



THE ULTIMATE GUIDE TO **CUSTOMER SUPPORT ANALYTICS**

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Introduction

Why are your customers switching to different brands?

According to a survey conducted by New Voice Media, these are the reasons why most people switch brands:



Feeling unappreciated



Unhelpful/
Rude staff

Increasing customer retention rates by 5% increases profits anywhere from 25% to 95%!

So what stops businesses from offering great customer support and retaining customers?

Effective customer support relies heavily on data. To make something better, you need to know where it lags.

This is where customer support analytics comes in.



What is Customer Support Analytics

With customers and prospects connecting through your website, online community, email, phone, chat, how do you gauge the success of different channels?

Customer support analytics gives you a 360° view across all your support centers, channels, and reps. It enables you to dive deeper into your metrics and KPIs. With support analytics, you can transform your support center from a mere customer query resolution center to a customer experience enhancement engine.





Why Customer Support Analytics

Customer support analytics enables you to answer key questions like:

- How long it takes for your support team to resolve cases
- How long does a customer have to wait for resolution
- Which support channels are the most effective
- Which support reps are handling the most cases

Moreover, having a full-circle view of your support centers and channels helps you:

- Improve Customer Retention
- Reduce Churn
- Achieve a Higher NPS
- Keep Agents Engaged

It is anywhere from 5 to 25 times more expensive to acquire a new customer than it is to keep a current one



Key Customer Support Metrics

Let's take a look at some key customer support metrics that will help you better serve your customers



