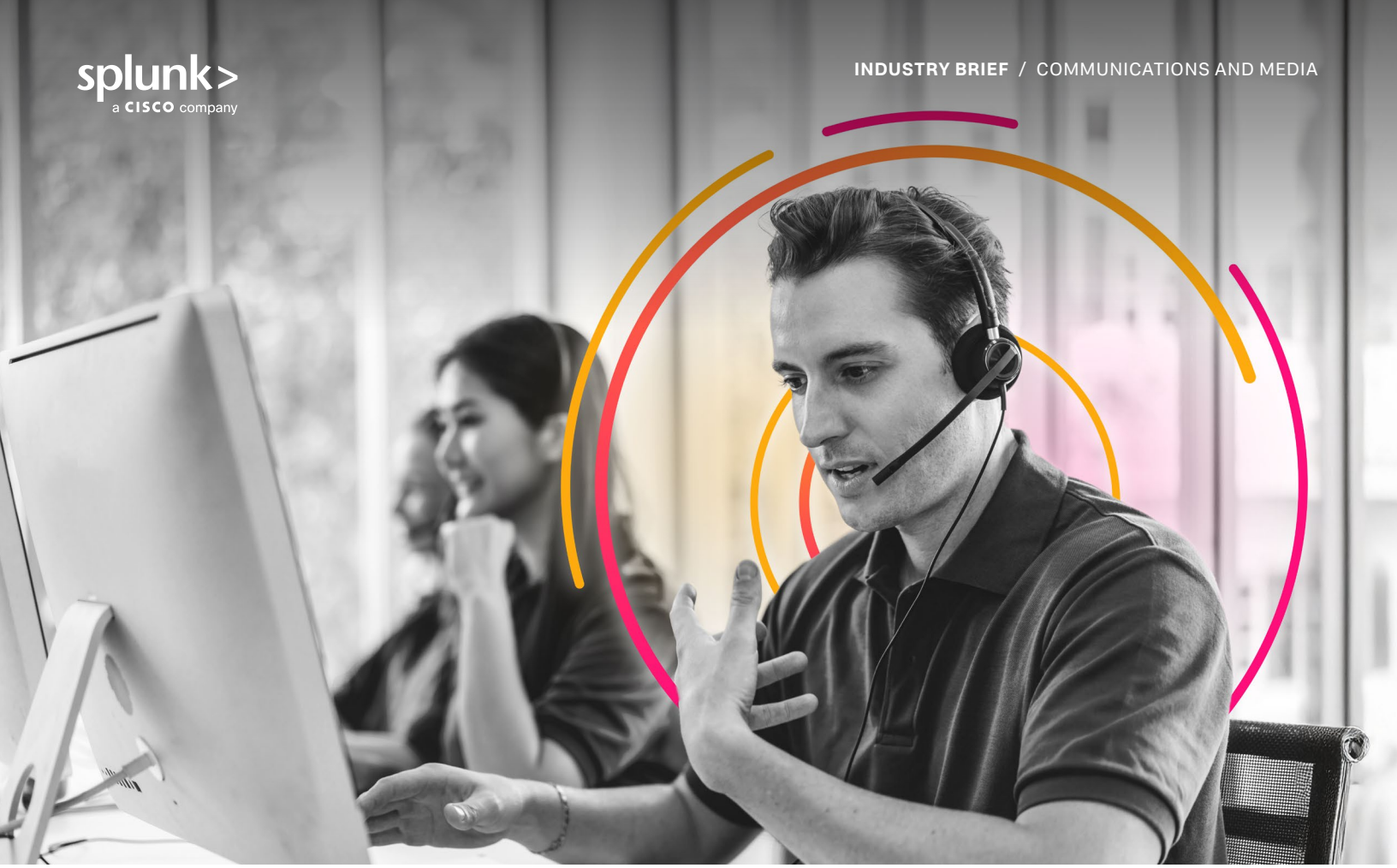


Analytics That Work: 3 Approaches for the Future of Contact Centers

It happens all the time: your customer is shopping online — and a transaction fails. Frustrated, the customer reaches out to your support team. The agent who takes the call tries to help but lacks context. There's no insight into what the customer was trying to do or what went wrong.

That situation repeats dozens of times per day in most contact centers. And with 57% of customer care leaders expecting a rise in contact volumes in the coming years, disconnects are likely to happen more often.

The driver? Contact centers have a world of data available, but analytics and data platforms may be stuck in the past.

75% of customers want a seamless, omnichannel journey — yet only 25% of companies deliver on these desires.

The customer journey is more complex than ever

In the modern customer journey, your customer may start by researching on a mobile app, then make an attempted (but failed) purchase on a website. Next up, a click-to-chat interaction with an AI agent. Then finally — often reluctantly — a call for human support.

All those steps that occurred before the issue surfaces to the contact center? They're invisible.

That means it's hard to gain the end-to-end monitoring and cross-platform correlation needed to drill down to the root cause and respond quickly.

It's time to break the mold. Imagine giving teams comprehensive insight into experiences that happen beyond the contact center. That empowers you to give your customers what they want, while bolstering loyalty and shrinking churn.

THE PROBLEM

Analytics are stuck in a silo

Most enterprise contact center platforms focus intensively on metrics, but basic dashboards are often incomplete, vendor-locked, and have limited contextual support. Additionally, these platforms typically lack the capability to automate actions based on metric patterns, trends, and anomalies, which limits the ability to proactively respond to emerging issues or optimize performance without manual intervention.

