Nextiva Voice Analytics

VERSION 3.1

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Product Summary

Nextiva Voice Analytics is a reporting and analysis tool that can access and manipulate call data visually through customizable reports, wallboards, dashboards, and company-wide gamification.

Nextiva Voice Analytics provides unprecedented visibility into call and employee activity data, allowing businesses to m make quick, data-driven decisions. View historical data in easy-to-read graphs or traditional tables. Create dashboards and wallboards to track real-time data.

Analyze past call behavior by running reports and schedule them to be sent to key stakeholders. Track real-time details by monitoring calls and displaying them on large screens. Engage employees using gamification that encourages healthy competition and helps retain employees. Use previous data to predict future trends with data-driven analytics. The benefits of Nextiva Voice Analytics can help any business to reduce costs and operate more efficiently.

This document covers the following functions related to the Nextiva Voice Analytics feature set:

- Marketing
- Key Performance Indicators (KPIs)
- Staffing Requirements
- Employee Engagement

Product Requirements

In addition to a Nextiva Voice license (Basic, Pro, or Enterprise), a Nextiva Voice Analytics license is required for all phones and Users on an account.

Please contact our Amazing Service Team at (800) 285-7995 or email support@nextiva.com for assistance.

Nextiva Voice Analytics: Logging In

1. Visit www.nextiva.com, and click **Client Login** to log in to NextOS.
2. From the NextOS Home Page, select **Voice.**
3. From the Nextiva Voice Admin Dashboard, select **Analytics**.
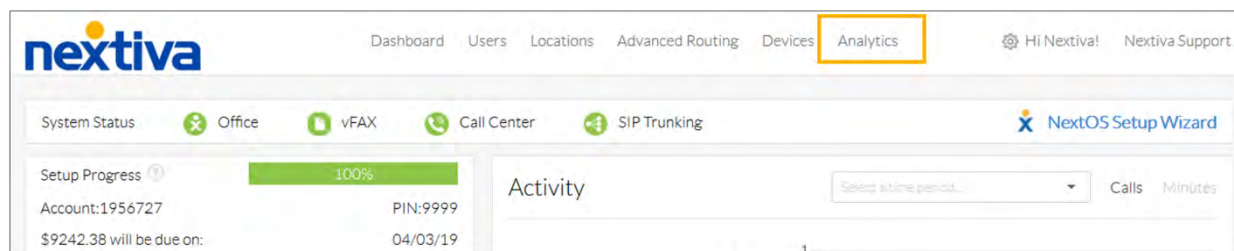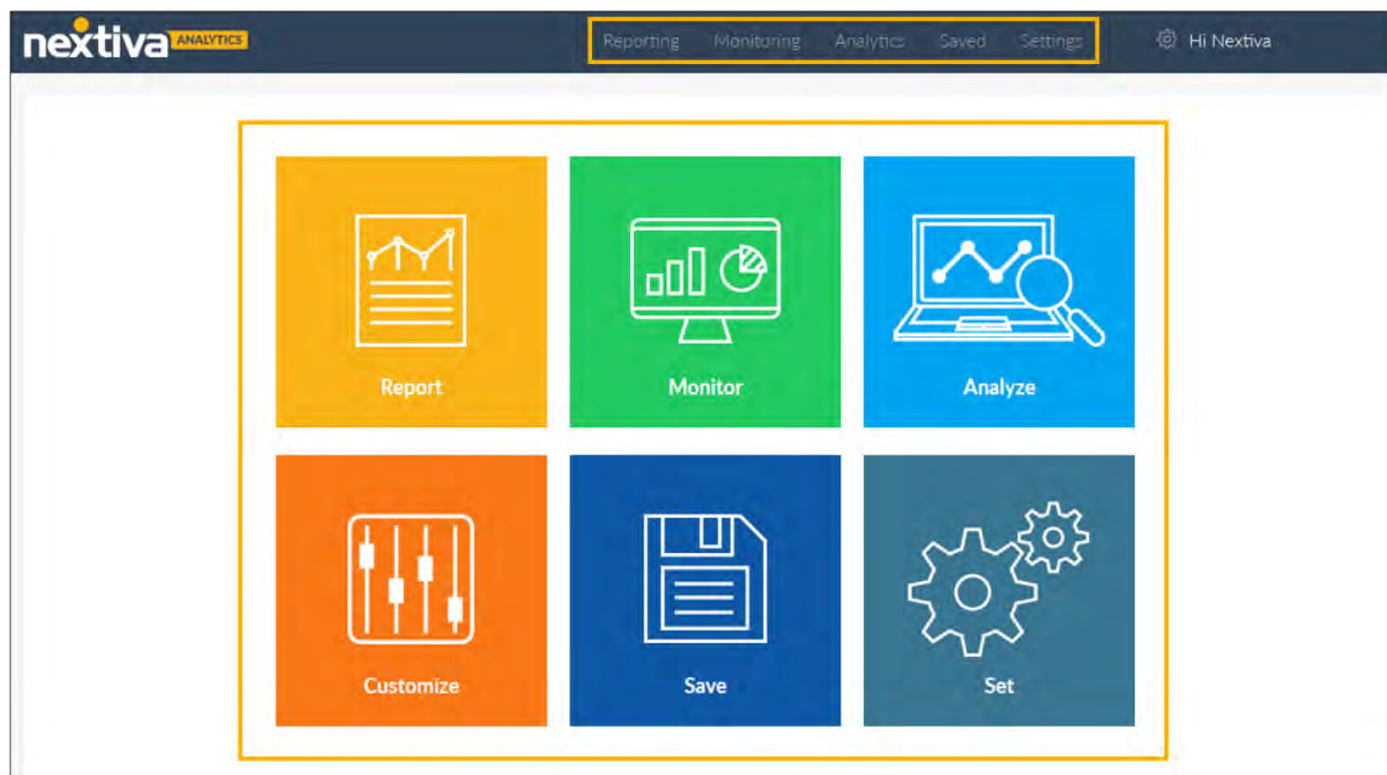