Average Response Time



Tickets by Support Reps



Number of Tickets Filed



Tickets by Channel

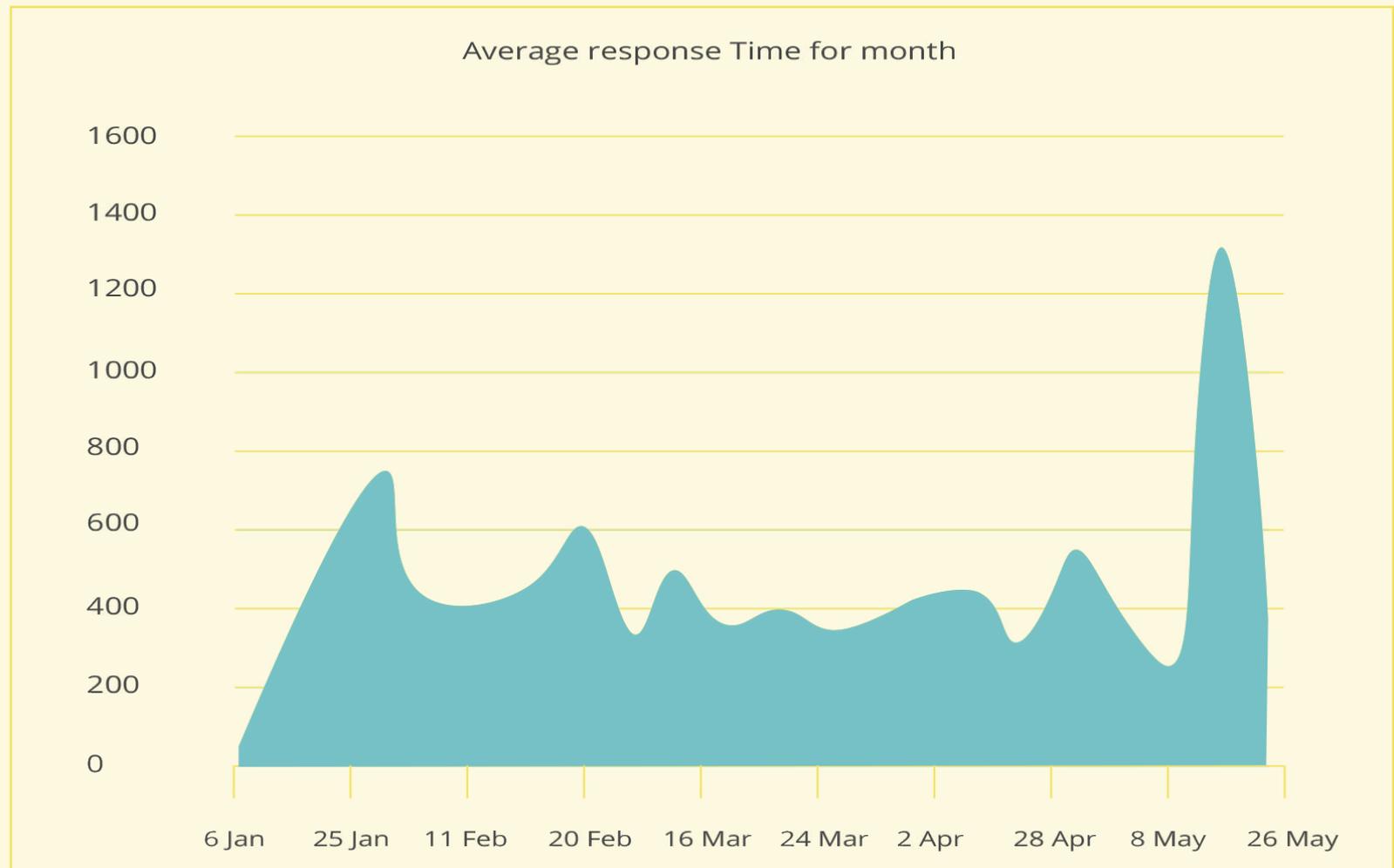


Tickets by Tag



Average Response Time

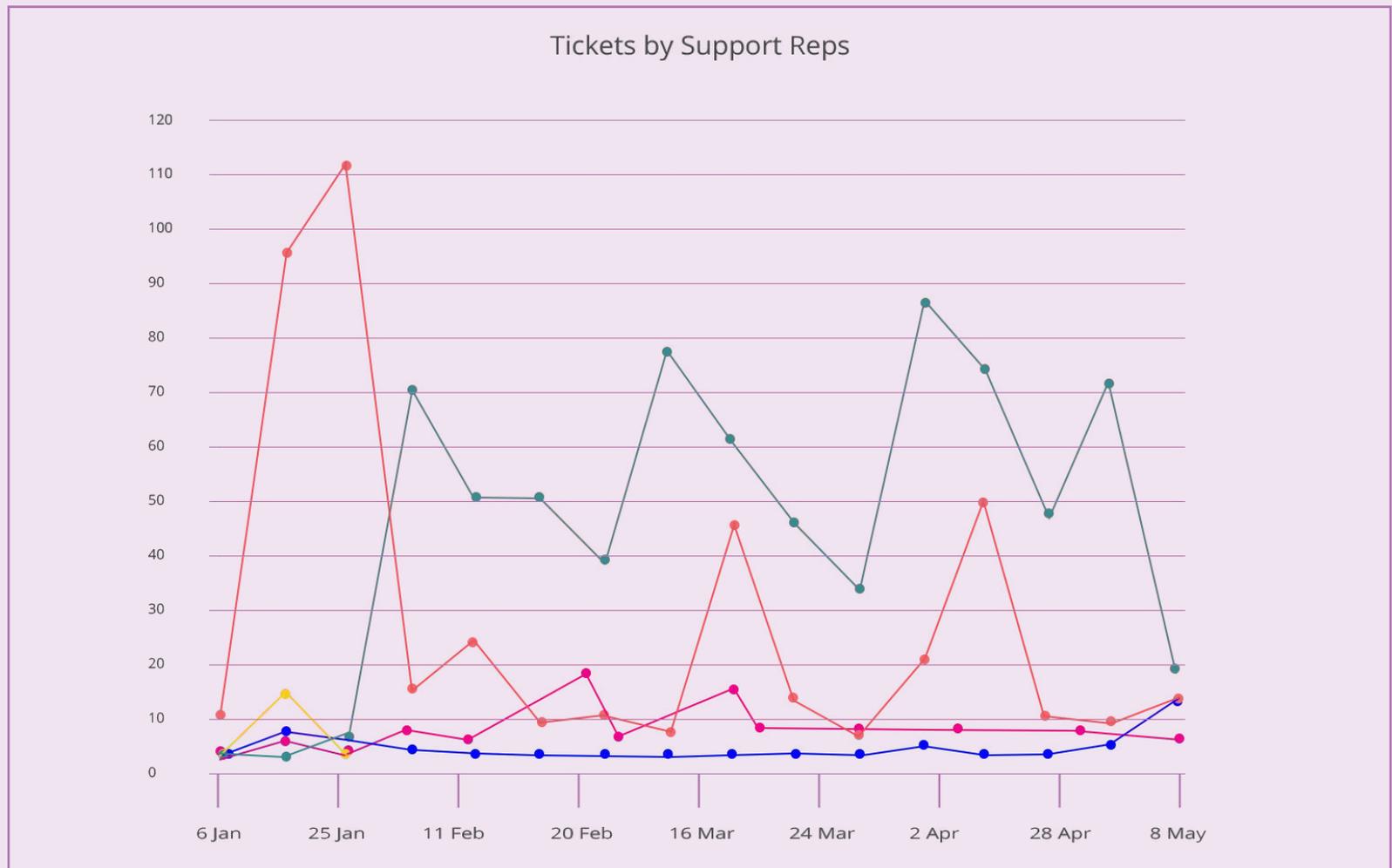
This metric helps you monitor how quickly tickets raised by your customers are being resolved. Response time is a crucial metric that lets you know the overall health of your support center.





