



OVERVIEW

Nexidia Managed Analytic and Business Services



Customer interaction analytics is a powerful solution helping companies transform. The technology allows enterprises to use their most powerful data asset—their customer interactions—to uncover the business processes and agent behaviors affecting customer satisfaction, and ultimately, the bottom line. But sometimes the technology isn't enough. The technology merely identifies where a need for change exists. It cannot prioritize next steps. Nor can it develop the actions required to translate findings into enterprise change. Nexidia's Managed Analytic and Business Services fill that gap. Simply put, Nexidia's team, knowledge and technology resources help you move beyond using analytics for reporting and into using analytics for business transformation.

WHAT ARE MANAGED SERVICES?

Nexidia's Managed Analytic and Business Services Team work in partnership with you. These services empower your business to meet short term objectives, such as lowering handle time or improving sales rates, along with achieving long term goals such as customer retention. Experienced practitioners guide the process of collecting interactions, prioritizing subjects to study, conducting analysis and most importantly, developing plans that put the results of the analysis into action. Thus, results go beyond just the contact center level. They align with the strategic direction of the business and produce measurable business change.

WHY MANAGED SERVICES?

Using Nexidia's Managed Services makes good business sense. Companies who take advantage of Managed Services enjoy faster results, lower costs and a faster return on investment than companies who choose to implement and run customer interaction analytics on their own. The reason for this lies in Nexidia's four distinct advantages received by companies who employ Managed Services.

- **Technology expertise:** Our grasp on the analysis of speech and customer interactions means you get up and running quicker, experience a smooth process and harness the full power of the technology to uncover business issues and their root cause.
- **Industry knowledge:** We leverage our vast industry and vertical knowledge to rapidly identify common business challenges associated with your market and determine their impact on your company. You'll also benefit from our carefully honed best practices and lessons learned on how to solve those challenges.
- **Leadership:** Companies often have no systematic way of implementing analytics and applying their findings. Our ability to establish governance brings the structure and rigor needed to collect relevant business information from customer interactions and work with those in your enterprise who produce change.
- **Better skill set to labor cost ratios:** Our Managed Services Teams employ highly trained, highly skilled, highly specialized experts. The cost to utilize our services is far more economical than hiring, training and maintaining your own in-house team.

HOW DO MANAGED SERVICES WORK?

Whether deployed through an On Premise license or through Nexidia's Hosted Environment, each customer receives a team of analytics professionals. This Team performs the critical tasks necessary for actively using the intelligence contained in customer interactions to make key business decisions.

It is the cultivated relationship between the Nexidia Managed Services Team and your company's executives that give our services their impact. Together, both teams establish how to use the analytic technology as part of the larger, long-term aim of the business. Decisions can be operationally focused at the agent level within the contact center, can influence the enterprise as a whole, or both. Working in concert with you, our resources take the facts and figures provided by the technology and interpret and communicate them to the appropriate people within your organization in a manner that encourages them to act.

Nexidia deploys a unique delivery method, consisting of two week Sprints. Every two weeks, the Managed Services Team conducts a series of analytic activities based on the customer's specific topic of interest. The conclusion of each Sprint provides quantitative answers to the topic of focus. The customer has the flexibility to modify the direction and scope of each Sprint, based on need. This delivery method avoids long, drawn out projects and overwhelming results by delivering clearly defined goals, with fast paced, yet flexible delivery dates. Nexidia has identified twelve main tactical objectives including outsourcer effectiveness, business process improvements and call driver analysis to help you get started. Our experience has shown that addressing these twelve issues yield high returns quickly, thus proving the value of Nexidia's customer interaction analytics solution.

THE NEXIDIA ADVANTAGE.

Top line growth. Bottom line savings. At the end of the day these are the things driving your business success and these are the things that Nexidia Managed Business and Analytic Services help achieve. Unlike other analytics vendors, Nexidia doesn't walk away after presenting initial findings. Nexidia stands as a partner, working to ensure that the most crucial and relevant business information is uncovered, delivered and implemented as part of your company's strategic plan. Your success is our success and we have the references to prove it.

For more information, please contact us at info@nexidia.com.

Nexidia – Headquarters +1 (866) 355 1241
3565 Piedmont Road NE, Building Two, Suite 400, Atlanta, GA 30305, USA

Nexidia – UK +44 (0)20 8973 2440
Gainsborough House, 2 Sheen Road, Richmond TW9 1AE, United Kingdom

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