

# Splunk for Contact Center Analytics

Drive exceptional customer service with holistic monitoring

## Contact Centers on the Front Lines

Customer service is profoundly important for the reputation and success of every business. Providing seamless, effective and efficient customer service is mission-critical, and requires the integration of a vast array of data sources and functions. Managing remote contact centers has become a board-level challenge for many organizations, and CIOs in particular want immediate insights on the remote workforce and the impact on customer experience; these insights are vital to maintaining service levels and preventing customer churn. With the advent of remote work, the complexity and criticality of this mission has only increased. And organizations face challenges in managing capacity, workforce productivity and service quality as they serve customers with a wide array of complex applications and capabilities, ranging from interactive voice response (IVR) and speech-to-text analytics to omnichannel communications. Having insights into how your contact center is responding to customers can improve efficiency, effectiveness, quality of service and overall customer experience.

### Turn data into action

Splunk can support an integrated view of your contact center operations to understand in real time what your customers are experiencing and how your applications and agents are performing. When issues do arise, Splunk lets you quickly get to the root cause by correlating data across all sources.

Splunk ties together disparate data from systems, agents and infrastructure for a complete view across the entire ecosystem, not just the contact center platform, to:

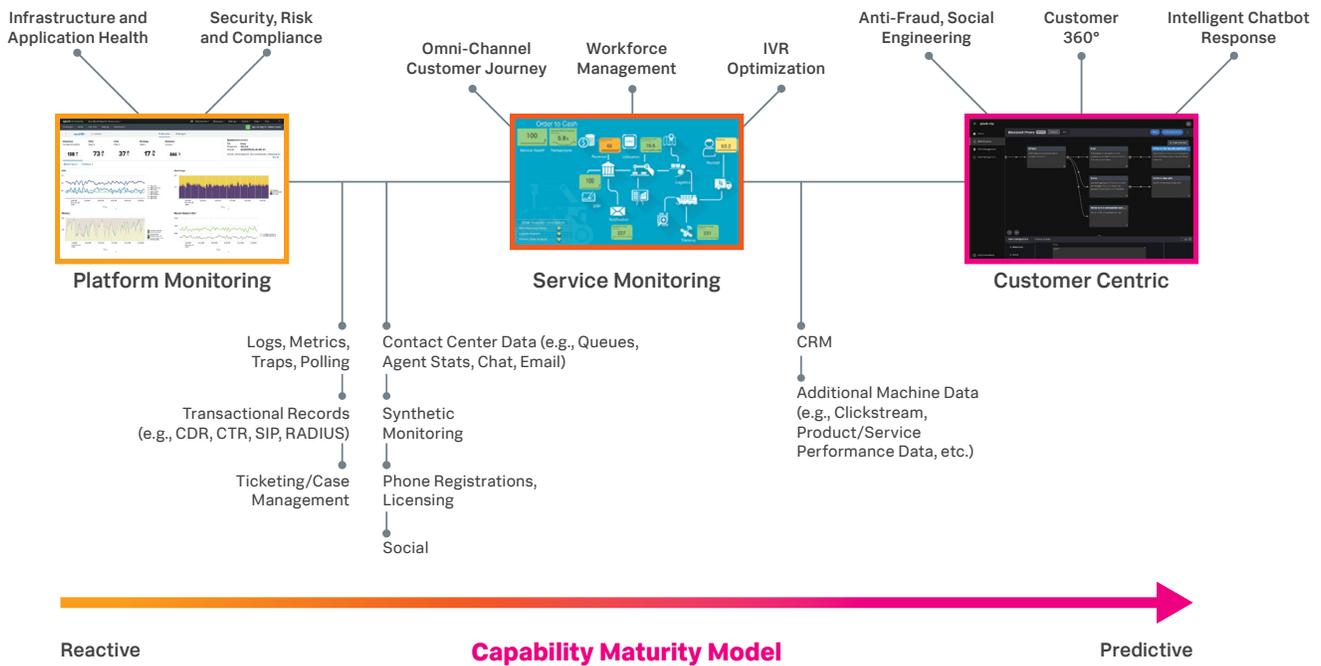
- **Create** full operational visibility across the systems and optimize the efficiency of customer care operations within a single dashboard
- **Enable** managers to make timely decisions as situations develop that could affect performance
- **Increase** employee engagement through visibility into individual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

## Splunk Supports a Complete Data Journey

Create data insights across contact center configurations to support:

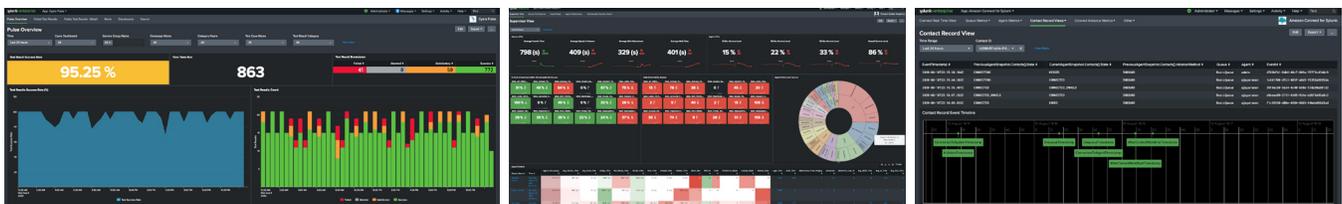
- **Holistic visibility:** Integrate data from all applications involved in service delivery
- **Real-time monitoring:** Monitor services end-to-end with immediate awareness of issues
- **Rapid root-cause determination:** Quickly isolate issues and get at root causes and remediation. Employ Machine Learning for a predictive and proactive stance
- **Cloud-ready:** Wherever you are in your cloud journey, Splunk has you covered: on-prem, hybrid or cloud-native

## Contact Center Evolution Transforming from Cost Center to Profit Center



## One Platform for All Your Data Needs

- **Any data, any transport:** Meet your data where it is, whether derived from APIs, Kafka, syslog, CDRs or anywhere else
- **Integration and correlation:** Integrate disparate data to provide a holistic view (customer 360°, end-to-end call flows, etc.)
- **Democratized data access:** Interactive data exploration and flexible dashboard development
- **One platform with many lenses:** Single source of truth across operations, security, business analytics and more
- **ML-driven automation and orchestration:** Support for complex workflow automation and advanced ML capabilities
- **Cloud journey support:** Out-of-the-box integration with AWS, Azure and GCP
- **Splunk Cloud:** Feature parity on-prem and in the cloud with Splunk Cloud SaaS



Get a high-level view of service health and performance while also being able to drill down deep and investigate.

## Splunk's Contact Center Analytics

Platform  
Monitoring



Real-Time  
Visibility

Workforce  
Management



Optimal Agent  
Productivity

Risk and Compliance  
Management



Rock-Solid Security  
and Compliance

Customer  
Experience



End-to-End  
Customer Journey

### Splunk Capabilities

**One powerful platform to drive exceptional customer service with holistic monitoring**

#### Infrastructure and service monitoring

Use Splunk's best-of-breed ITOps capabilities to monitor your mission-critical infrastructure, whether on-prem or in the cloud. Build on this foundation to establish real-time visibility into end-to-end service paths, whether you're working with centralized call centers or your remote agents. Use Splunk to rapidly identify and remediate any issues before they impact your customers.

#### Workforce management

Optimally match agents and teams to workloads for peak effectiveness and efficiency. Identify and address issues in workforce allocation and training, for the benefit of your customers, your agents and the bottom line. Ensure that customer service functions like a well-oiled machine, even in a dynamic world.

### Security and compliance

Ensure rock-solid security and protection of your customer's critical data, using the same Splunk platform to drive operational excellence. Use Splunk for industry leading security, privacy, compliance and audit capabilities.

### Customer journey

Put the customer at the center: integrate CRM, ticket, omnichannel interaction and social data to bring together a full picture of customer experience and customer journeys. Use Splunk to equip your customer care team with a 360-degree view of your customers.

**"Splunk software puts all the information we need at our fingertips and makes it easier to drill down to identify the root cause of problems, enabling us to respond faster."**

— Tracy Leighton, Head of Service Assurance and Planning, 2degrees

Splunk delivers data insights across your contact center ecosystem. By bringing together the landscape for a connected view, you can reduce mean-time-to-resolution and deliver exceptional customer service.

**\$500K**

in savings from 3 second  
reduction in Average  
Hold Time

Drive **NPS up +46**  
while reducing  
**CHURN**

**12k hours**  
in supervisor time  
freed up

**90%**  
reduction in Root  
Cause Determination

### Splunk: The Data-to-Everything™ Platform

To turn data into everything, success requires a seamless end-to-end view of service paths and of customer journeys, as well as cross-layer integration. Customers care about the experience, not the underlying details. It's incumbent on the provider to connect the dots and understand the customer experience and journey. [Learn more.](#)



Learn more: [www.splunk.com/asksales](http://www.splunk.com/asksales)

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