Tickets by Support Reps

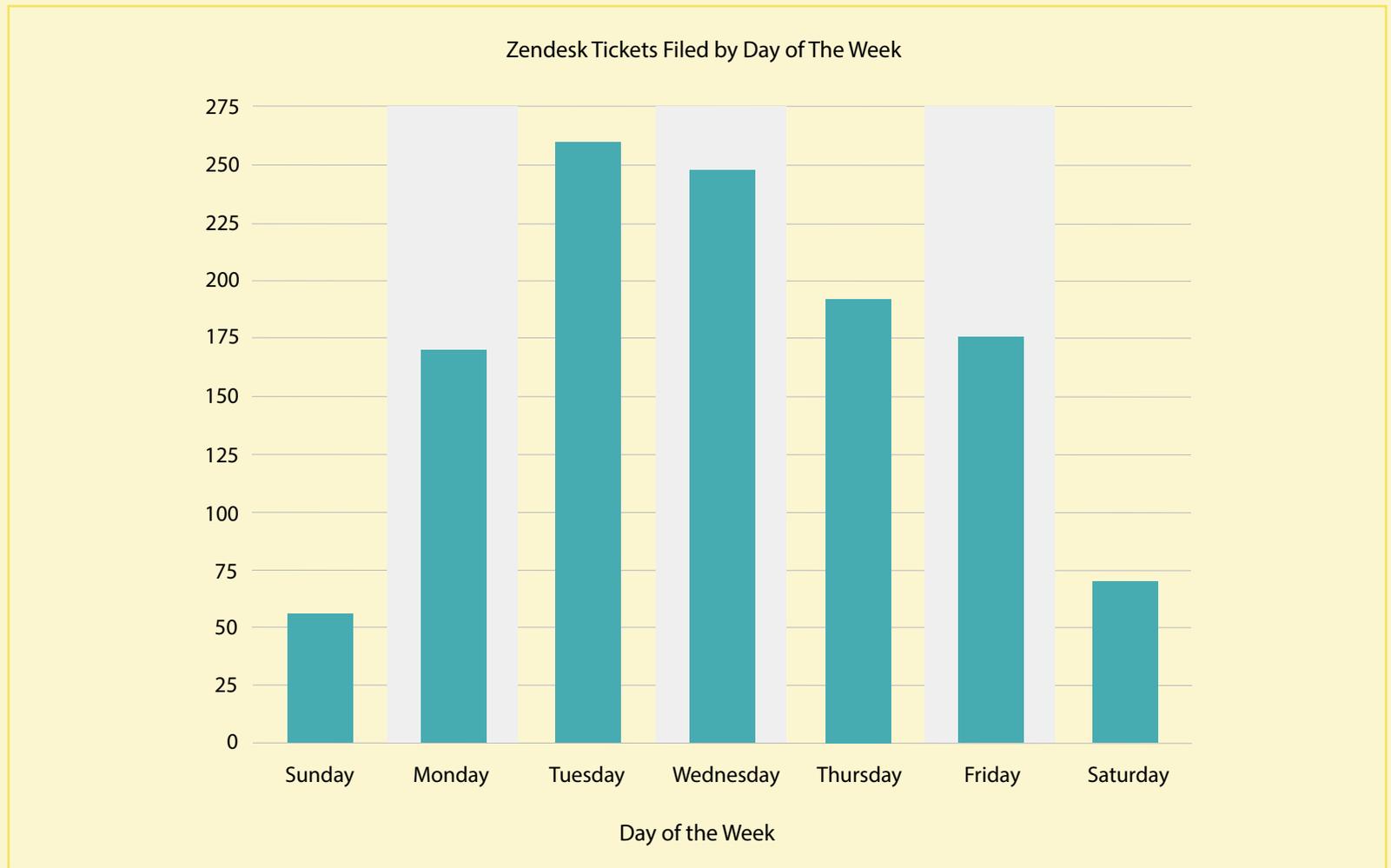
To cut down the response time, you need to spread out tickets amongst your support reps. This is another key metric that you should definitely be tracking in order to offer better customer support.





Number of Tickets Filed

How do you decide how many tickets support reps handle? This metric—number of tickets filed—helps you answer that. By monitoring the number of tickets filed every day of week, you'll get a better idea of the number of support staff you need to allocate for each day of the week.