Analytics

NOTE: Administrators can visit analytics.nextiva.com to directly access the Nextiva Voice Analytics dashboard.

Nextiva Voice Analytics Dashboard

A new window will open, displaying the Nextiva Voice Analytics Dashboard. The tiles displayed in Nextiva Voice Analytics include:

- **Report:** View business activity using popular report templates or create custom reports. This is especially useful for managers and supervisors looking for easy access to historical data.
- **Monitor:** Keep a finger on the pulse of your business with standard or custom dashboards. Foster transparency with wallboards and engage teams with Gamification, broadcasting top team member metrics on TVs and monitors.
- **Analyze:** Gain insight by identifying data trends. Draw comparisons between the activity of two agents or locations, for example. Use historical data to better predict future business needs.
- **Customize:** Create custom reports tailored to business need and see them side-to-side with custom dashboards.
- **Save:** Save custom reports, and schedule them to run and distribute automatically.
- **Set:** Set global date defaults, and cluster users or phone numbers into custom groups.

Administrators can also access these sections from selecting one of the options from the header.


Analytics Dashboard

Marketing

Customers want to form a relationship with a company's brand. Marketing provides brand loyalty and helps bring products and services that are important to customers. Identifying trends and knowing how to respond to those trends are key. Customers want to be informed, engaged, and purchase products that improve their own business. Nextiva Voice Analytics can provide insight into Marketing trends that were previously difficult to uncover.

> **NOTE:** To fully utilize the power of Analytics for Marketing or Advertising endeavors, please assign a unique phone number to each campaign. For example, a business should have two different numbers if they are running two ad campaigns: one for radio ads and one for TV ads.

The summary page of the **Reports** tile can provide insight into total call counts, calls per day, and an hourly average of calls.
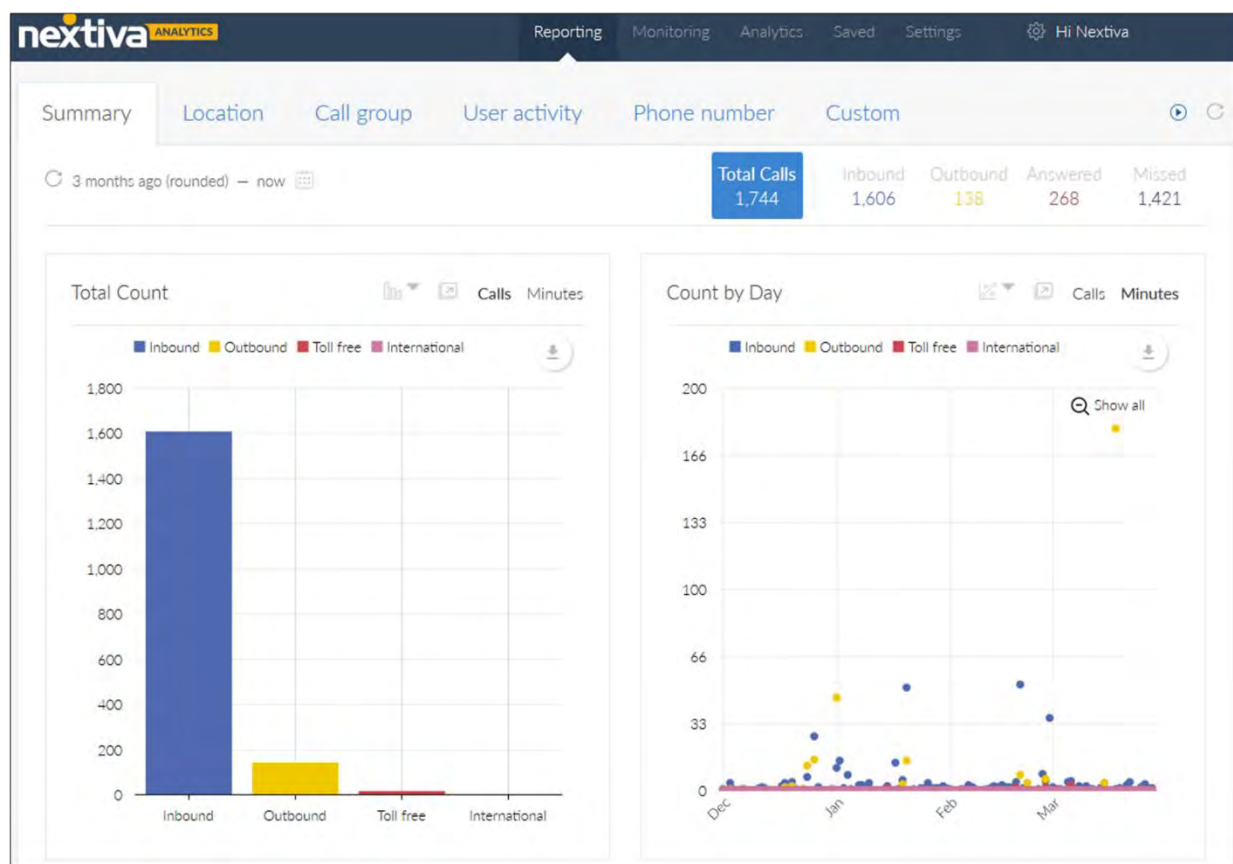
Summary Voice Analytics Page

