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Avaya Speech Analytics Reporting

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Chapter 1: Introduction

About this document

Avaya Speech Analytics is part of the Avaya Aura ® Performance Analytics suite of softwares.All softwares from the Avaya Aura ® Performance Analytics suite function in the Avaya Aura ® Performance Center environment. This document explains the various Speech Analytics reporting features and measures and provides information on how to use the reporting features.

About Speech Analytics

Avaya Speech Analytics is a speech search and analytics solution based on phonetic technology. Data analysts and executives use Speech Analytics to rapidly and efficiently analyze sets of call recordings for quality monitoring, compliance and business intelligence. Unlike competitive solutions, Speech Analytics is based on phonetic technology and provides speaker independent search and analytics that is not limited to a pre-defined dictionary of keywords or terms, providing greater flexibility, significantly increased performance and reduced total cost of ownership.

Intended audience

This document is meant for contact center staff who perform analytics and quality improvement roles, such as the following:

- Business Analysts
- Contact Center Business Intelligence or Business Reporting members
- Line Managers

Related documents

This document is part of the Speech Analytics documentation set that also includes the following documents:

- Administering Speech Analytics
- Implementing Speech Analytics

Chapter 2: Overview

About Speech Analytics reporting

Speech Analytics is an application using which you can capture information from the voice-based channels that the customer uses to obtain information about your company and your products. Using Speech Analytics, you can identify the reasons why customers call your company and what causes customer dissatisfaction. With Speech Analytics, you can also identify training opportunities to improve agent performance at your contact center.

The Speech Analytics phonetic audio search engine provides an overview of the entire contact center operations. This search engine can handle much larger volumes of audio data than speech-to-text systems that can only monitor a small sample of recorded calls. You can also inspect the individual call recordings in detail and obtain valuable insights into individual agent performance and compliance issues.

Because Speech Analytics reports indicate potential compliance issues, you can take proactive action from the perspective of an agent and a customer. Supervisors can allocate resources according to the skill sets of individual agents, resulting in improved service.

Speech Analytics includes four detailed dashboards that provide information necessary to understand call center operations and performance. For more information, see Dashboards on page 11.

Functional aspects of Speech Analytics

Speech Analytics operates in a two-fold manner. The two key components are the Speech Analytics desktop client called Speech Analytics Desktop Client (SADC) and the Speech Analytics server. SADC is deployed on the workstation of the reporting analyst reponsible for listening to calls and tagging the calls. You can use the desktop client to create Speech Analytics projects and perform the following functions:

- Create and modify projects.
- Generate media library.
- Apply tags to the media files.
- Search and view results.
- Filter data.
- Use tags to categorize media files.

The server consists of a webservice, a datamart, and a business intelligence component. You must become proficient with SADC as the quality of reports that you can view in the form of dashboard depends on accurate tagging and categorizing of call recordings. You can use Speech Analytics Data Administration Console, the administrative console of Speech Analytics, to create categories and perform other administrative tasks.

The SADC connector handles communication between Speech Analytics Desktop Client and the Speech Analytics server. After the business intelligence server applies algorithms and processes the data, you can view the information as dashboards and reports.

Important:
To generate accurate reports, ensure that all VDNs, Skills, and Agents on Avaya Aura ® Communication Manager or the PBX are set to be measured.

Speech Analytics Data Administration Console

Speech Analytics Data Administration Console (SADAC) is the administrative interface that you can use to administer and configure Speech Analytics. SADAC is a crucial aspect of Speech Analytics, and you must have a thorough understanding of SADAC to make Speech Analytics peform optimally. Using SADAC, you can manage:

- Agents
- Business categories
- Call components
- Call drivers
- Call outcomes
- Adherence profiles
- Customer feedback
- Non mineable reasons
- Teams

For more information on how to administer Speech Analytics, see *Administering Speech Analytics*.

Speech Analytics reporting terminology

The following terms are frequently used in relation to Speech Analytics:

- **Driver**: The main reason for the customer calling your contact center.
- **Business category**: Business impact areas grouped as categories.
- **Call outcome**: The result of the call from the perspective of a customer.
- **Call componen**t: Pre-defined sections of the calls linked to business profiles. For example, greeting, security check, and closing.
- **Adherence profile**: A business process that consists of call components.
- **Non-mineable calls**: Calls that could not be tagged for reasons such as poor voice quality.
- **Feedback class**: Groups of feedback items that might include agent evaluation.
- **Business impact**: The positive, netural, or negative impact that the call has on the business.
- **Feedback item**: The specific item for which the customer provides feedback, such as advertising or pricing.

Dashboards

Speech Analytics includes the following four dashboards that provide insights on the respective subject areas:

- **Driver Classification**: Provides information on the drivers. Common drivers or the reasons for the customer to call your contact center include queries, billing, sales, and complaints. You can define the drivers based on your business scenario from SADAC.
- **Outcome/Agent Disposition**: Provides information on the overall result of the calls. Commont outcomes include unsuccessful, successful, or pending depending on whether the reason your customer called was addressed or not.
- **Policy Adherence Monitoring**: Provides information on whether your contact center agents adhere to the defined policies and procedures. You can define the adherence profiles based on your business scenario from SADAC.
- **Feedback Assessment**: Provides feedback from the customer-agent conversation. You can assign calls according to a combination of feedback items, on the basis of which the report shows the Promote rate, Passive rate, and Detract rate. Each of these categories indicate the impression that the customer has and the likely future behavaior that the customer will exhibit. You can define the business categories and the feedback class based you on your business scenario from SADAC.

Chapter 3: Dashboards

Speech Analytics has four standard dashboards. The dashboards, which are a combination of several reports, provide you with detailed information on Driver Classification, Outcome/Agent Disposition, Policy Adherence, and Feedback Analysis. Each dashboard graphically represents information using pie charts, bar graphs, tables, and pivot tables. Speech Analytics divides each dashboard into tabs, which provide different perspectives on the selected report area. You can export and print each report.

