

# PHONE OPTICS

## Collect and Analyze NEW Data

### Turn on a premium data set for call center managers and data analysts - Phone Optics!

Brought to you by the CU\*Answers Asterisk Intelligence team, Phone Optics offers access to otherwise unavailable specifics of your call center staff's activity within the Phone Operator tool.

Phone Optics automatically records the details of 41 various actions that your call center staff performs in the Phone Operator tool. Actions taken to support a member are a window into the needs of the member and the required efforts of your staff.



Phone Optics data is available today in the Data Warehouse as a premium data set. To get started with your Data Warehouse, visit the Asterisk Intelligence Store - [store.cuanswers.com](http://store.cuanswers.com)

### *This data is for:*

- 1 CALL CENTER MANAGERS
- 2 DATA ANALYSTS
- 3 OPERATIONS OFFICER

## ANALYZE PHONE SUPPORT OPERATIONS

Review employee usage of the Phone Operator tool to look for potential areas where training or operational adjustments may be required.

***Are my staff taking too many steps to handle password or PIN resets?***

***How much time is being spent reviewing account histories compared to other support functions?***

## UNDERSTAND THE MEMBER WHO CALLS

Develop a deeper understanding of who is picking up the phone to call you, and study the *objective* data on why they are calling - even if no transaction is recorded.

***How many loan payoff requests are coming in via phone?***

***Which members are repeatedly calling for just a transaction history recap? How many and how often?***

## NON-TRANSACTIONAL DATA ANALYSIS

Analyze data from call center staff's navigational actions which serve as a window of objective data telling us what operational steps and member services were necessary to handle phone support inquires.

***How many calls are only for a quick inquiry - loan payoff requests?***

***Does the navigational data confirm traditional wrap-up code or tracker reporting we're already doing?***

***Non-Transactional Data Analysis*** = Working with supplemental or indirectly available data that provides context, color, or explanation to the standard "necessary" data we record from execution of normal transactions and maintenance in the system.