When juggling multiple marketing campaigns, it is important to know where leads and opportunities are successful, as well as unsuccessful. The ability to view where calls are coming from could be a vital tool for regional or nationwide businesses. Nextiva Voice Analytics unlocks this data easily and quickly, with a state by state comparison on the **Summary** page.

In the example below, we can see that the majority of callers are calling from Texas and Arizona phone numbers, and not from Tennessee and North Carolina phone numbers. Quickly adjust advertising campaigns utilizing this information; for example, a business might add more marketing funds to better target Tennessee. Hover over a state to view the calls to and from that state. Download the information to an Excel sheet by clicking the **Download Arrow** at the top-right of the window.
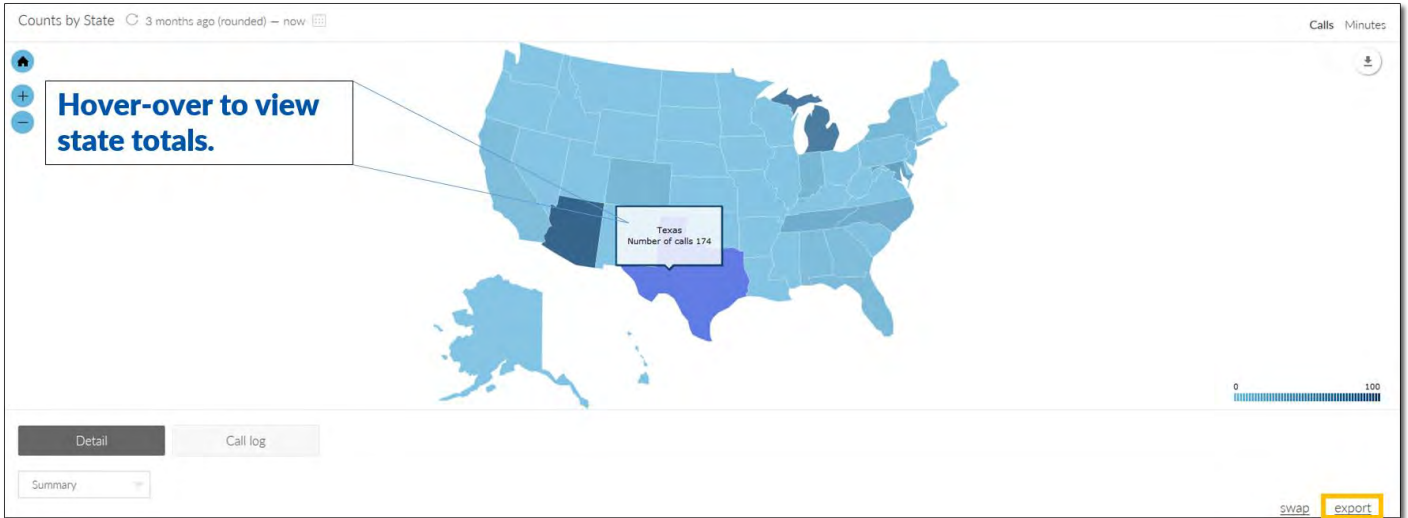
State Comparison on Summary Page