Tickets by Channel

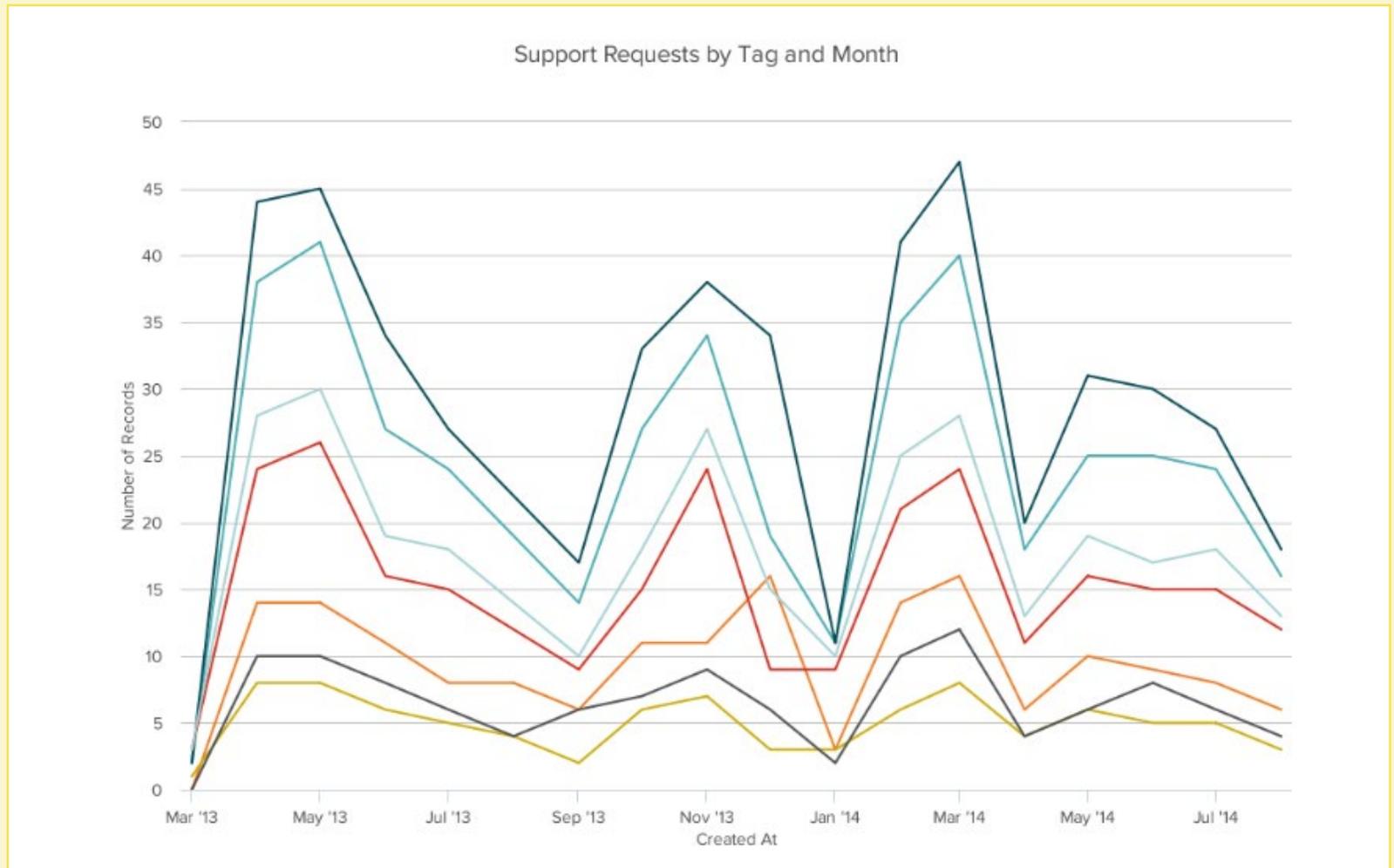
By monitoring the number of tickets by channel, you will be able to know which channel your support team needs to stress on. Moreover, you will also understand which channels see more activity on specific days.





Tickets by Tag

By assigning tags to support tickets, you can track the kind of questions your customers are asking. This can help you keep track of areas of improvement.





Case Study: Custom Support Reports for A Leading Manufacturer of Activity Trackers

The customer is a leading manufacturer of activity trackers and wireless-enabled wearable tech devices that help transform people's lives. Their products enable people to keep track of and fulfil their health and fitness goals.

The Context

The customer has multiple channels—online community, email, chat, voice—from where people approach them for support. Multiple support channels resulted in their data being scattered. Due to this, the customer did not have adequate visibility into the performance of their support channels.

The Objectives

The client wanted to seamlessly integrate the complete customer support experience. For this they wanted custom reports for all support channels across which their customers were engaging. This would enable them to dive deeper into seeing how their reps were resolving issues faced by their customers and allow them to offer better customer support.

