

# Calabrio Analytics Workshop

## Discover how Calabrio Analytics can help your organization make better decisions

### VALUE OF A HANDS-ON WORKSHOP

The Calabrio Analytics Workshop is designed to establish the value of Calabrio Analytics for your organization and provide the evidence you need to support your internal decision making process. During this brief engagement, the Calabrio Innovation Center demonstrates the value of analytics technology through an in-depth investigation of your customer interactions. By running your data through the Calabrio Analytics engine, our experts identify pressing customer insights and make actionable recommendations. You'll come away with a better understanding of how the power of Calabrio Analytics that can be justified and measured within your organization.

### WORKSHOP OVERVIEW

The Innovation Center has established six sample focus areas, however, each workshop is tailored to meet your unique needs and expectations. The workshop takes place over a 2- to 3-week period, starting with an exploration session to identify issues of interest to explore further with Calabrio Analytics.

After the focus topic is finalized, your customer interaction data is run through Calabrio Analytics and a report on the results is created. The final output is a document that includes best practices for achieving the desired business outcomes identified during discovery. The Calabrio Analytics solution is loaded with your interactions and dashboards are configured to showcase eye-opening insights, trend visualization, and root cause analysis—all discovered in your customer interactions.

### Typical Timeline

- **Week 0** Discovery meeting and engineering pre-work (systems & VPN access, data collection/transfer call files, etc.).
- **Week 1** Upload business issue phrases/categories. Begin continuous tuning process to best identify conversations of interest using phonetics technology.
- **Week 2** Tuning continues. Evaluation of findings begins. Dashboard/visualization creation starts.
- **Week 3** Tuning and dashboard refinement continues. Begin creating comprehensive report which is delivered at the end of week 3 along with a final presentation.

### THE VALUE OF THE CALABRIO ANALYTICS WORKSHOP

The Calabrio Analytics Workshop allows you to see the value of Calabrio Analytics using your own data. Your Innovation Center consultant will offer best practices and actionable recommendations based on their analysis. This workshop provides clear evidence of ROI that plays a crucial role in making a case for investing in analytics technology.

### GAIN VISIBILITY INTO THE VOICE OF YOUR CUSTOMERS

Calabrio Analytics provides a window into your customers' experience by unlocking the voice of your customers. These hidden gems can help your organization:

- Grow sales and revenue
- Enhance marketing intelligence
- Improve customer experience and increase CSAT, NPS, and customer experience scores
- Reduce operating costs
- Improve hiring, onboarding, and agent retention
- Identify training gaps
- Enrich customer website experiences and self-service options

## Analytics Workshops: A Hands-On Approach to Proving Value

### REAL INTERACTIONS

See results with your real customer interactions.

### ACTIONABLE RESULTS

Gain awareness and receive actionable insights.

### VALIDATE ASSUMPTIONS

Validate your assumptions about your customers' experience.

### BEST PRACTICES

Learn best practices from Calabrio's industry experts.

### ADDITIONAL DISCOVERY

Open the doors to more opportunities for improvement.