Note:

Speech Analytics deletes data that more than an year old from the database through an automatic `purge` job. If you want to retain data that is more than an year old, disable the `purge` job from the ETL jobs.

Driver Classification

The driver classification dashboard provides information on the drivers, or the reasons for the customer calling your contact center. Speech Analytics divides the dashboard into three tabs, Overview, Trend, and Agent Compare. You can apply the following common filters to generate the dashboard:

- Dataset: Identification of the specific imported data.
- Call time (AM/PM): The time of the call in terms of AM or PM.
- Direction: The direction of the call: inbound, outbound, or internal.
- Driver: The main reason for the customer calling your contact center.
- Call Date Time: Two dates between which you want to generate the dashboard.

Overview

The Overview tab provides a picture of why customers call your contact center. The Overview tab first provides a snapshot of the crucial information and then uses a combination of pie charts and pivot tables to go into the details. The overview tab contains the following information:

- **Calls in Period**: Shows the total number of calls that are present for analysis in the specified date range.
- **Classified Calls**: Shows the number of calls that have a driver associated to the call in the specified date range.

- **Calls Under Analysis**: Shows the number of calls in the specified date range that meet the specified filter or prompted criteria.The graph presents information over a period of time.

  Note:
  If *none* driver is left in the prompted set, the number of Calls Under Analysis can exceed Classified Calls.

- **Non-mineable rate %**: Shows the percentage of calls on which Speech Analytics could not perform data mining. The report shows the reasons for the inability to mine the calls in a separate color-coded pie chart and a pivot table.
  - **Non-mineable reason ratio**: The pie chart represents the reasons for the inability to mine calls as a ratio of the overall percentage of non-mineable calls.
  - **Non-mineable calls level**: The bar graph shows the number of calls on which Speech Analytics could not perform data mining in relation to the reasons for the inability to mine the calls.
  - **Non-Mineable Call Levels and Ratio**: Shows proportions and levels of calls according to the reasons that the call could not be searched.
- **Non-Mineable / Unclassified / Classified Ratio**: The pie chart shows the proportion of calls for classified calls, unclassified calls, or calls on which Speech Analytics could not perform data mining.

  Note:
  Total calls is the sum of non-mineable, classified, and unclassified calls.The graph presents information over a period of time. So, mineable calls = classified calls + unclassified calls.

- **Unclassified rate %**: Shows the percentage of calls that were without an identified driver and hence could not be classified by driver. Speech Analytics presents the unclassified rate % along with other relevant information in a pie chart.
- **Classification rate %**: Shows the proportion of all calls according to the primary driver for the call. Speech Analytics presents the classification rate % along with other relevant information in a pie chart.
  - **Driver Ratio**: The pie chart shows the proportions of all calls according to the primary driver for the calls.
  - **Driver Levels:** The bar graph shows the number of classified calls in relation to the call drivers.
  - **Driver Levels and Ratio**: The pivot table shows the number of classified calls in relation to the call drivers.

Trend

The Trend tab contains three graphs: two focus on the call drivers and one on the non-mineable call trend. The graphs show proportions of calls over time according to the primary driver for the call. The Time dimension is by Week in Week and Year format where the week runs Monday through Sunday, with drill path to Call Date. Organization is by Company with drill path through the organizational structure to Agent.

The graphs provide a visual view of the information. Using the graphs in the Trend tab, you can quickly gain an understanding of the factors that drive customers to call your contact center. The trend analysis graphs are especially useful when you have a large number of calls as part of the report, and you cannot analyze individual calls. For example, by looking at the Driver Trend % graph, you can notice any significant change in the number of complaints or decline in sales calls in one glance. Based on your analysis, you can take action to reverse a negative trend or boost a positive trend. You can also click on any week to view the trend for the selected week.

Agent Compare

The Agent Compare tab provides information on the ratio of calls that individual agents handle in relation to call drivers. Using the information, you can ensure that the agents who are trained in a particular skill are handling calls that best suit those skills. You can also get an idea about the distribution pattern of calls between agents. The Agent Compare tab provides comparative information through the following six columns:

- **Center**: Calls based on the physical location of the contact center.
- **Team**: Calls based on the teams within one center.
- **Agent**: Calls based on agents from one team.
- **Driver**: Calls based on the call driver for an individual agent.
- **% Calls (Classified)**: Calls based on a set of call drivers for a set of agents.
- **Calls (Classified)**: The number of calls per driver for an individual agent.

Measures

The following table describes the measures used for computing the Driver Classification dashboard:

Table 1: Driver Classification measures

Measure	Measure folder	Description
% Classified (group by agent, driver)	Measures	The percentage of filtered calls that the system can classify, totaled across all drivers, and grouped by each agent.
% Classified (group by driver)	Measures	The percentage of filtered calls that the system can classify, totaled across all drivers.
% Classified (relative)	Measures	The percentage of filtered calls that the system can classify, basically a straight percentage of classified calls taken from all calls without totaling across hierarchical levels.
% Mineable (relative)	Measures	The percentage of filtered calls that the system can mine, basically a straight percentage of mineable calls taken from all calls without totaling across hierarchical levels.
% Non-Mineable (relative)	Measures	The percentage of filtered calls that the system cannot mine, basically a straight percentage of non-mineable calls taken from all calls without totaling across hierarchical levels.
% Unclassified (relative)	Measures	The percentage of filtered calls without a driver that the system cannot classify, basically a straight percentage of unclassified calls taken from all calls without totaling across hierarchical levels.
All Calls	Measures	All calls that the system captures in the data mart. Typically, the system represents the All Calls measure in reports as Calls in Period, where the system applies the date prompt.
Classified Calls	Measures	Mineable calls that have a primary driver. Cloud Based Analytics (CBA) supports only a single, primary driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Classified Calls (agent)	Measures	Mineable calls that contain a driver, summed across an agent. For example, if a call could be further filtered by Agent by Driver, the classified calls in this case will be across all drivers.

