

Help pinpoint and address the causes of caller friction



Reveal the end-to-end perspective of your customers' entire call journey so you can create a more effortless, friction-free customer contact experience.

When a customer calls your business, anything that stands between them and what they want is called “friction.” Excessive call transfers and premature call disconnects are two examples of friction, which can damage the quality of the customer experience. It also can harm your brand perception and customer retention, while consuming time, effort, and resources.

Visual Network Analytics from AT&T helps you discover points of friction from one end of your customer's voice journey to the other — so you can help reduce the friction points to improve the customer experience.

See the entire journey

Visual Network Analytics is a hosted customer journey platform. It analyzes your call interactions and identifies points of customer voice friction. Developed by AT&T, this Software as a Service (SaaS) solution works across multiple platforms and providers to deliver the trends, insights, and end-to-end perspective of your customer's actual voice experience.

Visual Network Analytics connects, or “stitches” together each portion of a call, allowing you to visualize the end-to-end caller experience, so you'll be able to quickly pinpoint

Potential Benefits

- **Help improve the customer experience:** You can pinpoint call friction and identify and remove the root cause for an improved customer experience.
- **Help reduce capital and operational costs:** Since Visual Network Analytics is provided as a Software as a Service, no capital investment should be necessary.
- **Help address voice concerns quickly:** Compared to manual call triage, which typically requires hours of troubleshooting across a multitude of platforms, Visual Network Analytics triage often occurs in minutes.
- **Help enhance team productivity:** Your team can use Visual Network Analytics within 90 days — compared to traditional platforms which can take a year or longer for training, customization, and adoption.
- **Reveal actionable insights:** You can visualize and identify customer friction points along the entire customer journey from a single dashboard to create actionable business information.

Features

- Highly secure data platform End-to-end data transport encryption
- Call path visualization provides visual view into end-to-end call path across platforms
- Platform integration “Stitches” together AT&T call detail records with customer data sources from premises and 3rd party infrastructures
- Enterprise platform solution Integrates voice, contact center, and enterprise management platforms



friction. By gleaning information from AT&T call detail records, as well as your own call center and third-party infrastructure, Visual Network Analytics identifies each segment, or “leg”, of an end-to-end call. It exposes common issues, such as call loops, excessive transfers, and abnormal disconnects.

Take the 4-point assessment

The cost of friction can be high—especially if you rely on your customers to report it. In fact, customers often switch brands without ever stating why they left, leaving you uninformed about the causes of customer churn. How effectively do you deal with finding and removing friction points? See where you stand—and how Visual Network Analytics might help you improve.

1

How many systems do you currently consult to construct the actual end-to-end caller path, including all legs and transfers?

Other contact center friction analysis platforms can only depict one portion of a call leg, forcing you to use multiple systems and platforms to pinpoint where friction has occurred. Visual Network Analytics displays the entire call journey and provides you with the customer experience perspective and applicable business insights.

2

How long does it typically take you to perform after-action forensics and root cause analysis on a customer friction complaint?

Due to its ability to ingest multiple sources of data and stitch together an entire customer call, Visual Network Analytics can lower the time to triage customer issues such as disconnects, call loops, excessive transfers, and other customer issues — to less than one hour.

3

How well do your current platforms trigger tickets based on poor customer experience?

Visual Network Analytics generates automated and manually configured alarms and notifications to help you identify friction points with which you may have never been aware.

4

What degree of visibility do you have into the performance of your contact center partners and outsourcers?

Gain greater visibility and measure all legs of a call, including those assigned to third parties, so you can precisely identify long queue times, transfers, and dropped calls.

Moving beyond AT&T Analyze and Monitor Call Data

AT&T Analyze and Monitor Call Data is a performance reporting tool on the AT&T BusinessDirect® portal that enables customers to monitor domestic and international calls empowering businesses to make informed decisions based on near-real-time data. The tool lets customers perform tasks such as view call center call completion, determine why calls are incomplete, and recover potentially lost revenue by contacting customers who hung up or were disconnected prematurely.

Visual Network Analytics utilizes the benefits of AT&T Analyze and Monitor Call Data and expands upon it with more features and insights to more accurately depict the customer experience. Whereas AT&T Analyze and Monitor Call Data lists the individual call legs of a customer call, Visual Network Analytics stitches those legs together to reveal the end-to-end call journey.

How it works

Visual Network Analytics has access to back-end AT&T OSS/BSS systems, including call detail reports, events and ticketing, database, and performance reporting. This allows it to inspect each leg of a call and reconstruct the actual end-to-end caller experience.

Since Visual Network Analytics is an extensible platform, it can also be configured to gather contact center data from a multitude of vendor platforms and element managers, third-party systems, and contact center outsourcers.

Why
AT&T

As leader in technology, media, and telecommunications, our edge-to-edge capabilities lay the foundation for providing a more friction-free customer call experiences, so you can stay competitive in a world where the pace of business continues to accelerate.

Use cases

Visual Network Analytics can help you answer these questions:

- What lines of business (LOBs) have the most friction — and at what times of day?
- What calling trends are there across locations and LOBs by time of day?
- Which departments are busiest? Is staffing optimized for call volumes?
- How did marketing campaigns or new product introductions impact call volumes?
- How do I get visibility into my third party's performance so I can hold them more accountable?
- As I migrate to IP Voice services, how is call routing performing? Is it operating as designed?
- How do transfer volumes correlate with investments in self service enhancements, agent training, and technologies such as speech recognition and natural language processing?

Give your customers a virtually friction-free call experience

Visual Network Analytics is a unique as-a-service platform which provides insights into the health of your voice and managed service environment, delivered from AT&T. As trusted solution provider, AT&T helps customize Visual Network Analytics to your infrastructure and across all vendor platforms, so that you can deliver a more effortless experience for your customers.

For more information, visit att.com/vna or contact an AT&T representative.

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