Running a successful marketing campaign can change a business overnight. Qualifying the effects of a campaign can pose hurdles. With Nextiva Voice Analytics, it is easy to filter any phone number to view traffic to specific advertised phone numbers. Select or deselect any phone numbers needed to gain insight on market penetration.
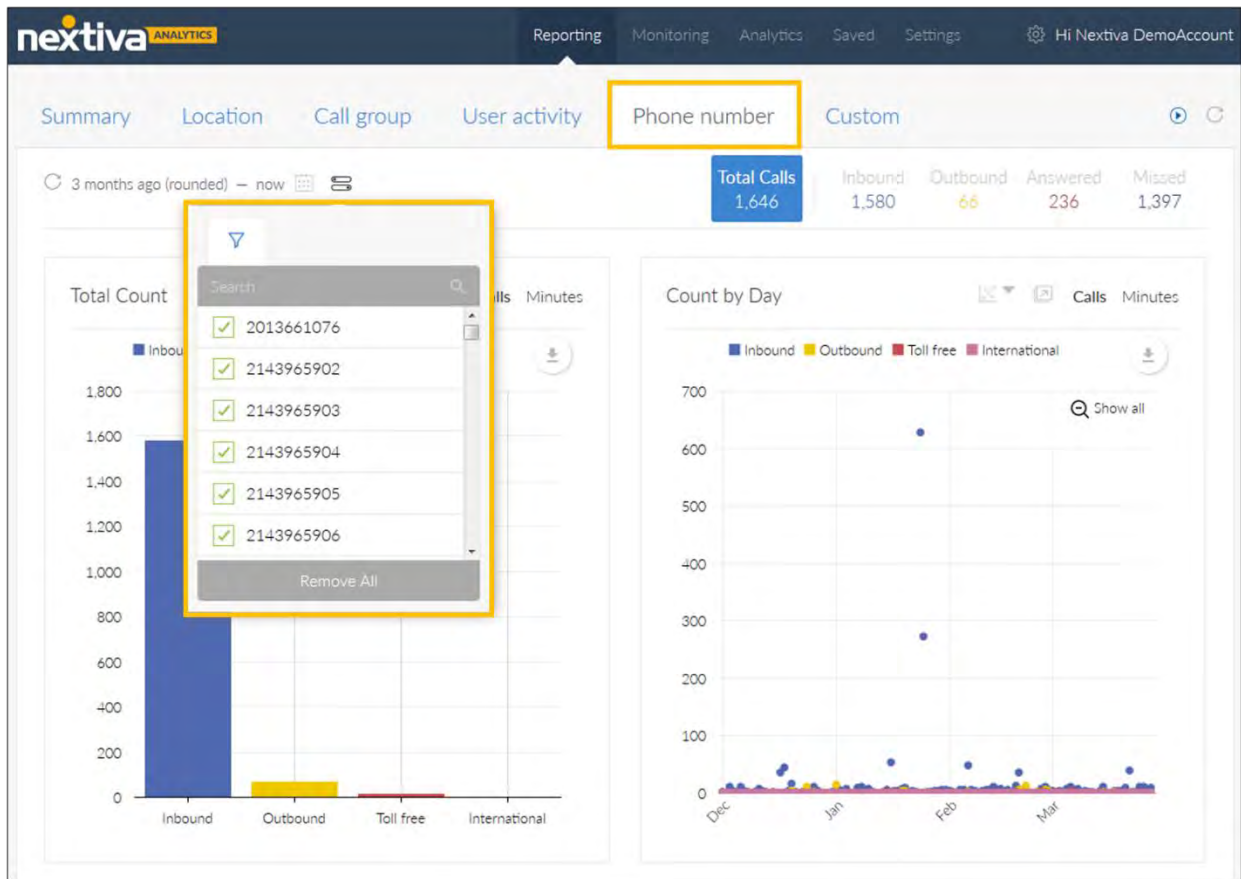
Phone Number Filtering

Ensuring employees are reaching out to new prospects can be time-consuming. Similarly, many businesses struggle to track key metrics. With the Nextiva Voice Analytics feature **Unique Dials**, you can effortlessly track new callers to your business. Managing teams is easy with access to dozens of metrics, such as talk times, call length averages, outbound dial averages, and trends, and so much more. Keep employees engaged by displaying a **Wallboard** under the **Monitoring** section and increase transparency throughout the organization. Filter the results that make sense for the company and department and display them in real time.
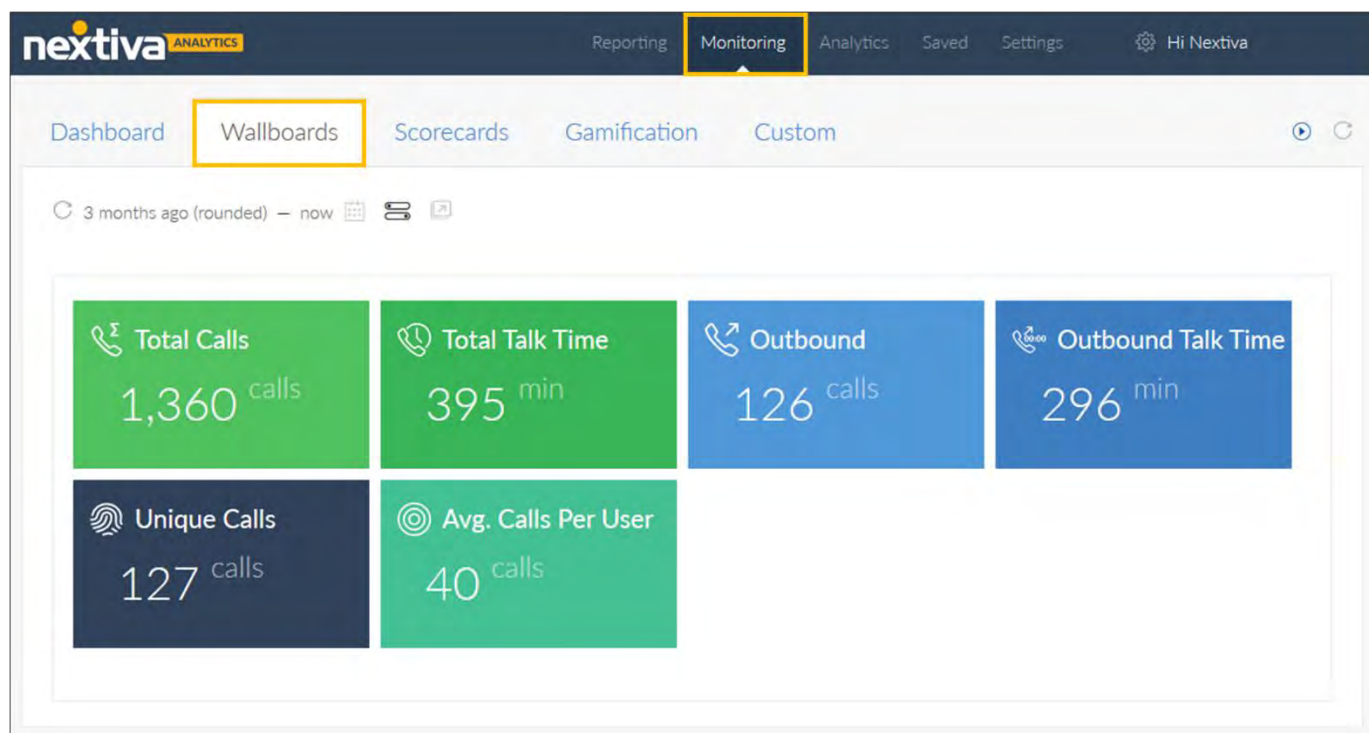
*Unique Calls and Outbound Talk Time Wallboard*