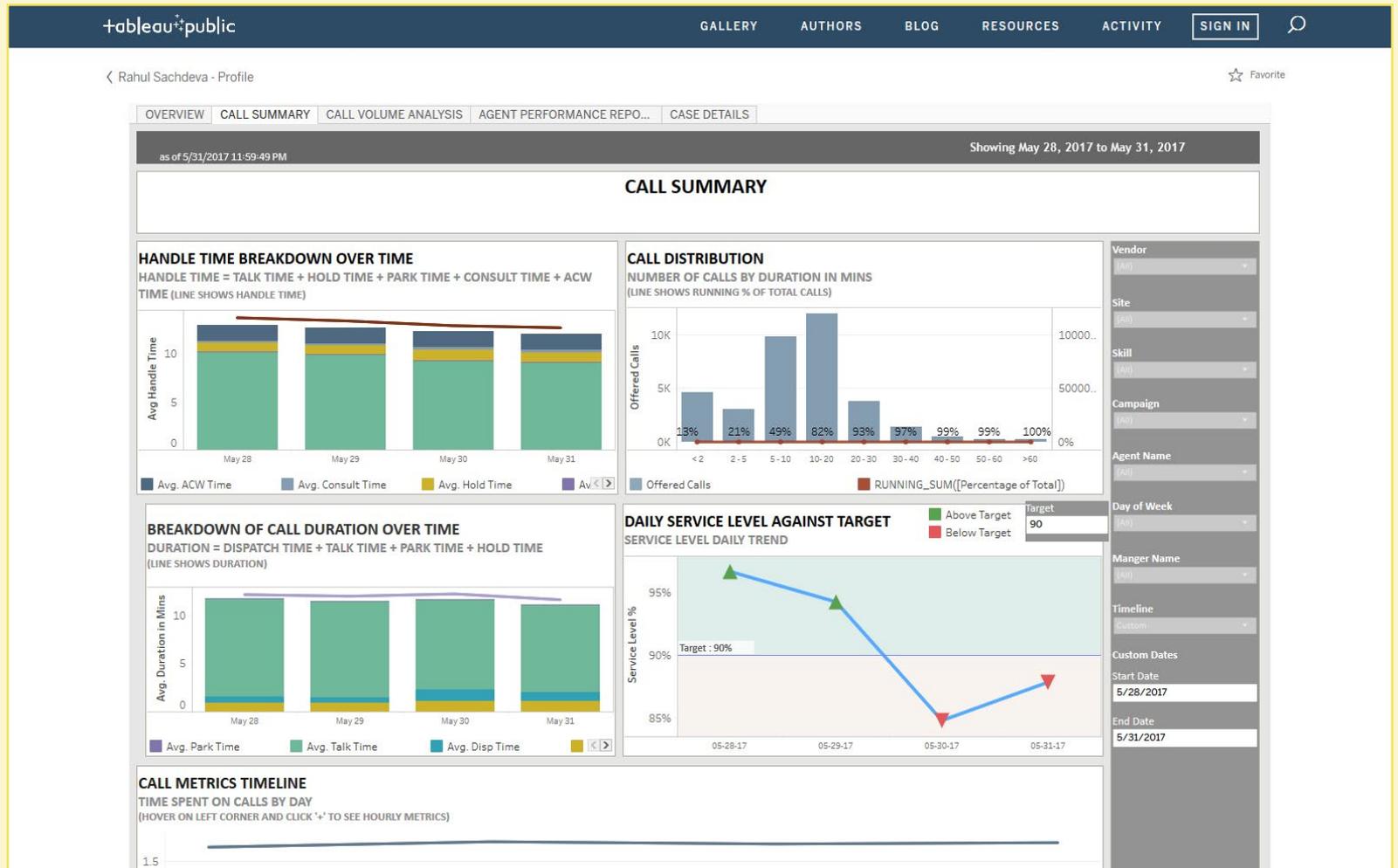
The Solution

To help the client, we created custom reports for their support channels. You can read more about it [here](#).



Executive Dashboard

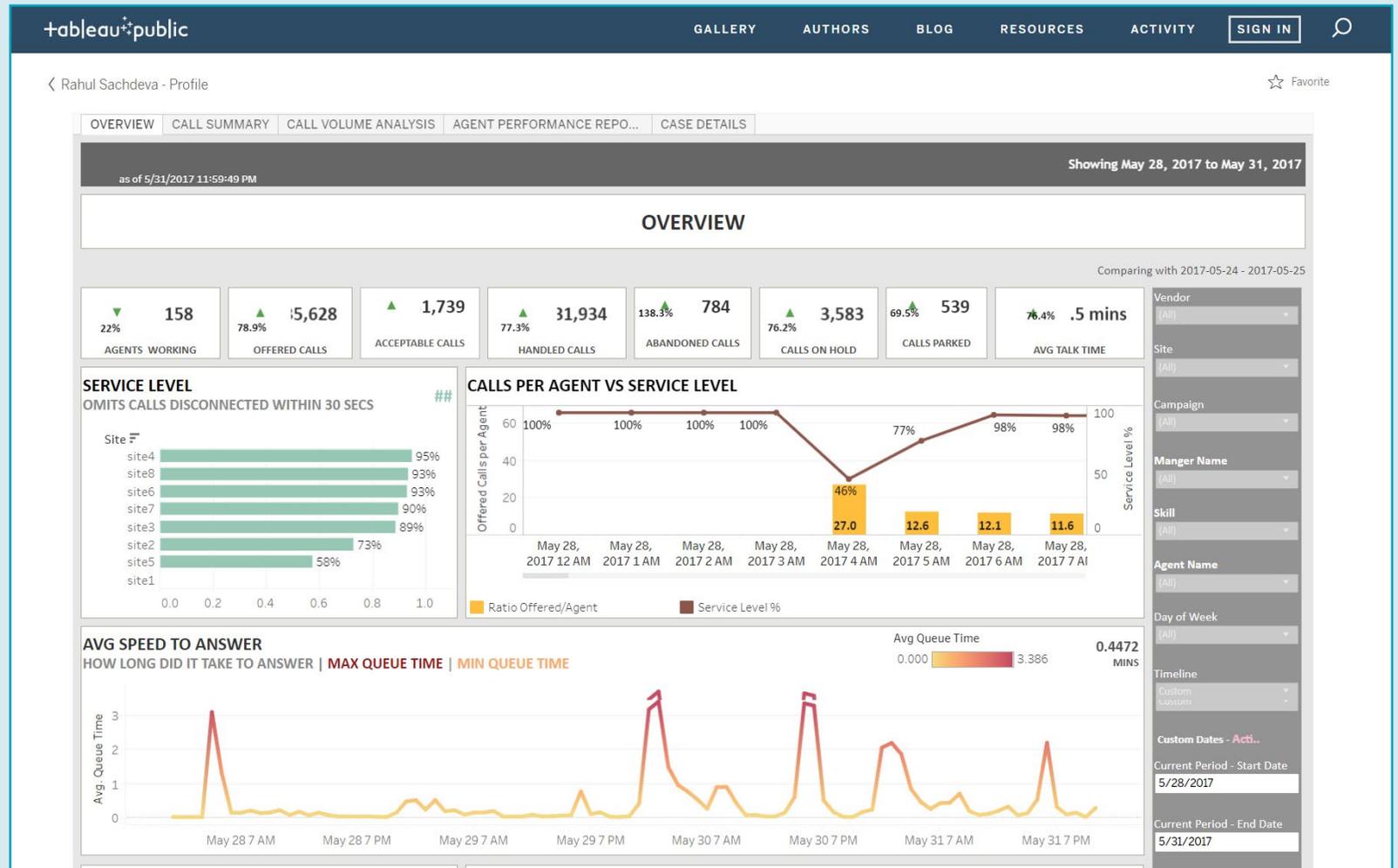
An executive dashboard enables you to evaluate the performance of all your support channels, call centers, support vendors and more with crucial metrics that facilitate better support.