Measure	Measure folder	Description
Classified Calls (agent, drivers totals)	Measures	Mineable calls that contain a driver, summed across all drivers and grouped by each agent. For example, this measure will be all classified calls, regardless of driver, for each agent.
Classified Calls (center, drivers totals)	Measures	Mineable calls that contain a driver, summed across all drivers and grouped by each center. For example, this measure will be all classified calls, regardless of driver, for each center.
Classified Calls (drivers totals)	Measures	Mineable calls that contain a driver, summed across all drivers.
Classified Calls (group by company, week)	Measures	Mineable calls that contain a driver, summed across all drivers and grouped by each company. For example, this measure will be all classified calls, regardless of driver, for each company.
Classified Calls (group by Team)	Measures	Mineable calls that contain a driver, summed across all drivers and grouped by each team. For example, this measure will be all classified calls, regardless of driver, for each team.
Mineable Calls	Measures	Calls that the system can mine for additional analysis. A call that is mineable might be classified with a driver. Any given call is only counted once when the system categorizes the call as either non-mineable, unclassified, or classified. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Non-Mineable Calls	Measures	Calls that the system cannot mine for additional analysis. A call that is non-mineable includes the reason the call is not mineable, for example, the call was too short, poor speech quality, not handled by an agent, or no speech to analyze. Any given call is only counted once when the call is categorized as either non-mineable, unclassified, or classified.
Total Non-Mineable Calls	Measures	Non-mineable calls totalled across all relevant dimensions.
Unclassified Calls	Measures	Mineable calls that do not contain a driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.

Outcome/Agent Disposition

The Outcome/Agent Disposition dashboard provides information on the outcome of a call according to the impact the call has on your business. One of the key measures for any contact center is customer satisfaction, that is, ability to deliver the service that the customer expects from your contact center. A customer might call your contact center for various reasons. The outcome of a call is crucial in ensuring customer satisfaction, promoting your brand, and minimizing repeat calls. You can classify calls as Successful, Pending, or Unsuccessful.

Outcomes can vary from the customer taking an immediate decision to buy a product to an agent successfully handling a general billing query. Drivers are crucial in understanding the outcome of calls. For example, ensuring that a call to make a complaint is Successful is important. If the outcome of a large number of complaint calls is Pending or Unsuccessful, you must investigate the reasons for the inability of agents to resolve customer complaints. Speech Analytics divides the Outcome/Agent Disposition dashboard into five tabs: Overview, Trend, Ranking, Agent Compare, and Agent Focus. You can apply the following filters to generate the dashboard:

- Dataset: Identification of the specific imported data.
- Call time (AM/PM): The time of the call in terms of AM or PM.
- Direction: The direction of the call: inbound, outbound, or internal.
- Driver: The main reason for the customer calling your contact center.
- Outcome Class: The call outcome that you define using SADAC.

Overview

The Overview tab provides the outcome levels of the calls that your contact center agents handle. The Overview tab first provides a snapshot of the crucial information about the outcome or agent disposition of calls and uses a combination of pie charts, tables, and pivot tables to go into the details. The overview tab contains the following information:

- **Calls in Period**: The total number of calls that are present for analysis in the specified date range.
- **Calls With Outcome**: The number of calls that have a call outcome associated to the call in the specified date range.
- **Calls Under Analysis**: The number of calls that are included as part of the analysis in the specified date range.
- **Successful Rate**: The percentage of calls that the agents resolved successfully. Speech Analytics reports the success ratio, success level by outcome class, and success levels in a separate color-coded pie chart, a bar graph, and a table.

- **Outcome Ratio**: The pie chart shows the proportions of all Outcomes according to their impact on the business.
- **Outcome Ratio by Driver**: The bar graph shows the proportions of all Outcomes in relation to call drivers.
- **Outcome Levels by Outcome Class**: The bar graph shows the level of calls according to the impact on the business of their associated Outcomes.
- **Outcome Levels by Outcome**: The table shows the percentage and the number of calls in relation to the outcome, classified as the following:
    - Company
    - Outcome Class
    - Call Outcome
    - Impact on business: Positive, Neutral, and Negative
    - Percentage of calls under each of the three impact categories

- **Pending Rate**: Shows the percentage of calls that the agents could not resolve for a given driver. Pending outcomes are for calls that had at least one neutral outcome. Pending calls include all instances where a future action is pending on behalf of the agent or the customer.
- **Unsuccessful Rate**: Shows the percentage of calls that were unsuccessful from the point of view of the customer for the selected drivers.

Trend

The Trend tab contains a color-coded graph, which focuses on the outcome of all the calls under analysis. The graphs provide a visual view of the information. The graph presents information over a period of time representing a certain trend or behavior pattern. For example, the trend report might include a period of one month, during which your company had initiated a promotional exercise. From the Trend graph, you can understand if the promotional exercise made a difference to the Outcome/Agent Disposition trend, such as sales. The trend analysis graphs are especially useful when you have a large number of calls as part of the report, and you cannot analyze individual calls. For example, by looking at the Success Trend graph, you can discern a significant change in the outcome of calls at a glance. Based on your analysis, you can take action to reverse a negative trend or boost a positive trend.

Ranking

The Ranking tab contains the Outcome Levels (Ranked) table. The table shows the percentage and the number of calls in relation to the outcome classified by the following:

- Company

- Outcome Class
- Call Outcome: Positive, Neutral, or Negative
- Percentage of calls under each of the call outcome categories

Speech Analytics ranks the metrics with the largest share of positive calls first and the largest share of negative calls last.