Key Performance Indicators (KPIs)

Managers and Supervisors understand the importance of answering calls from customers to ensure quality service. KPIs are different than metrics. Metrics provide information that can be digested, and KPIs offer comparative insights that guide future actions. KPIs are initiated by high-level decision-makers, incorporate company goals and objectives, and can be evaluated and reset over time.

Sales Managers know how significant it is to ensure their employees are making unique dials to new prospects, and the value of employee engagement with customers. With Nextiva Voice Analytics, it is easy to view this information. Build a custom report to review the number of calls coming into the business or going out to new customers, to ensure that

employees are aiding in the growth of the business overall. The **Custom** section under **Reporting** can be used to create specific reports based on what is important to the company or customer.
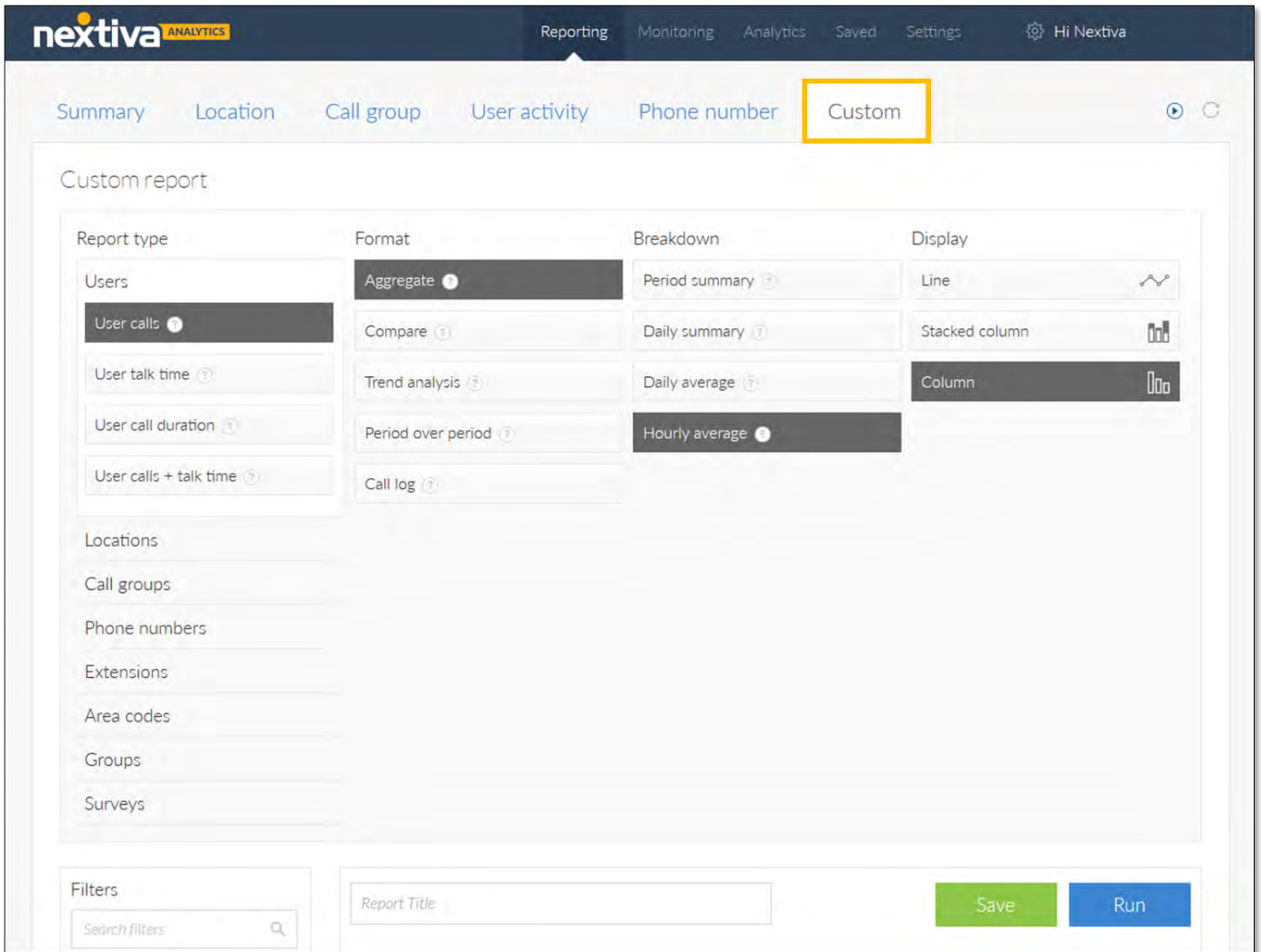
Custom Report Creation