Call Center Dashboard

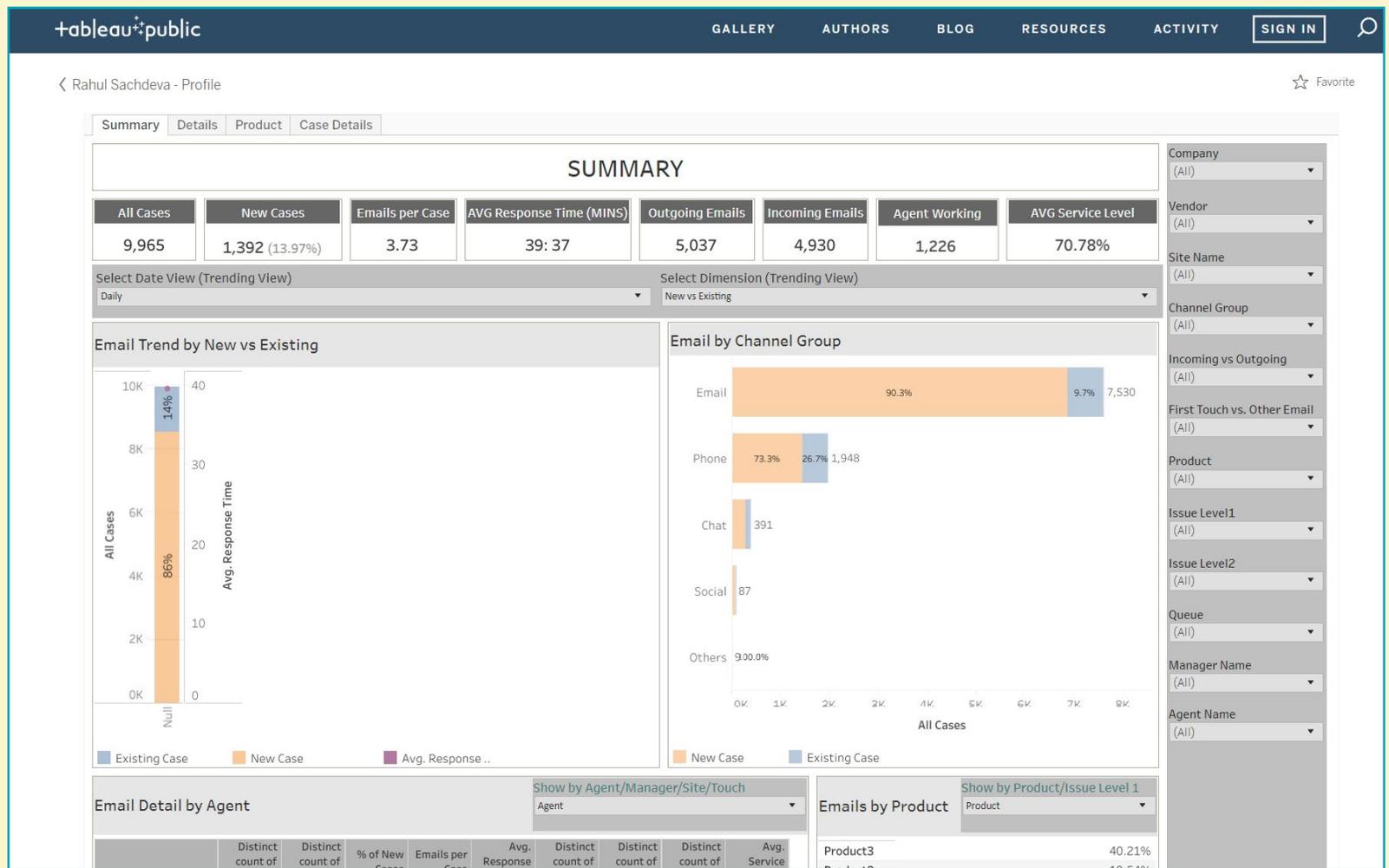
With a call center dashboard, you can track crucial call metrics across global and regional call centers to get insights into agent and product performance, calls handled, average talk time, and more.





