

Using Service Analytics to Drive Superior Performance

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Driving Superior Performance



Driving Superior Performance

What is superior performance?

- Definitive requirements

Who benefits from it?

- Internal or External

How do you measure it?

- Tools (Standard Reports)

When do you measure it?

- Timely review

Did you achieve it?

- Does recipient recognize goals



RightNow Standard Reports

What is available?

Version 7.5.x	approx. 150
RightNow 8	approx. 500

Service Analytics

Site Reports

Agent Reports



RightNow Standard Reports

Site Reports

- Service Summary / Session Tracking
- Answers Viewed
- Keyword Searches

Self-service is key to superior performance

Customers receive information on their timetable

Where are they coming from? What are they finding? How are they finding it?



Service Summary

<u>Searches</u>	<u>Answers Viewed</u>	<u>Sessions</u>	<u>Hits</u>	<u>Web Questions</u>	<u>Email Assists</u>
714	819	1339	4946	84	2
881	974	1396	5291	98	5
835	948	1435	5200	101	7
788	861	1467	5204	103	9
681	782	1135	4030	78	6
3899	4384	6772	24671	464	29

Record Count: 5

Answers Viewed > Searches

- Customers on average are finding what they are searching for

Web Questions = Low % of Sessions

- Customers are finding what they are looking for

Email Assists are small

- Customers are educated to self-serve



Service Summary

If Service Summary numbers are bad, then you need to check out the Session Tracking report...

- Summary of starting points for customer sessions
- Summary of ending points for customer sessions
- Session length
- Pages per session
- Customer page transitions



Answers Viewed

Answers Viewed shows how many answers were viewed each day for your interval. Drill down shows answers most viewed and feedback data

<u>Interval</u>	<u>Answers Viewed</u>
2006/08/24	871
2006/08/25	907
2006/08/26	65
2006/08/27	88
2006/08/28	869
2006/08/29	1134
2006/08/30	1116
Total	5050

<u>Answer #</u>	<u>Summary</u>	<u>Hits</u>	<u>0%</u>	<u>25%</u>	<u>50%</u>	<u>75%</u>	<u>100%</u>
1350	RightNow manuals and release documentation	90	0	0	0	0	0
31	System requirements to run RightNow products	30	0	0	0	0	0
1772	Clearing RNT control files and ActiveX components	26	0	0	0	0	0
2014	Accessing the 7.x RightNow Tutorials	20	0	0	0	0	0
479	RightNow Service Tutorials and Computer-Based Training (CBT)	18	0	0	0	0	0
639	Linking to a populated end-user page	18	0	0	0	0	0
1650	Uninstalling / reinstalling the HTML editor	18	0	0	0	0	0



Keyword Searches

Phrase Stem	Search Count	Answers
BEST PRACTIC	109	90
UPGRAD	96	99
MANUAL	76	154
RULE	70	171
FAIL LOAD MESSA	54	267
1350	46	3
DOCUMENT	46	124
METRIC	45	34
SPAM	43	16
CLASS	42	12
SLA	42	27
SYSTEM REQUIR	41	382
SURVEY	40	106
HTML EDITOR	40	174
API	39	15
CSS	38	21
LANGUAG	38	86
TRAIN	35	29
SMART ASSIST	35	106
ESCAL	34	53
INTEGR MANUAL	34	155
REPORT	34	225
HTML	33	104
CBT	30	7

Search phrases are stemmed and stored into the database

Search count is the number of times this phrase was identified

“Answers” column is a link to phrases that generated the results



Keyword Searches

Keyword Searches

Search String

Top Level > TUNE UP

Search String	Search Count	Answers
tune up	23	260
+tune +up	4	9
tune ups	1	260

Record Count: 3

Search String is a link to see those answers that this search generated

Be aware of terminology

2 word phrase (tune up) generated 260 answers, but using complex searching reduced that list down to 9.

Be aware of the pros and cons of the config setting ANS_AND_SEARCH



Keyword Searches – “tune up”

Records Found: 260		
	Ans ¹	Summary
1	1183	Definition and scheduling of a Tune-Up
2	1185	Top 4 best practices suggested in tune ups
3	1929	Customer Service Index (CSI) Health Score
4	1749	What are Universal Service Credits?
5	1745	What upgrade services are available?
6	1382	Access to training options and CBTs for staff members
7	855	RightNow Surveys™ CBT training
8	839	What training options are available from RightNow?
9	479	RightNow Service Tutorials and Computer-Based Training (CBT)
10	2205	Best practices for setting up incident rules
11	2181	Setting up escalation rules in 6.x or 7.x
12	2026	What are data exceptions in custom reports?
13	1932	How do I set up incident response requirements and holidays?
14	1883	How can I set up a report or view for multiple products or categories?
15	1837	What is an SLA and how do I set one up?
16	1733	How do I get started with setting up our knowledge base of public answers?
17	1619	Best practices for setting up the administration side of RightNow Service
18	1438	As a new administrator, how do I determine how our site has been set up?
19	1286	At the Support Console, how can I set up a view that lists both updated and unresolved inc
20	409	Moving a public answer up or down in the display order
21	331	Setting up a mailbox for RightNow Service
22	131	In 5.x, how do I set up RightNow Contracts™?
23	2419	With our marketing campaign why do users go to a blank page when clicking Submit?
24	2387	Creating a backup script for the Contact Uploader
25	2365	How can I look up IDs for countries and provinces for API integrations?