Agent Compare

The Agent Compare tab provides information on the outcome of calls in relation to individual agents who handle the calls. Using the information, you can gain insights on the performance of individual agents. You can use the metrics to ensure that you retain agents with a high success rate in the assigned role whereas agents who do not perform up to the mark are trained further or shifted to a different role. Apart from the filters described in the Outcome/Agent Disposition description, you can apply the Team filter to narrow your report results. The Agent Compare tab provides two analytical tables, Agent Overall Impact of Outcome and Agent Outcome by Summary. The Agent Overall Impact of Outcome table uses the following six columns to group information:

- **Center**: Calls based on the physical location of the contact center.
- **Team**: Calls based on the teams within one center.
- **Agent**: Calls based on an individual agent from one team.
- **Unsuccessful rate (%)**: The percentage of unsuccessful calls for an individual agent.
- **Successful rate (%)**: The percentage of successful calls for an individual agent.
- **Pending rate (%)**: The percentage of pending calls for an individual agent.

The Agent Outcome by Summary table uses the following six columns to group information:

- **Center**: Calls based on the physical location of the contact center.
- **Team**: Calls based on the teams within one center.
- **Agent**: Calls based on an individual agent from one team.
- **Call outcome**:
  - **Impact On Business - Negative**: The percentage and number of negative calls based on the outcome of the call.
  - **Impact On Business - Neutral**: The percentage and number of neutral calls based on the outcome of the call.
  - **Impact On Business - Positive**: The percentage and number of positive calls based on the outcome of the call.

Agent Focus

The Agent Focus tab offers a different view of the information present in the Trend tab and the Agent Compare tab. Apart from the filters described in the Outcome/Agent Disposition description, you can apply the Agent filter to narrow your report results. Using the filters, you can view information for an agent in relation to the outcome of the call. With the trend graph, you can identify any significant changes in the outcome trend for a given agent.

Measures

The following table describes the measures used for computing the Outcome/Agent Disposition dashboard:

Table 2: Outcome/Agent Disposition measures

Measure	Measures folder	Description
All Calls	Overview Measures	The number of all calls that occurred in the time period selected for a dashboard. This measure is called Calls in Period in the report.
Calls With Outcome	Measures	The number of classified calls that have an outcome. Each call can only have one outcome.
Classified Calls	Measures	Mineable calls that have a primary driver. CBA supports only a single, primary driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Classified Calls (agent, outcome totals)	Measures	Classified calls summed across all outcome classes and grouped by each agent. For example, this measure will be the total of all classified calls, regardless of outcome, for each agent.
Classified Calls (outcome totals)	Measures	Classified calls, summed across all outcome classes. For example, this measure will be the total of all classified calls, regardless of outcome, useful in denominators of percentage calculations.
Pending Calls	Measures	The number of classified calls with a neutral outcome, indicating the agent could not resolve the call during that interaction.

Measure	Measures folder	Description
Pending Rate (group by agent)	Measures	The percentage of calls with neutral outcome from the level-based total set of outcomes grouped by agent. This calculation is a call-level calculation.
Pending Rate (relative)	Measures	The percentage of calls with neutral outcome. This calculation is a call-level calculation.
Pending Rate (totals)	Measures	The percentage of calls with neutral outcome from the level-based total set of outcomes. This calculation is a call-level calculation.
Successful Calls	Measures	The number of classified calls with a positive outcome, indicating the agent could successfully resolvethe call during that interaction.
Successful Rate (group by agent)	Measures	The percentage of calls with positive outcome from the level-based total set of outcomes grouped by agent. This calculation is a call-level calculation.
Successful Rate (relative)	Measures	The percentage of calls with positive outcome. This calculation is a call-level calculation.
Successful Rate (totals)	Measures	The percentage of calls with positive outcome from the level-based total set of outcomes. This calculation is a call-level calculation.
Unclassified Calls	Measures	Mineable calls that do not contain a driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Unsuccessful Calls	Measures	The number of classified calls with a negative outcome, indicating the agent could not resolve the call during that interaction.
Unsuccessful Rate (group by agent)	Measures	The percentage of calls with negative outcome from the level-based total set of outcomes grouped by agent. This calculation is a call-level calculation.

Measure	Measures folder	Description
Unsuccessful Rate (relative)	Measures	The percentage of calls with negative outcome. This calculation is a call-level calculation.
Unsuccessful Rate (totals)	Measures	The percentage of calls with negative outcome from the level-based total set of outcomes. This calculation is a call-level calculation.

Policy Adherence Monitoring

The Policy Adherence Monitoring dashboard provides complete information on the compliance and policy adherence levels by agents during calls. Different organizations have different standards to comply with, ranging from legal reasons to business reasons. You can use SADAC to define policy adherence profiles that your agents follow for different calls. Using the Policy Adherence Monitoring dashboard, you can view reports that provide you with the adherence or breach level details along with associated factors such as profile, call, and component. You can apply the following filters to generate the dashboard:

- Dataset: Identification of the specific imported data.
- Call time (AM/PM): The time of the call in terms of AM or PM.
- Direction: The direction of the call: inbound, outbound, or internal.
- Driver: The main reason for the customer calling your contact center.
- Profile: The Profile that you define using SADAC.
- Call Dates: Two dates between which you want to generate the report.

The Policy Adherence Monitoring dashboard contains six tabs: Overview, Trend, Ranking, Agent Compare, Agent Focus, and Levels by Profile. The reports show the proportions of all expected call Components according to adherence to policy or breach of policy, where a call might have multiple Profiles each containing multiple Components. A call can have multiple Components across the profiles that might or might not exist, but the report counts the Components and not the call-level summary such as fully adherent, fully in breach, or partially adherent. Since Speech Analytics only counts components once, metrics can be calculated for adherence and breach that are discrete and non-overlapping, as a proportion of 100%. Organization is by Company* with drill-path through organizational structure to Agent.

