Grazitti Interactive®
Marketing for Digital Natives

Support Analytics

PRODUCTIVE AGENTS. SMARTER MANAGERS. HAPPIER CUSTOMERS.

At Grazitti Interactive,® we plug service analytics on top of all your service tools to rapidly transform your service center from customer query resolution to a customer experience enhancement engine.With customers and prospects connecting through your website, online community, email, phone, and chat, how do you gauge the success of different channels?

Our team of analysts, with extensive experience in data analysis, visualization, blending, and preparation, enable you to dive deeper into your support channels.

Our best-in-class support analytics solutions have helped companies achieve:

- Improved Customer Retention Rate
- Reduced Churn Rate
- Higher NPS
- More Engaged Agents
- Higher Usage of Products

What Grazitti Offers

Executive Dashboard
Evaluate the performance of all your support channels, call centers, support vendors and more with crucial metrics that facilitate better support.

Call Center Dashboard
Track crucial call metrics across global and regional call centers to get insights into agent and product performance, calls handled, average talk time, and more.

Support Vendor Comparison Report
Compare different vendors to analyze ROI from all of them, dive deeper into KPIs, measure performance across different locations, and reduce support costs.

Email Performance Report
Understand key metrics like new vs. existing email trends, email detail by agents, emails by products/services etc. and gauge the performance of email as a support channel.

Voice Report
Gain deep insight into calls offered and handled by agents, voice trends by tenure, queue time, average call time etc.
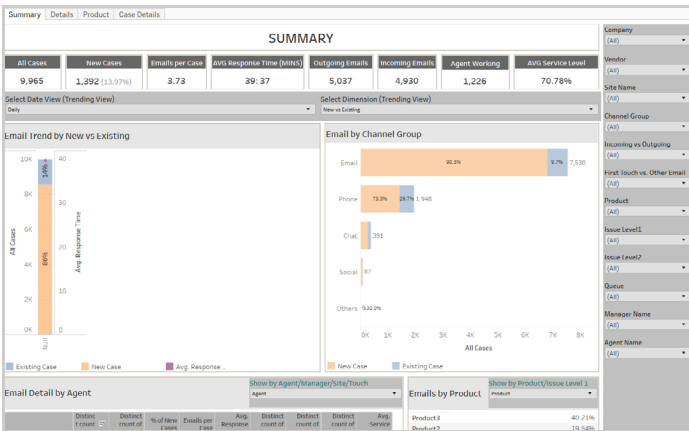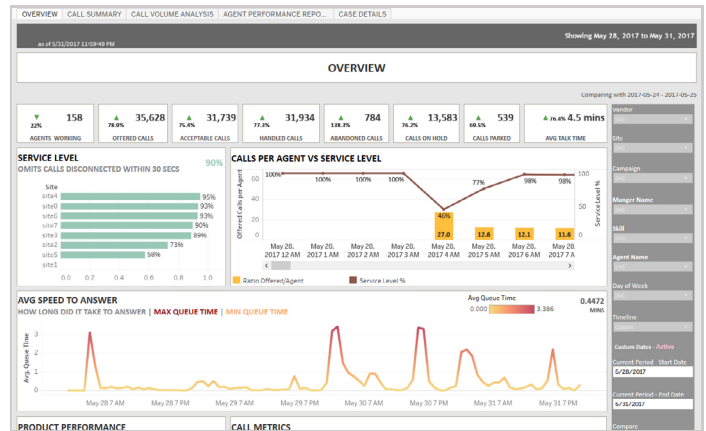
Content Analysis Dashboards
Measure the efficacy of the help content on your online community and website with metrics like average pageviews per visit, positively rated articles, deflection rate etc.
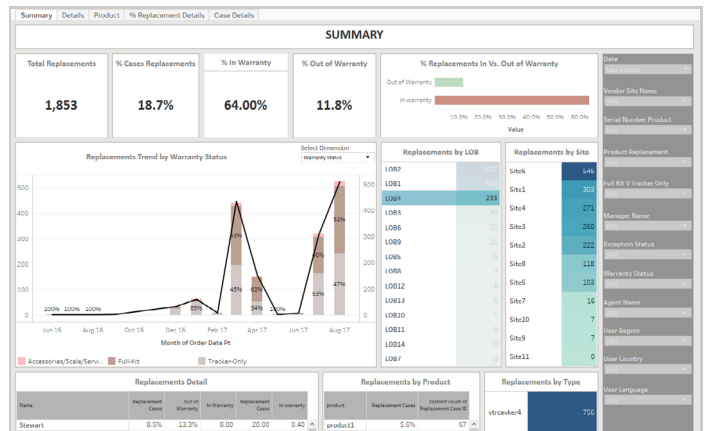
Dashboards

Email Report

Call Center Dashboard

Vendor Comparison Chart

Replacement Reports

Why Choose Us

Technical Expertise

Creative Experience

Agile & Global Delivery

Commitment to Quality

Strategic Depth

About Us

Grazitti Interactive is a marketing technology company, specializing in engineering Analytics solutions, Alteryx Connectors, Predictive Analytics, Data Integrations and more. To know more about our Data Science solutions, drop us a line at info@grazitti.com