PHONE OPTICS

Improve your member's experience. Improve your employee's experience.

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 automatically records the details of 40+ actions your call center staff perform in the Phone Operator tool as they assist members.

Phone Optics is "Non-Transactional Data" (NTD) = Data that records the undercurrents of activity and habits happening below the surface of standard daily processing. NTD is context and color to what we already know from normal transactions and maintenance in the system!

This data is for:

1 CALL CENTER MANAGERS
2 DATA ANALYSTS
3 OPERATIONS OFFICER

dw *PREREQUISITE*: **Collecting Phone Optics data requires a Data Warehouse. To learn more or get started with your Data Warehouse, contact the Asterisk Intelligence Team.**

IMPROVE YOUR EMPLOYEES' PHONE EXPERIENCE

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?

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

IMPROVE YOUR MEMBERS' PHONE EXPERIENCE

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 members are calling for a loan payoff request - Is there opportunity to quickly re-capture their business?

Which members are repeatedly calling for just a transaction history recap?

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* Looking to dive deeper and gain profitable insights from your Phone Optics data?
Engage with a "Know Your Phone Support" analysis from Asterisk Intelligence and Xtend Data Analytics

ASTERISK INTELLIGENCE

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