Overview

The Overview tab provides the policy adherence metrics for your contact center. The report uses a combination of pie charts, bar graphs, and pivot tables to present the metrics. The Overview tab contains the following information:

- **Calls in Period**: The total number of calls that are present for analysis in the specified date range.
- **Calls With Adherence**: The number of calls that have a profile associated to the call in the specified date range.
- **Calls Under Analysis**: The number of calls that are included as part of the analysis in the specified date range.
- **Adherence Rate %**: The percentage of calls that conform with the policy standards.
- **Policy Breach Rate %**: The percentage of calls that do not conform with the policy standards.
- **Adherence Ratio**: The color-coded pie chart shows the proportions of all expected call components according to presence, which means adherence to policy or absence, which means breach of policy.
- **Adherence Ratio By Driver**: The graph shows the proportions of all expected call components according to presence that is, adherence to policy or breach of policy, in relation to the call driver. Using this graph, you can identify the type of calls, based on the driver, which often result in policy breaches.
- **Adherence Levels By Component**: The table shows the adherence levels of calls based on the following:
    - Company
    - Profile
    - Component
    - Calls (Adhere)
    - Calls (Breach)
    - % Calls (Adhere)
    - % Calls (Breach)

Trend

The Trend tab contains a color-coded graph, which focuses on policy adherence and breach percentage of all the calls under analysis for a selected set of weeks. The graphs provide a visual view of the information in the Overview tab. Using the graph in the Trend tab, you can get a snapshot of the policy adherence and breach level of the calls that the contact center agents handle over a period of time. The trend analysis graphs are especially useful when you have a large number of calls as part of the report, and you cannot analyze individual calls. For example, by looking at the Adherence Trend graph, you can notice any significant change in the adherence level of calls in one glance. Based on your analysis, you can take action to reverse a negative trend or boost a positive trend.

Ranking

The Ranking tab contains the Adherence Levels table, which shows the adherence levels of calls based on the following:

- Company
- Profile
- Component
- Calls (Adhere)
- Calls (Breach)
- % Calls (Adhere)
- % Calls (Breach)

Using the Ranking tab, you can analyze the policy adherence levels by ranking, which means you can identify the type of calls that most or least often result in policy breaches. Speech Analytics ranks the metrics with the largest share of calls that adhere to the policy first and the largest share of calls that breach the policy last.

Agent Compare

The Agent Compare tab provides information on the adherence level of calls in relation to individual agents who handle the calls. Using the report, you can gain insights on the performance of individual agents. You can use the metrics to ensure that the agents who have a low adherence rate are trained appropriately. The Agent Compare tab provides two analytical tables, Agent Overall Balance of Adherence and Agent By Component Summary. The Agent Overall Balance of Adherence table uses the following six columns to group information:

- **Center**: Groups calls based on the physical location of the contact center.

- **Team**: Groups calls based on the teams within one center.
- **Agent**: Groups calls based on an individual agent from one team.
- **Policy Breach Rate (%)**: Shows the percentage of calls that breach policy guidelines for an individual agent.
- **Adherence Rate (%)**: Shows the percentage of calls that adhere to policy guidelines for an individual agent.

The Agent By Component Summary table uses the following six columns to group information:

- **Center**: Groups calls based on the physical location of the contact center.
- **Team**: Groups calls based on the teams within one center.
- **Agent**: Groups calls based on an individual agent from one team.
- **Component**: Groups calls based on a call component, such as Greeting or Closing, for an individual agent.
- **Policy Breach Rate (%)**: Shows the percentage of calls that breach policy guidelines for an individual agent in relation to a component.
- **Adherence Rate (%)**: Shows the percentage of calls that adhere to policy guidelines for an individual agent in relation to a component.

Agent Focus

The Agent Focus tab offers a different view to look at information that is present in the Trend tab and the Agent Compare tab. The Agent Focus tab also contains the call recordings of the calls under analysis. You can listen to the call recordings if you cut and paste the recording into a player. With the recordings, you can understand the reasons and the severity of the policy breach. The Agent Focus tab offers the following additional options to filter the data:

- Dataset
- Call time (AM/PM)
- Direction
- Driver
- Outcome Class
- Call Outcome
- Agent

Using the listed filters, you can view information for an agent in relation to the adherence levels of the calls. With the Adherence Trend graph, you can identify any significant changes in the adherence level for a given week.

Levels by Profile

The Levels by Profile tab offers a dedicated view to look at policy adherence and policy breach metrics for a selected profile. You might want to monitor certain profiles, for example, profiles that impact customer experience, more than other profiles. The information provided in the Levels of Profile tab makes it simpler to monitor adherence and breach metrics. The Levels by Profile tab offers the following options to filter the data:

- Dataset
- Call time (AM/PM)
- Direction
- Driver
- Profile
- Call Date range

The Adherence Levels by Profile graph shows the levels of calls according to either full adherence to, full breach of, or partial adherence to business policy.

Measures

The following table describes the measures used for computing the Policy Adherence Monitoring dashboards:

Table 3: Policy Adherence measures

Measure	Measures folder	Description
All Calls	Overview Measures	The number of all calls that occurred in the time period selected for a dashboard. This measure is called Calls in Period in the report.
Classified Calls	Overview Measures	Mineable calls that have a primary driver. CBA supports only a single, primary driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Unclassified Calls	Overview Measures	Mineable calls that do not contain a driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.