With multi-location businesses, it is important to measure key performance indicators in real time. Utilize **Wallboards** under the **Monitoring** section to display information about Locations, Departments, or Call Groups, to ensure that any call volume spikes are tracked.
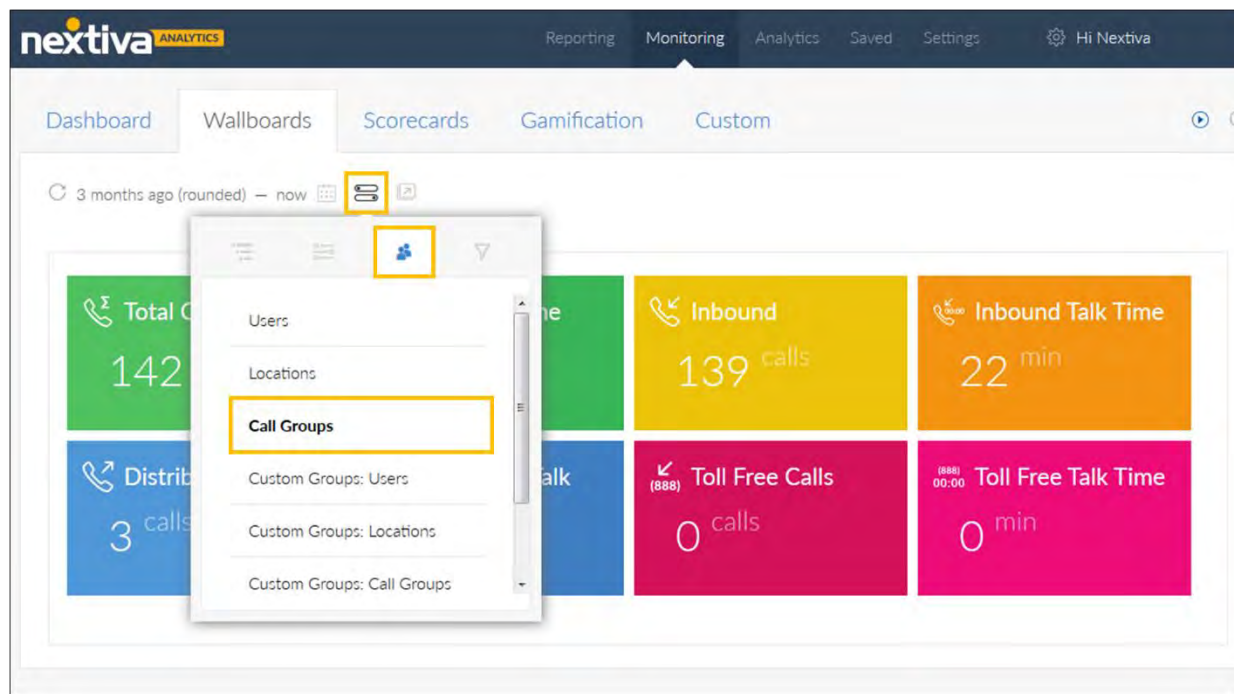

Filtering a Wallboard by Call Group

Staffing Requirements

Determining how much staff is needed to run a business properly can be daunting. This task becomes even trickier when trying to determine what times are busiest and need the most headcount.

With Nextiva Voice Analytics, viewing when the highest volume of calls coming in is easier than ever. Simply view the hourly average for a Location, Call Group, or phone number to determine the most effective use of employee time.

For seasonal businesses that operate on a heavy schedule, but only during a certain time of year, this level of trend analysis becomes vital. An air conditioning repair service will likely have more clients during the summer months, while a snow removal service will see spikes in business calls during the winter months.

