"YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE," said management consultant Peter Drucker. In other words, a business can’t determine whether or not it’s successful unless success is defined and tracked.

Comprehensive and organized reporting on KPIs that matter is at the core of effectively managing customer service operations. With a clearly established metric for success, you can quantify progress and adjust your process to produce the desired outcome. Without clear objectives and consolidation of data, you’re stuck in a constant state of guessing and could miss opportunities to become more successful.

This brief outlines the key challenges around measuring service operations and how Oracle Service Cloud customers address these challenges.

CHALLENGES TO MONITORING SERVICE OPERATIONS

Unable to Drill Down on All Key Metrics
Most organizations have the means to measure and monitor some metrics around their customer service operations, but often the set of KPIs is incomplete, meaning they cannot fully gauge operational efficiency and service quality. For example, a business may measure aggregated Average Handling Time (AHT) as a KPI, but if they’re not able to slice that by contact reason, queue, or agent experience level, then it will be difficult to improve the AHT KPI. It can also be difficult to identify root causes when an issue arises.

Unable to Measure Across Multiple Channels
Another area many organizations struggle with is measuring the same metrics across multiple channels. Customers typically touch through multiple channels, and it can be difficult to create an accurate depiction of a customer journey through several channels. This means that businesses may be unable to improve efficiency in particular channels or execute on a multichannel strategy.

Gathering and Cleaning Data is Time-consuming
Large contact centers can generate a lot of transactional data, and often the systems storing the data are not built to run heavy reports. Even when the data is available, it often requires a lot of cleaning—especially when an organization has different point solutions from different vendors (telephony platform, CRM, live chat tool, email management system, etc.). Because all of these systems have a different architecture and database schema, the output formats will differ wildly, and it can become really hard to quickly consolidate data and insights.

Dependency on Vendors or Specialists
Often, service organizations are dependent on vendors, specialists, or consultants to generate reporting for them. This introduces complexity, makes the process slower, and often costs a business a lot of money. It’s difficult to optimize a service organization if every time someone wants a new report they must wait a week or two.
HOW BUSINESSES ARE ADDRESSING THESE CHALLENGES

Using Native Reporting on KPIs and Drill-Downs

Businesses take advantage of the hundreds of reports that Oracle Service Cloud offers. They were developed based on best practices obtained while helping thousands of customers deploy and optimize multichannel service solutions. Virtually every data point in the database is available for analytics, meaning businesses can measure just about anything they want to measure and understand trends over time.

Obtaining Insights Across All Channels

Oracle Service Cloud is a true multichannel service platform, so businesses can use it to accurately measure across all channels. By tracking metrics such as customer satisfaction, AHT or FCR over different channels, businesses get insight about where agents are more efficient and effective at satisfying customers. Businesses then use this insight to drive a smarter service strategy.

Leveraging Pre-Built Reports and Creating Ad-Hoc Reports on the Fly

Oracle Service Cloud comes with hundreds of pre-built reports that businesses can run on the fly or schedule. Businesses can create new reports at any time using a powerful yet user-friendly visual report designer and data dictionary. Key stakeholders are kept informed at regular intervals with summary reports.

Letting Business Users Own Reporting

Busy managers leverage Oracle Service Cloud’s out-of-the-box dashboards to get an overview of service operations at a glance, and users can create customized reports and dashboards for their own use. The report designers are very intuitive and provide a rich range of advanced charts and visuals that help make reports easy to read.

“YOU CAN’T MANAGE WHAT YOU CAN’T MEASURE.”

— PETER DRUCKER, MANAGEMENT CONSULTANT

Get more of what you need to monitor and measure your service operations:

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