Measure	Measures folder	Description
% Calls (Fully Adhere to Policy)	Measures by Call	The percentage of calls that fully adhere to business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a fully adherent call contains only components with positive impact on business.
% Calls (Fully in Breach of Policy)	Measures by Call	The percentage of calls that fully breach business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a fully breached call contains only components with negative impact on business.
% Calls (Partially Adhere to Policy)	Measures by Call	The percentage of calls that partially breach business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a call partially in breach contains a mixture of components with positive and negative impact on business.
Call Date Time (CallAdherence)	Measures by Call	The timestamp of the start of the call.
Calls With Components	Measures by Call	The number of calls that contain at least one component.
Fully Adherent Calls	Measures by Call	The number of calls that fully adhere to business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a fully adherent call contains only components with positive impact on business.
Fully Breach Calls	Measures by Call	The number of calls that fully adhere to business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a fully adherent call contains only components with positive impact on business.
Partially Adherent Calls	Measures by Call	The number of calls that partially breach business policy. Since a call may reference multiple profiles (business policy), each containing multiple rules (components), a call partially in breach contains a mixture of components with positive and negative impact on business.
Call Recording URL	Measures by Call	The URL that you can use to reach the call recording file.

Measure	Measures folder	Description
Call Recording	Measures by Call	The file name of the audio recording of the call.
Call Date Time (Call Adherence Profile)	Measures by Call by Profile	The timestamp of the start of the call.
Fully Adherent Call Parts	Measures by Call by Profile	The number of call by profile records whose associated components are all positive.
Fully Breach Call Parts	Measures by Call by Profile	The number of call by profile records whose associated components are all negative.
Partially Adherent Call Parts	Measures by Call by Profile	The number of call by profile records whose associated components are both positive and negative.
Total Call Parts	Measures by Call by Profile	The number of call by profile records, basically a count of the intersection of calls with profiles.
Adherence Rate (%)	Measures by Driver	The percentage of calls with positive components, accessible to grouping by driver.
Call Date Time (Driver Adherence)	Measures by Driver	The timestamp of the start of the call.
Calls by Driver	Measures by Driver	The number of classified calls.
Negative Calls	Measures by Driver	The number of calls with a negative component.
Policy Breach Rate (%)	Measures by Driver	The percentage of calls with negative components, accessible to grouping by driver.
Positive Calls	Measures by Driver	The number of calls with a positive component.
Positive Component Indicator	Measures by Components	Indicates whether or not a given component is a positive component.
Negative Component Indicator	Measures by Components	Indicates whether or not a given component is a negative component.
Calls with Components	Measures by Components	The number of calls that contain at least one component.
Negative Components	Measures by Components	The number of negative components.

Measure	Measures folder	Description
Negatives by Call	Measures by Components	The number of calls that contain at least one negative component.
Positive Components	Measures by Components	The number of calls that contain at least one positive component.
Positives by Call	Measures by Components	The number of calls that contain at least one positive component.
Total Components	Measures by Components	The number of all components, independent of business impact.
Adherence Rate (%)	Measures by Components	The percentage of components that adhere to policy. This is not a call-level measure.
Policy Breach Rate (%)	Measures by Components	The percentage of components that breach policy. This is not a call-level measure.

Feedback Assessment

The Feedback Assessment dashboard provides information on what customers think about any of the pre-defined feedback criteria on which you solicit customer feedback. You can use the SADAC to define items on which you want customer feedback, such as product, agent interaction, or pricing. Each feedback item is linked to a business category and has a positive, neutral, or negative impact on your business. For example, for pricing, if the customer feedback is high, the feedback will have a negative impact on your business. The Feedback Assessment reports classify the impact as promote, passive, or detract.

The report shows the proportions of all feedback items according to their impact on the business. A call can have multiple items of feedback, so the report counts the individual feedback items and not the call-level summary. Since Speech Analytics counts feedback items individually, metrics can be calculated for positive, negative, and neutral rates that are discrete and non-overlapping, as a proportion of 100%. Organization is by Company* with drill-path through organizational structure to Agent. You can apply the following filters to generate the dashboard:

- Dataset: Identification of the specific imported data.
- Call time (AM/PM): The time of the call in terms of AM or PM.
- Direction: The direction of the call: inbound, outbound, or internal.
- Driver: The main reason for the customer calling your contact center.
- Feedback Class: The Feedback Class that you define using SADAC.

- Call Date: Two dates between which the system generated the dashboard.

The Feedback Assessment dashboard contains six tabs, Overview, Trend, Ranking, Agent Compare, Agent Focus, and Levels by Profile.

Overview

The Overview tab provides information about what your customers think about you and your organization. The report uses a combination of pie charts, bar graphs, and pivot tables to present the metrics. The Overview tab contains the following information:

- **Calls in Period**: Shows the total number of calls that are present for analysis in the specified date range.
- **Calls With Feedback**: Shows the number of calls that have a feedback associated to the call in the specified date range.
- **Calls Under Analysis:** Shows the actual number of calls that are included as part of the analysis in the specified date range.
- **Promote Rate %**: The percentage of all feedback that the customers rated favorably across the various feedback items.
- **Passive Rate %**: The percentage of all feedback that the customers rated neutrally across the various feedback items.
- **Detract Rate %**: The percentage of all feedback that the customers rated negatively across the various feedback items.
- **Feedback Ratio**: The pie chart shows the Detract rate, Passive rate, and Promote rate in percentage of calls according to the customer feedback.
- **Feedback Ratio By Driver**: The graphs shows the Detract rate, Passive rate, and Promote rate in percentage according to the customer feedback in relation to call drivers.
- **Feedback Levels By Class**: The graphs shows the Detract rate, Passive rate, and Promote rate of calls in percentage according to the customer feedback in relation to feedback class.