Access the **Analytics** section of Nextiva Voice Analytics to use historical data to predict possible spikes in business and ensure that there is an adequate number of employees to handle the extra call load. View **Trend Analysis**, or filter by **Comparison**, **Period over period**, or **Call Duration.**
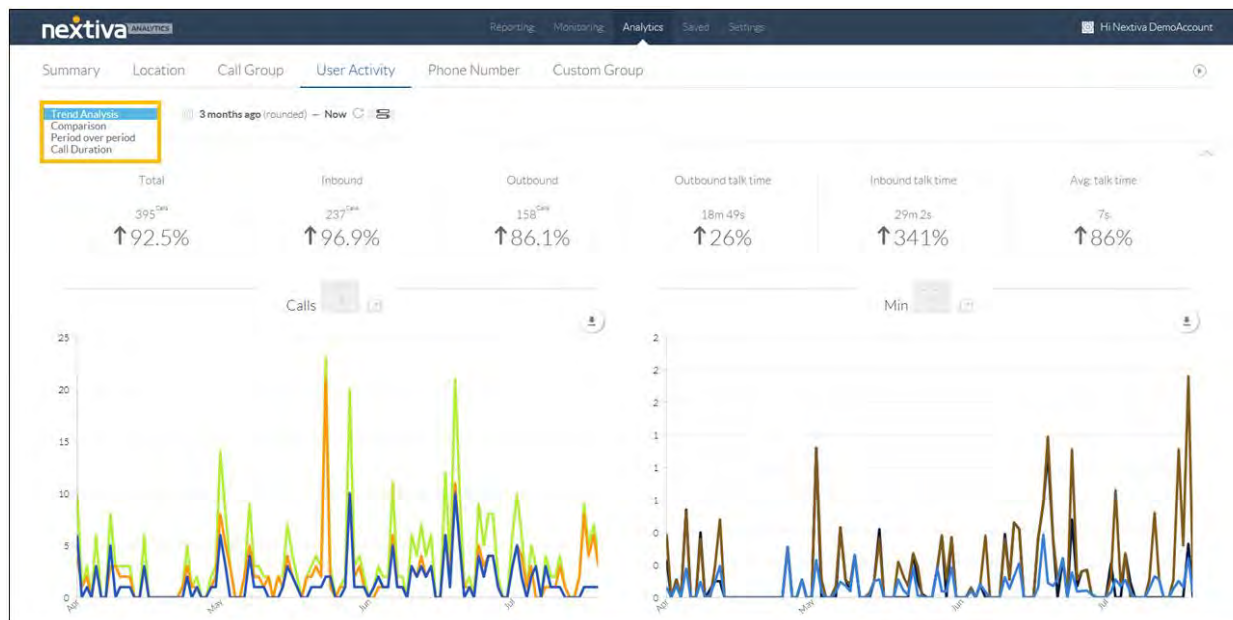

Trend Analysis and Additional Filtering Options

Not all businesses will have a seasonal spike in clients. Many will see a rise during certain times of the day. Knowing when these changes may occur helps managers staff their teams during times of higher call volume. With Nextiva Voice Analytics, it is easy to see on the **Summary** page historical data relating to the number of calls that come in by the hour. This information can be used to appropriately staff enough employees and ensure customers are helped when needed. Filter by Call Group, specific phone numbers, and more, and hover over the results to get the data that is needed to make staffing decisions.
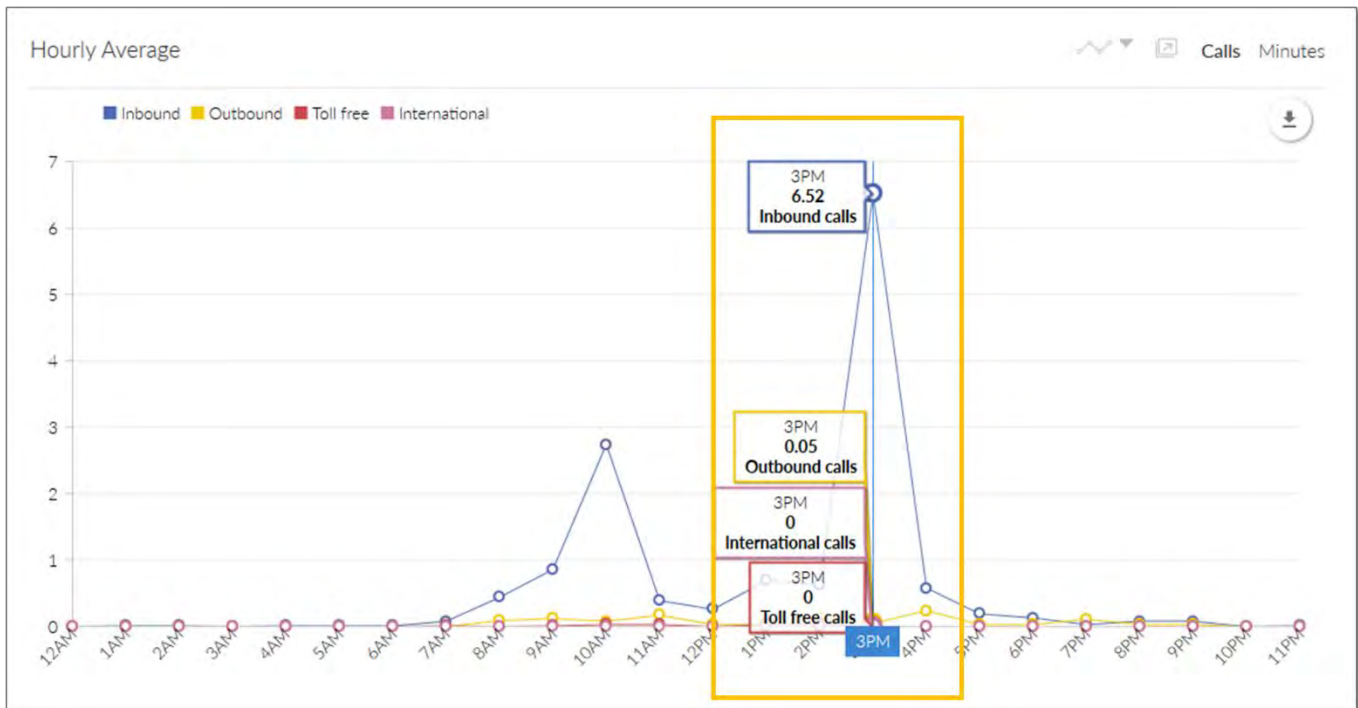
Hover-over Any Visualization to Gain Additional Insight