Support Vendor Comparison Report

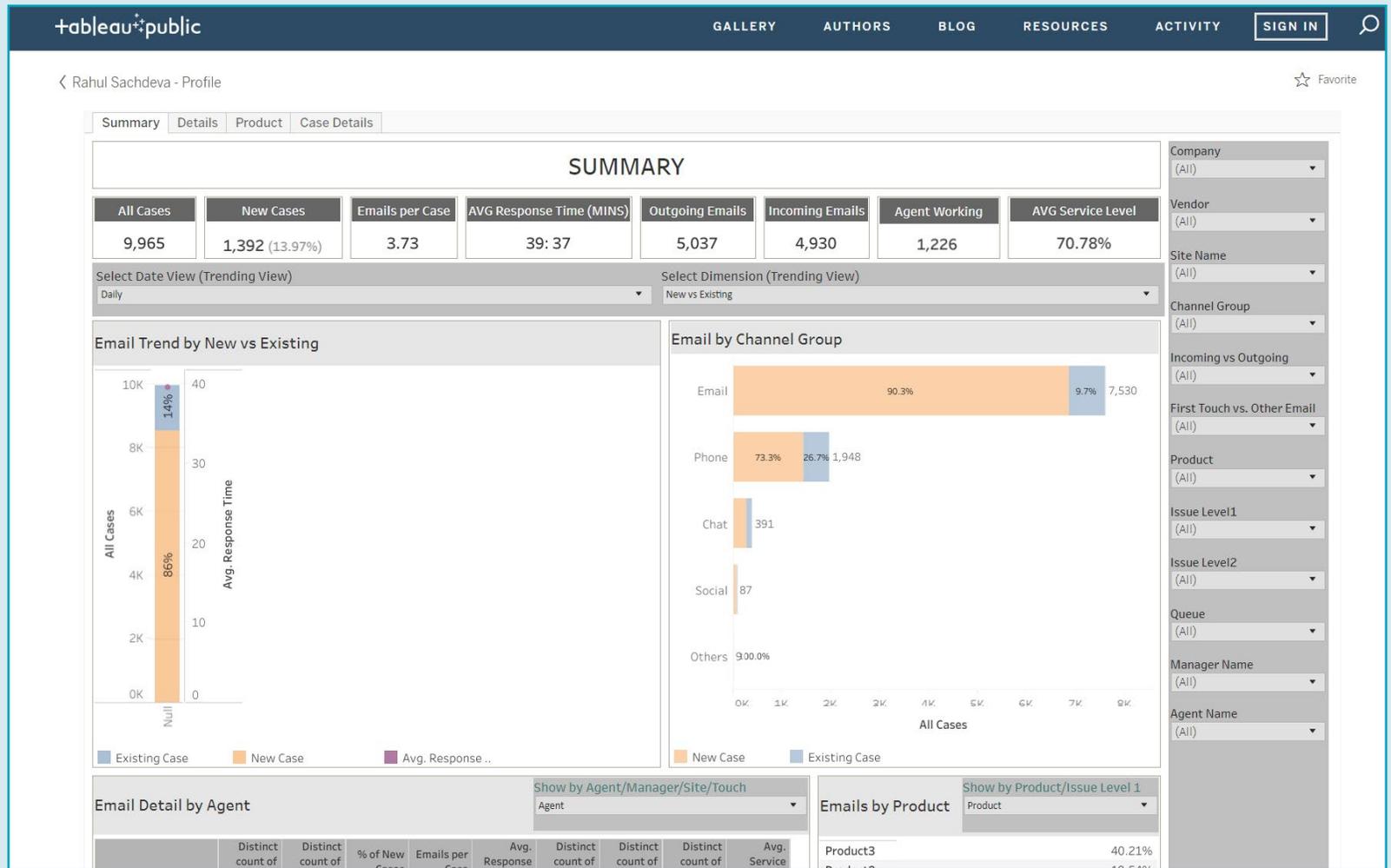
A support vendor comparison report enables you to compare different vendors to analyze ROI from all of them, dive deeper into KPIs, measure performance across different locations, and reduce support costs.





Email Performance Report

An email performance report helps you 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

With a voice report, you can gain deep insight into calls offered and handled by agents, voice trends by tenure, queue time, average call time etc.



