, and can be deployed as they are needed, instantly.

Simple to exploit KPIs and metrics that are normally complex to measure and difficult to report (such as FCR rates) are built into Business Interaction Manager. Coupled with the clean data structure, complex queries, reports and analytic applications are greatly simplified.

Analytics without the BI Project Business Interaction Manager eliminates the need for the high risk, multi-month contact center business intelligence project. No data cleansing or "Extract, Transfer, Load" (ETL) processing is needed, and because data is collected directly from the source, the data quality is assured.

Expandable Additional business data can be added directly to the Business Interaction Manager Data Mart, providing more insight on how calls drive business, and how business drives calls.

Track by Contact Reason Contact Reason and Outcome are captured for every interaction, to permit detailed analysis by contact type.

Multisite The Upstream Works Business Interaction Manager Data Mart natively supports multisite contact centers, to permit direct comparisons of each location. Accurate customer interactions are captured regardless of call path – even if a caller is transferred from one center to another, the singular customer experience is tracked, with auditable agent detail.

Technology Agnostic Change contact center technology without impacting analytics. Business Interaction Manager employs uses a framework to ensure that the data is the same regardless of switch, IVR or other contact center components.

Use What You Have Although the Business Interaction Manager family includes analytics and visualization tools, it isn't a black box. Your existing reporting, Business Intelligence and dashboard tools can be used with the Business Interaction Manager Data Mart.

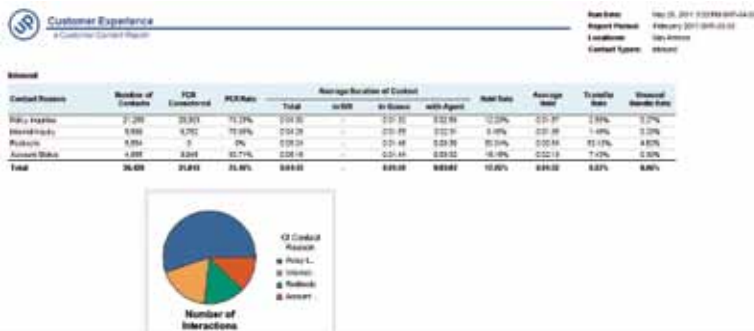
Role	Suggested Tool	Benefit
Executive	Business Interaction Manager Dashboards	At a glance view of demand, performance and trends of service request types by location
Analyst	Business Interaction Manager Analyst	Slice and dice analysis, not only for the service organization, but sales and marketing using market leading SAP business objects BI tools
Business User	Access to Interaction Database via Web Portal or through existing CRM	Any user that would benefit from knowing the interaction history of a customer or group of customers
Contact Center Management	Business Interaction Manager Interactive Reports	Performance management and coaching by SR type
Service Representatives	Upstart I-Hub for Contact Center	Provide interaction history to rep, capture currently unrecorded interactions, provide transfer of content between reps

True Analytics, Out of the Box

Business Interaction Manager combines FCR and Customer Care analytic reports with contact center efficiency and operational reports. Unique to Business Interaction Manager are a rich set of interactive analytic reports that reveal the relationship between these two axes, so you can manage to a balance of effectiveness and efficiency.

Business Interaction Manager interactive analytic reports are live web documents, with links that let you intuitively navigate across multiple dimensions. Every report zooms in from relevant KPIs all the way down to individual interactions. For analyzing issue resolution, detail reports relate a first contact to any subsequent contacts, even if they cross channels. At any level, the view can be saved as a PDF file or Excel spreadsheet.

Included is a rich set of interactive analytic reports, accessed through a “no training required” web interface. Analytic reports can be run interactively, or scheduled with email distribution. Reports are organized as:



Customer Analytics Evaluate customer experience. See how well your customers’ needs are being met, with analytic reports covering customer experience, survey, FCR and repeat calls.

Contact Center Evaluate the efficiency of the contact center and how well you are meeting your targets. Uncover process problems. Includes overall summaries such as service level and technology reports for all channels.

Agent Evaluate agent performance effectiveness and ability to solve customer issues. Includes all reports used by supervisors and team leads to evaluate agents, identify performance problems and provide coaching to meet targets.

Trends Summaries of key statistics and key performance indicators that show activity over long historical durations. Trend reports are divided into Agent and Customer and are summarized on a Monthly, Quarterly and Annual basis.



About Upstream Works

Upstream Works delivers contact center solutions and customer experience analytics that reduce costs and improve customer retention. Typical implementations deliver full project payback in 6 months.

Business Interaction Management

Upstream Works makes your customer interactions visible, accountable and controllable.

Interactions make up the substance of every customer relationship and defines how and where a company should allocate its resources to increase customer lifetime value and to decrease operational costs.

Upstream Works allows businesses to capture, analyze and use interactions across the enterprise.



Upstream Works

www.upstreamworks.com