Employee Engagement

Every business knows the importance of engaging employees, but it can be hard to foster the right conditions for all members of an organization to give their best each day and stay committed to the goals and values of their company. Nextiva Voice Analytics can help by encouraging healthy competition in the workplace. The Gamification section under Monitoring allows Administrators to create and display custom Gamification wallboards on a call floor, motivating employees to earn first place.
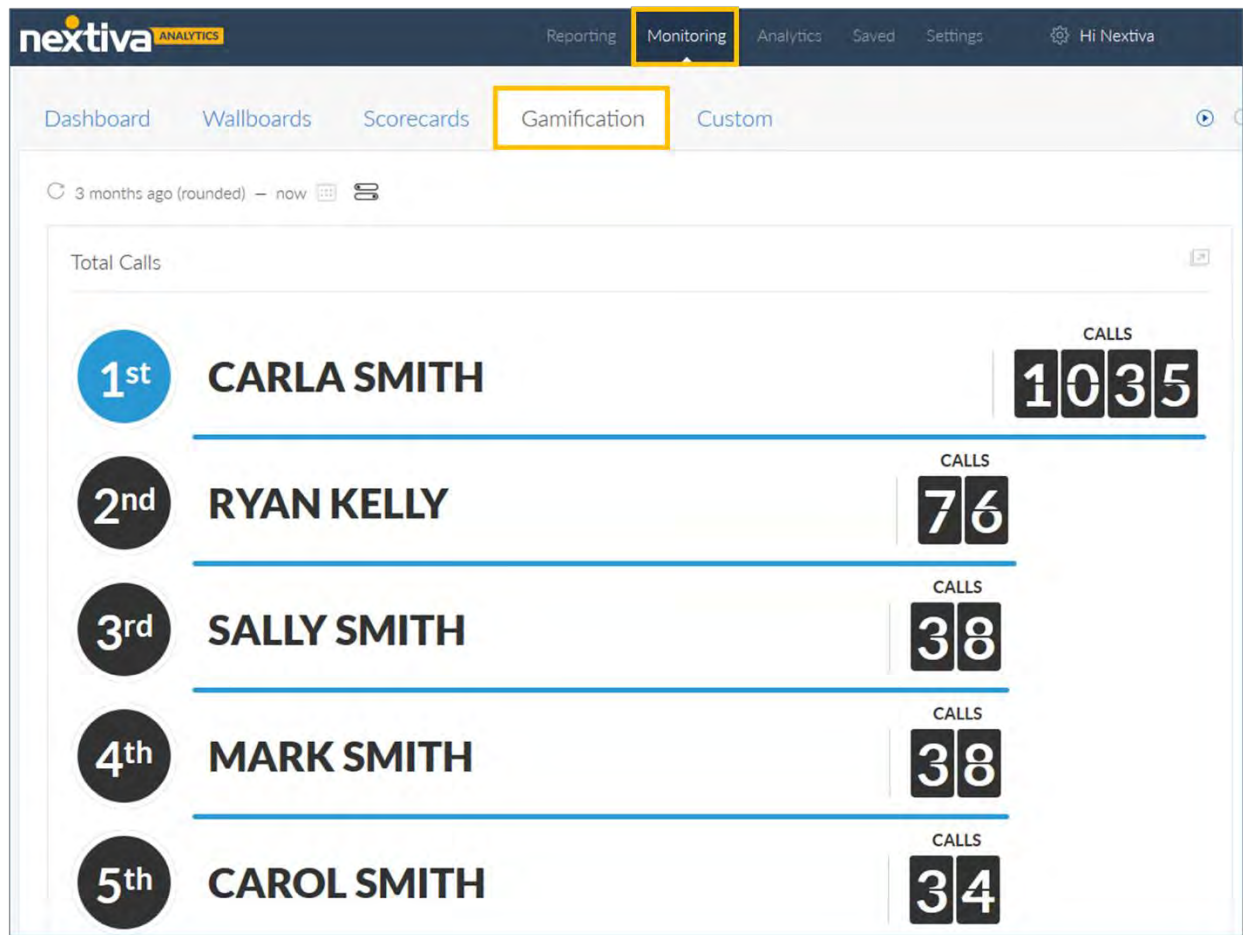
Gamification Creation Screen

Employee engagement is about positive attitudes and behaviors that lead to improved business outcomes. The ability to engage each employee with statistical data helps managers set expectations and allows employees to meet those expectations head-on. In the example above, Carla will likely receive a favorable review, as she is outperforming all other representatives. **Scorecards** under the **Monitoring** section will help show factual data to back this up.

Scorecard Monitoring