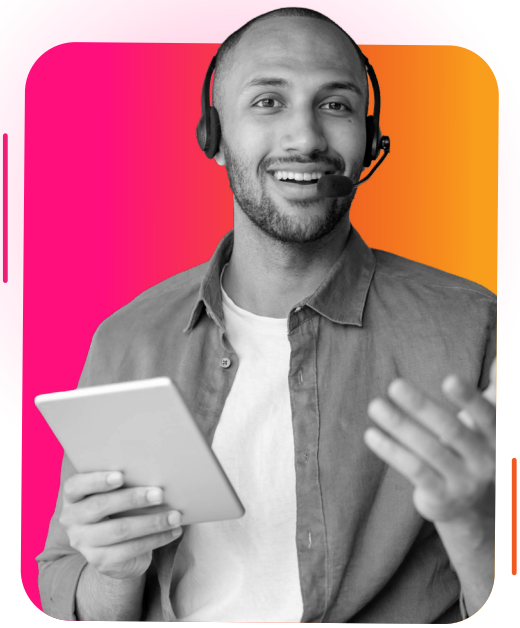
While these tools are great for "what's happening now" views, they lack the depth and historical views needed for strategic insight.

Enterprises frequently resort to extracting data into cloud warehouses or business intelligence (BI) tools — but this causes disconnects from operational action.

All too often, these approaches fall short:

- **Point solutions** can't correlate across tech ecosystems.
- **Siloed visualizations** limit actionability.
- **Static dashboards** fail to answer *why* performance lags, even though they tell *where* disconnects happen.

What happens then? Many customer-impacting interactions remain hidden, leaving frontline representatives with only a limited view into what really matters.



THE SOLUTION

Unified, real-time intelligence

To achieve customer experience breakthroughs, contact centers need more than fragmented metrics and static dashboards. The next generation of analytics is unified, contextual, and real time.

1. Unified data ingestion

The foundation of advanced contact center intelligence is flexible, platform-agnostic data ingestion. Instead of depending on preformatted inputs or rigid integration protocols, modern systems can ingest data on the fly — from CRMs and ticketing platforms to IVR logs, web events, and third-party APIs.

This approach allows contact centers to standardize and structure data in real time, making it immediately usable across departments and teams. It also enables faster experimentation and iteration, unlocking agility without added overhead.

2. Cross-domain correlation

Data is only as powerful as the context it lives in. Leading contact centers correlate traditional call metrics with operational telemetry to paint a fuller picture of the customer journey.

This means going beyond "why did this call fail?" to ask: *"What else happened during the customer's journey that led them to call us?"* Maybe a network event degraded service. Maybe a failed API call disrupted a checkout flow. By linking behavioral signals to technical logs, teams can identify root causes before they become repeat issues — and fix them proactively.

3. Real-time actionable intelligence

The best systems aren't just watching the queue — they're directing intelligent responses in the moment. For example:

- Point solutions can't correlate across tech ecosystems.
- Siloed visualizations limit actionability.
- Static dashboards fail to answer why performance lags, even though they tell where disconnects happen.

This is more than optimization — it's orchestration. And it's where data becomes an engine of better experiences. To bring this to life, read how Travelport achieved full visibility across its entire environment, gaining a comprehensive understanding of its critical apps and services, maximizing customer experience.

Where others stop at data, you can go further

Today's contact center-specific tools can't combine operations, IT, and business data efficiently. As a result, teams rely on multiple disconnected systems and custom integration projects to gather data.

But unified, extensible analytics platforms improve outcomes by correlating data into insights to drive better customer experiences. With the right insights at your fingertips, you can understand in real time what your customers are experiencing and how your applications and agents are performing.

When you empower contact center agents with visibility, they can be more than problem solvers — they become brand builders. And for your customers? When agents proactively understand their concerns, it does more than save time, it builds trust.

Splunk provides a unified data platform that delivers an integrated view of your contact center operations. This ties together disparate data from systems, agents, and infrastructure for a complete look across the entire ecosystem, not just the contact center platform. And that means you can:

- Create full operational visibility across systems and optimize the efficiency of customer care operations within a single dashboard.
- Enable managers to make timely decisions as situations develop that could affect performance.
- Increase employee engagement through visibility into individual performance metrics.

Put your customer at the center by integrating data from sources beyond the contact center. With Splunk, you can build more empathy into the contact center, empowering agents to be what they're meant to be — the heartbeats of customer experience.

SPOTLIGHT

Landing exceptional customer experience with full-stack observability

Powering bookings for hundreds of thousands of travel suppliers worldwide, Travelport keeps the travel and tourism industry flying high. Operating in over 165 countries with up to 201 billion itineraries priced daily, Travelport relied on a complex mix of observability tools to monitor product health and performance.

However, the company lacked the holistic view required to identify, alert, troubleshoot, and remediate incidents in a timely manner, resulting in longer impact times for its core customer-facing product. Travelport needed monitoring tools that worked smarter, not harder. For that, Travelport turned to Splunk Observability Cloud.

With Splunk Observability Cloud and Splunk Assigned Expert Service, Travelport achieved full visibility across its entire environment, gaining a comprehensive understanding of its critical apps and services, maximizing customer experience.

> Because all our data is in a single place, we can now do impact analysis on indicators such as call volume, revenue loss, booking or segment loss and more.
>
> **Ashok Uppalapati**,
> Director of Engineering,
> Travelport Access UI Division

OUTCOMES

75%
reduction in mean time to detect (MTTD)

Exceeded
uptime goal delivering better customer service

95%
reduction in false positives

Learn more about Splunk for Communications and Media

splunk> a CISCO company

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