Trend

The Trend tab contains a color-coded Feedback Trend graph, which focuses on feedback levels for all the calls under analysis for a given week. The graphs provide a visual view of the information in the Overview tab. Using the graph in the Trend tab, you can get a snapshot of the feedback level of the calls that the contact center agents handle over a period of time. The trend analysis graphs are especially useful when you have a large number of calls as part of the report, and you cannot analyze individual calls. For example, by looking at the Feedback Trend graph, you can notice any significant change in the feedback class of calls in one glance. Based on your analysis, you can take action to reverse a negative trend or boost a positive trend. The Feedback Trend graph is also very useful when you are expecting a significant change in feedback due to some other factors such as changed pricing or improved products.

Ranking

The Ranking tab contains the Feedback Levels (Ranked) table, which shows the type of feedback received from your customer, based on the following:

- Company
- Feedback Class
- Feedback Item
- Number and percentage of negative calls
- Number and percentage of neutral calls
- Number and percentage of positive calls

Speech Analytics ranks the metrics with the feedback item with the largest share of positive calls first and the feedback item with the largest share of negative calls last.

Agent Compare

The Agent Compare tab provides information on the feedback type of calls in relation to individual agents who handle the calls. Using the reported information, you can gain insights on the performance of individual agents. You can use to metrics to ensure that the agents who enjoy a high positive feedback rate are retained in their roles where as agents who frequently encounter a neutral or negative feedback rate are trained and that you analyze the reasons for the negative feedback. The Agent Compare tab provides two analytical tables, Agent Overall Impact of Feedback and Agent By Feedback Item Summary. The Agent Overall Impact of Feedback table uses the following six columns to group information:

- **Center**: Calls based on the physical location of the contact center.
- **Team**: Calls based on the teams within one center.
- **Agent**: Calls based on an individual agent from one team.
- **Detract Rate (%)**: The percentage of total feedback items that received a negative feedback from the customer, for an individual agent.
- **Promote Rate (%)**: The percentage of total feedback items that received a positive feedback from the customer, for an individual agent.

- **Passive Rate (%)**: The percentage of total feedback items that received a neutral feedback from the customer, for an individual agent.

The Agent By Feedback Item Summary table uses the following six columns to group information:

- **Center**: Calls based on the physical location of the contact center.
- **Team**: Calls based on the teams within one center.
- **Agent**: Calls based on an individual agent from one team.
- **Feedback Item**: Calls based on a call component, such as Greeting or Closing, for an individual agent.
- **Impact on business - Negative**: The percentage and number of calls that had a negative impact on the business in relation to a feedback item.
- **Impact on business - Neutral**: The percentage and number of calls that had a neutral impact on the business in relation to a feedback item.
- **Impact on business - Positive**: The percentage and number of calls that had a positive impact on the business in relation to a feedback item.

Agent Focus

The Agent Focus tab offers a different view of information from the Trend tab and the Agent Compare tab. The Agent Focus tab offers additional options to filter data by:

- Dataset
- Call time (AM/PM)
- Direction
- Driver
- Feedback Class
- Feedback Item
- Call Dates
- Agent

Using the listed filters, you can easily view information for an agent in relation to the feedback of the calls. With the trend graph, you can identify any significant changes in the feedback trend for a given week.

Levels by Item

The Levels by Item tab offers a dedicated view to look at feedback levels, which includes promote rate, passive rate, and detract rate, for a selected feedback item. You might want to monitor certain feedback classes, for example, classes that impact competition or pricing, more than other feedback classes. The information provided in the Levels of Item tab makes it simpler to monitor feedback related metrics and their impact on the business. The Levels by Item tab offers the following options to filter the data:

- Dataset
- Call time (AM/PM)
- Direction
- Driver
- Feedback Class
- Call Date range

The Feedback Levels by Item graph shows the levels of calls according to the impact on the business, which might be positive, neutral, or negative.

Measures

The following table describes the measures used for computing the Feedback Assessment dashboard:

Table 4: Feedback Assessment measures

Measure	Measures folder	Description
All Calls	Overview measures	The number of all calls that occurred in the time period selected for a dashboard. In the reports, this measure is named, Calls in Period.
Classified Calls	Overview measures	Mineable calls that have a primary driver. CBA supports only a single, primary driver. Note that Non-Mineable calls + Classified calls + Unclassified calls = All Calls.
Call Recording	Measures	The file name of the audio recording of the call.

Measure	Measures folder	Description
Recording URL	Measures	The URL that can be used to access the call recording file.
Calls with Feedback (relative)	Measures	The number of calls that have at least one associated feedback item.
Calls With Feedback (feedback totals)	Measures	The number of calls with at least one associated feedback item totaled/ level-based across all feedback classes. The system uses this measure as the denominator in percentage calculations required to sum to 100% across all feedback classes.
Calls With Feedback (Feedback Class, Team)	Measures	The number of calls with at least one associated feedback item totaled/ level-based across all feedback classes. The system uses this measure as the denominator in percentage calculations required to sum to 100% across all feedback classes and grouped by team.
Calls With Feedback (cwf - agent, feedback totals)	Measures	The number of calls with at least one associated feedback item totaled/ level-based across all feedback classes. The system uses this measure as the denominator in percentage calculations required to sum to 100% across all feedback classes and grouped by agent.
Detract Rate (%)	Measures	The percentage of negative feedback items from the total set of feedback items. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Detract Rate (%) (cwf - agent, feedback totals)	Measures	The percentage of negative feedback items from the level-based total set of feedback items grouped by agent. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Negative Feedback	Measures	The number of negative feedback items.
Neutral Feedback	Measures	The number of neutral feedback items.
Passive Rate (%)	Measures	The percentage of neutral feedback items from the total set of feedback items. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.