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Summary Details Product Case Details

SUMMARY

Offered Calls	Handled Calls	Abandoned Calls	Service Level %	Avg Duration (MIN)	Queue Time (MIN)	Avg Handle Time (MIN)	Avg Talk Time (MIN)
39	39 (100.00%)	3 (8%)	69.23%	8: 48	0: 25	9: 34	7: 13

Timeline (Trending View) Half-Hourly Select Dimension (Trending View) Tenure

Voice Trend by Tenure

Sum of Abandoned... Sum of Disconnect... Handled Calls Service Level

Agent	Offered Calls	% Handled	Handled Calls	Sum of Abandon...	% Abandoned
Clark Lane	5.00	100.00%	5.00		

Show by Agent/Manager/LOB/Title

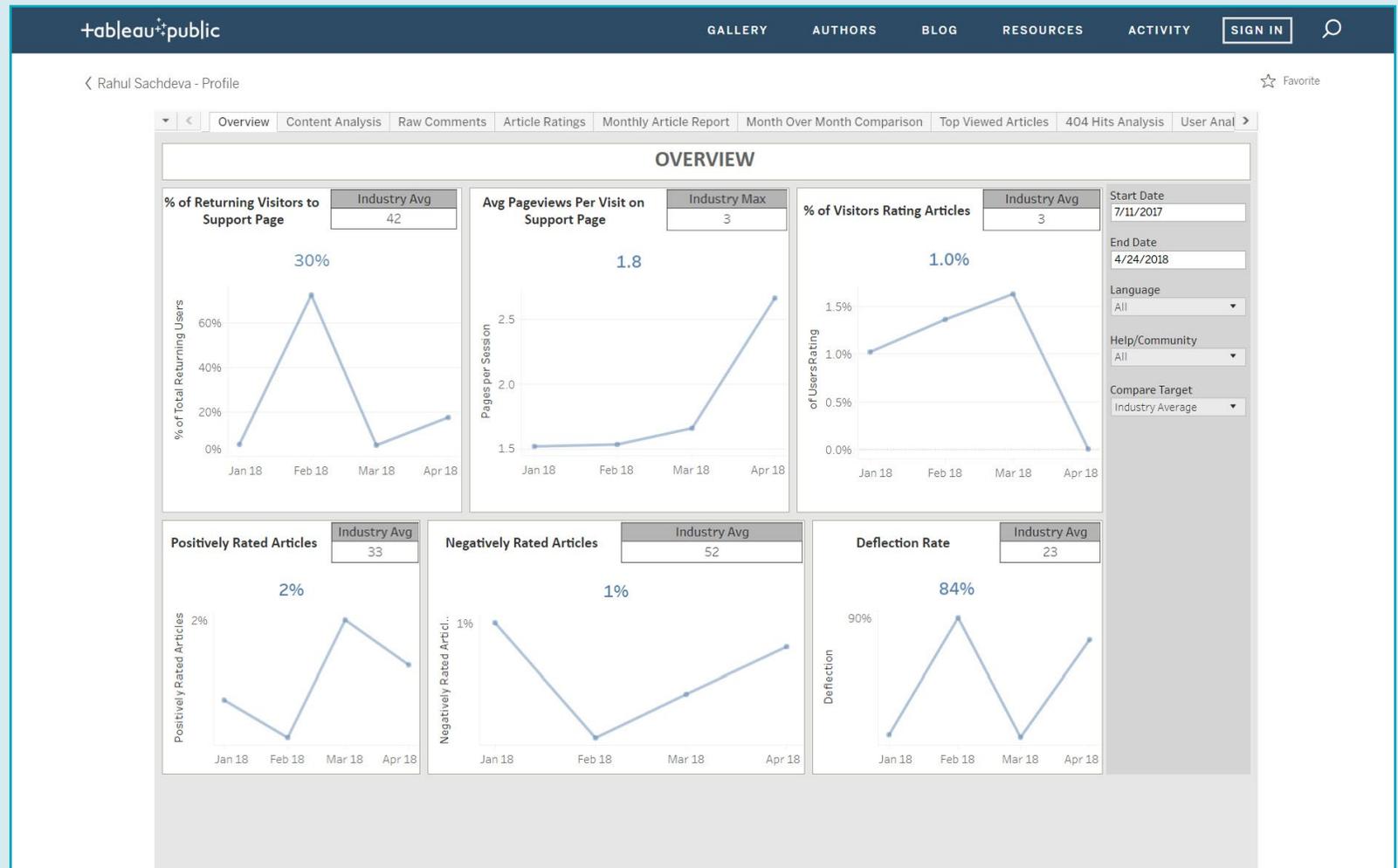
LOB	Value
Email;Voice	97.44%
Voice	2.56%

Show By Product/LOB/Site etc.

Call date: Last 7 quarters
Day of Week: (All)
Vendor: VENDOR1
Site: SITE1
LOB: (All)
Tenure Desc: (All)
Call Status: Connected
Call Type: (All)
Skill: (All)
Product: NULL
Campaign: (All)
Issue Level1: NULL
Issue Level2: NULL
Issue Level3: NULL
Manager Name: (All)
Agent Name:

Content Analysis Dashboard

A content analysis dashboard enables you to 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.



About Grazitti

Grazitti Interactive is a global digital services provider leveraging cloud, mobile and social media technologies to reinvent the way you do business. Since 2008, Grazitti has been helping companies power their business with its [data analytics and business intelligence service](#).

As a global consultancy, we have strategic partnerships with technology pioneers like Alteryx, Marketo, Salesforce.com, Adobe, Optimizely and Jive. We combine these new platforms with our innovative approaches to provide effective solutions to our clients. Doing this has allowed us to help hundreds of companies to transform their business and save millions.





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