Records Found: 9		
	Ans ¹	Summary
1	1183	Definition and scheduling of a Tune-Up
2	1185	Top 4 best practices suggested in tune ups
3	1929	Customer Service Index (CSI) Health Score
4	1749	What are Universal Service Credits?
5	1745	What upgrade services are available?
6	1382	Access to training options and CBTs for staff members
7	855	RightNow Surveys™ CBT training
8	839	What training options are available from RightNow?
9	479	RightNow Service Tutorials and Computer-Based Training (CBT)

Notice that the first 9 answers are the same answers

What result set do you want to present to your customers?



Keyword Searches

Look for "0" Answers

- Do you have what customers are looking for?

Know your configuration settings

- EU_SEARCH_HIGHLIGHT_ENABLE
- EU_SEARCH_TERM_FEEDBACK_ENABLE
- ANS_AND_SEARCH
- ANS_SRCH_THRESHOLD

Know the contents of your external files

- Exclude Incidents and Answers (common words)
- Alias (RNT = RightNow Technologies)



RightNow Standard Reports

Agent Reports

- Agent Effectiveness
- Time Billed
- Service Levels

Identifying areas for coaching
Understanding quantity and quality

Where are agents spending their time

What are the parameters by which the organization is measured against



Agent Effectiveness

Agent Effectiveness

Agent

Assigned	Responses	Solved	RPA	FCRR
10	14	0	1.4	0.0%
12	23	2	1.9	16.7%
28	50	5	1.8	17.9%
53	93	10	1.8	9.4%
4	5	4	1.3	75.0%
5	6	4	1.2	60.0%
2	2	1	1.0	50.0%
10	19	3	1.9	20.0%
35	49	7	1.4	17.1%
67	118	14	1.8	10.4%
19	24	14	1.3	73.7%
8	21	2	2.6	0.0%
32	74	5	2.3	12.5%
47	84	14	1.8	10.6%

Understand RPA (Response per Assignment) and FCRR (First Contact Resolution Rate) and how that relates to the Agent



Time Billed

Understand where your team spends most of their time.

- TB_REQUIRED_INC_EDIT
- TB_REQUIRED_FOR_SOLVED

Time Billed Daily

<u>Billable Task</u>	<u>Incidents</u>	<u>Time Billed</u>
AGENT TRAINING	77	21h 41m 0s
	407	271h 54m 0s
CUSTOMER TRAINING	46	22h 50m 0s
	43	30h 55m 0s
	37	16h 5m 0s
CUSTOMIZATION EFFORTS	6	1h 50m 0s
	2	0h 45m 0s
	130	50h 26m 0s
	7	2h 35m 0s
INSTALLATION	38	9h 45m 0s
	4	1h 5m 0s
RESEARCH	627	172h 28m 0s



Service Levels

Service Level Interval by Incident Relative

Last Week Achievement

Incidents	1 hour	2 hours	5 hours	8 hours	16 hours	24 hours	> 24 hours
43	74.4%	11.6%	0.0%	0.0%	4.7%	0.0%	9.3%
117	48.7%	14.5%	3.4%	2.6%	2.6%	6.0%	22.2%
98	58.2%	14.3%	6.1%	5.1%	7.1%	4.1%	5.1%
101	80.2%	4.0%	3.0%	4.0%	5.9%	2.0%	1.0%
100	74.0%	4.0%	6.0%	3.0%	11.0%	2.0%	0.0%
72	87.5%	1.4%	5.6%	4.2%	1.4%	0.0%	0.0%
46	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Record Count: 7

86 %
69 %
84 %
91 %
87 %
98 %
100 %

Reviewing your service level commitments on a weekly basis keeps you attuned to what is happening within your organization



Standard Service Reports (RightNow 8)

Incident Reports

- Problem Areas based on Disposition

Task Reports

- Overdue Tasks

SLA Reports

- SLA Trending Analysis



Standard Service Reports (RightNow 8)

Admin Answers Accessed Reports

- By Product

Customer Satisfaction Reports

- By Agent/Group
- By Product
- Top 10 Most Satisfied
- Top 10 Least Satisfied



Resources—Reference Materials

Analytics Best Practices – Handout

Within the Analytics Console

- Description Tabs
- Information “i” Ball (Help for this Window)

Analytics Manual

Online Documentation

Analytics Workshops

Analytics Support Packages



Resources—More information

Data dictionary

- Answer 1862

Catalog of Standard Reports

Additional Sessions

- Advanced Analytics: Getting Deeper Customer Insight
Tuesday, 9/12 @3:30

More Information

Contact your Account Manager

“Ask the Experts” room

<http://rightnow.custhelp.com>



Questions Feedback Recommendations