Measure	Measures folder	Description
Passive Rate (%) (cwf - agent, feedback totals)	Measures	The percentage of neutral feedback items from the level-based total set of feedback items grouped by agent. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Passive Rate (%) (cwf - feedback totals)	Measures	The percentage of neutral feedback items from the level-based total set of feedback items. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Positive Feedback	Measures	The number of positive feedback items.
Promote Rate (%)	Measures	The percentage of positive feedback items from the total set of feedback items. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Promote Rate (%) (cwf - agent, feedback totals)	Measures	The percentage of positive feedback items from the level-based total set of feedback items grouped by agent.Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Promote Rate (%) (cwf - feedback totals)	Measures	The percentage of positive feedback items from the level-based total set of feedback items. Since a call can have multiple feedback items, this measure is based on individual feedback items and not the call-level summary.
Total Feedback	Measures	The number of positive, negative, and neutral feedback items.

Appendix A: Support information

Avaya Application Support provides coverage for Avaya-developed custom applications, software, and code with which Avaya solutions meet specific business requirements of customers. Customers continue to rely on Avaya to provide a single point of accountability for IP telephony, Contact Center, and Unified Communications applications of customers. Avaya Application Support extends the value of continuous, comprehensive, and cost effective maintenance support to ensure maximum system performance, reliability, and availability for the communications applications of customers.

Customers with a Full Coverage Avaya Maintenance Agreement can extend their Avaya Software Support (maintenance) services to include coverage of Avaya Contact Flow Analytics.

For standard Avaya hardware and software platform products, an Avaya Global Services Maintenance Agreement provides proactive management and value to support and maintain the IP Telephony, Contact Center, and Messaging applications of the customer. Avaya provides a single point of accountability for remote and on-site technical support, priority response, rapid trouble isolation and resolution, and parts replacement to maximize communication system uptime while protecting equipment investments. By purchasing Avaya Application Support, customers with existing maintenance agreements not only have comprehensive product support but also obtain break-fix coverage for outages that might occur with respect to Avaya Contact Flow Analytics.

Information required for support

When you contact an Avaya Professional Services representative, you must provide the following information:

- Your full name, the name of organization, and the telephone number where an Avaya representative can contact you.
- The Avaya Sold-To number, also known as the Functional Location (FL) number.
- A description of the problem.
- The type of service contract your organization has with Avaya.
- A description of the Avaya Contact Flow Analytics configuration.
- A description of any APS contracts for Avaya Contact Flow Analytics.
- Remote access to the Avaya Contact Flow Analytics systems. For more information, see *Remote Access for Technical Support*.

Support limitations and restrictions

The following limitations and restrictions apply to Avaya Contact Flow Analytics software support:

- The Avaya Contact Flow Analytics software warranty only applies to the software media, not to non-Avaya supplied solution components. At this time, the only exception to this rule is a software defect.
- For ongoing support of Avaya Contact Flow Analytics, you need an advanced Avaya Application Support service contract. If you are uncertain about the details or expiration date of an existing service contract, contact your Avaya sales representative.
- You can only add the hardware or software that meets Avaya requirements to the Avaya Contact Flow Analytics configuration. If your Avaya support representative suspects that a non-standard hardware or software is causing Avaya Contact Flow Analytics-related problems, the representative will ask you to remove that component. Application Support coverage for Avaya Contact Flow Analytics includes:
- Case management, resolution, and follow-up.
- Status on all open issues associated with the Avaya Contact Flow Analytics Application.
- Application Correction as appropriate for the Advanced Application.
- Repair of critical errors in the code.
- Escalation to the Avaya Contact Flow Analytics Application Development team.
- Participating in recreating, testing, and resolving issues with the Avaya Contact Flow Analytics application.

Support aspects

- **Remote Break-Fix Support**: Includes the entire spectrum from receipt of the customer call and diagnosis of the fault toThe graph presents information over a period of time r rectification and return of the Avaya Contact Flow Analytics Application to its functionality as originally delivered to the customer.
- **Avaya Contact Flow Analytics Application Bug Fix**: Consists of actions or changes to resolve anomalies that are causing or contributing to the fault reported by the customer.
- **Scope of Problem Fixes**: Limited to correcting problems that are reproducible in a supported version of the software, running unaltered in the original or subsequently approved configurations.
- **General Usability Questions**: Questions related to features or functions of the application that are answered during the business day. Questions do not include consulting on Application Programming Interfaces (APIs), Software Development Kits (SDKs), or any other advanced services.

- Support for the Avaya hardware platform standard software or operating systems on which the Advanced Application resides. Support for the hardware platform is covered by an Avaya Maintenance Agreement.

Application Support coverage for Avaya Contact Flow Analytics does not include:

- Testing of customer-provided equipment.
- Resolving interoperability issues with other vendors.
- New or additional feature functionality, capabilities or capacity beyond the scope of the features sold with the Avaya Contact Flow Analytics including Major Release Upgrades to optional features or functionality that the customer did not previously license or which Avaya licenses as separate products. For example, any program or functional enhancements to Avaya Contact Flow Analytics.
- Modifiying the Avaya Contact Flow Analytics Application when an upgrade to an associated standard platform element results in functionality changes to the Avaya Contact Flow Analytics application.

Remote access for technical support

Avaya support personnel require remote access to provide technical support. To provide remote access, set up Avaya Web Conferencing

Support contacts

Contacting Avaya Technical Support

Application Support is available to customers through the same Maintenance Help Desk support number applicable to the core Avaya Software Solution. By calling one number, the customer has full access to both the core solution support and the Avaya Contact Flow Analytics application covered by the Application Support agreement.

To report problems or ask questions about your product, call the following telephone numbers:

For support within the United States:

1-800-242-2121

For international support:

See the 1-800 Support Directory listings on the Avaya website.

Contacting Avaya Professional Services

For more information about maintenance and software support offers, contact Avaya Professional Services (APS).

Within the United States, call 1-866-282-9266.

U.S. and international customers can also visit the Contact Center APS website.

Escalating a technical support issue

To escalate urgent service issues, contact Avaya Global Services Escalation Management. For more information, see the Escalation Management listings on the Avaya website.