



## **QPC MIG benefits and applications - better data to improve reporting accuracy and reduce manual intervention**

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The data provided by ACDs and contact routing frameworks frequently requires considerable manual manipulation (and a lot of analyst time) if meaningful reports are to be created. What's more, the lack of scope, granularity, accuracy and relationships within this data frequently cause inaccuracy that may limit the usefulness of any reports based on it.

The reporting applications provided with ACDs and contact routing frameworks rarely give all of the historical and intraday management information that businesses require. Typical problems that contact centres encounter include:

- Inappropriate quantities - although quantities such as 'contacts offered', 'contacts handled' and 'handle time' may be available within a reporting application how these are calculated may mean that they are inappropriate for a particular reporting purpose. For example, handle time may or may not include After Call Work (ACW). If a report were to be used to identify which agents required help in increasing productivity by shortening talk time then the inclusion of ACW in the AHT quantity may make it ill suited for this purpose.
- Averaged quantities - sometimes the quantities that are provided are inaccurate due to averaging. For example the 'After Call Work' time for a specific contact type may actually be an average across all contact types.
- Inability to report against particular routing dimension - frequently quantities cannot be reported against the routing dimensions required such as queues, contact types, skill groups, VDNs and agents etc
- Not being able to report quantities against meaningful management entities - although most reporting systems allow reporting of quantities against management entities such as agents, teams and sites, reporting against other entities such as business units and even outsource partners may be difficult to achieve.
- Not being able to compare data from contact centres with different ACD types - Because ACDs may calculate quantities in different ways it makes it difficult for organisations to make meaningful comparisons if their contact routing infrastructure uses ACDs from more than one manufacturer. For example many businesses face problems when trying to compare the handle time of calls within their own organisation with those of their outsource partner because the different ACDs are calculating this in different ways.

To overcome the reporting limitations of their ACDs or contact routing frameworks businesses will often query the databases, which come with these systems, direct. This extracted data can then be used within a reporting tool (such as Crystal Reports or MS Excel) along with some 'rules of thumb' that enable the available call data to be apportioned in a way that meets a specific business need. Excel and Crystal Reports both offer the ability to manipulate the data (i.e. perform some additional calculation) and display this graphically. But, repetitive work in these solutions is very resource intensive. Also, the 'rules of thumb' used to apportion the data taken from the ACD may not be accurate enough to provide meaningful information for a contact centre.



### **The solution**

The QPC MIG's comprehensive event level information makes it easy to define how quantities like 'handle time' are calculated and report these against routing dimensions and meaningful management units. This removes the need for many of the 'rules of thumb' that are used to help apportion calls from ACD management information systems, something that typically creates inaccuracies within reported information. What's more it is cost effective to extend the reach of the QPC MIG to include all sites and ACDs or contact routing frameworks within a contact routing estate (including outsource partners) so that information about these can be compared meaningfully. Finally, using data from the QPC MIG, QPC's Reveal Information Communication solutions make it fast and easy to display the precise information required, without the need for repetitive manual intervention.

### **Return on investment**

The QPC MIG, when used in conjunction with a QPC Reveal or 3rd party reporting solution, dramatically reduces the number of personnel needed to create meaningful reports. Additionally, the increase in accuracy, offered by using the QPC MIG as a data source, may also offer an ROI.

*'One mobile phone provider estimated that better data would enable it to release 50% of its analyst staff (20 FTE) to work on additional projects by halving the time needed to produce its standard contact handling report set'*

## QPC - customer service transformation

### QPC Europe

6 Devonhurst Place, Heathfield  
Terrace, London, W4 4JD,  
United Kingdom

### QPC Asia Pacific

350 Wellington Road  
Mulgrave, Victoria, 3170,  
Australia

### QPC Middle East & Africa

Level 19, Monarch Office  
Tower, 1 Sheikh Zayed Road  
P.O. Box 333840 , Dubai

### QPC North America

540 North Commercial St,  
Manchester, NH 03101  
United States of America

