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# Management Information System Reporting in the Contact Center

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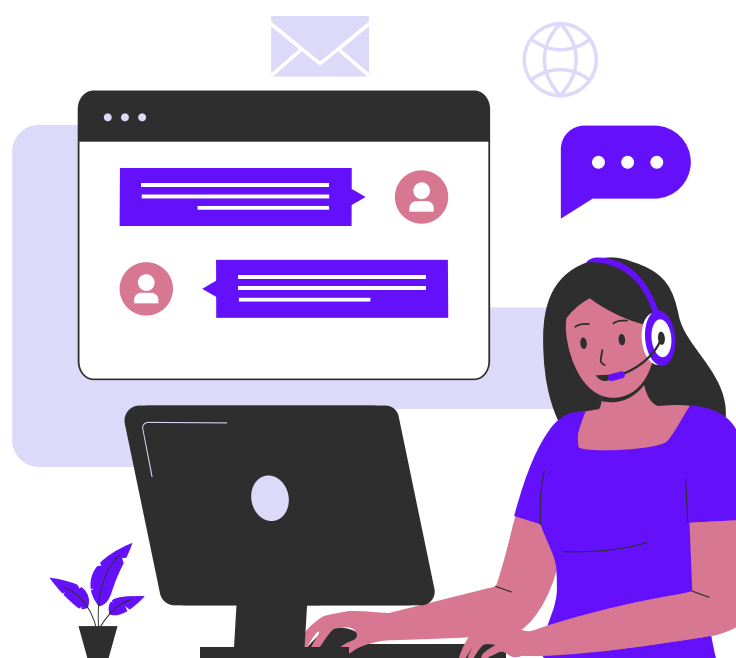
# Introduction

In the dynamic environment of a contact center, where every interaction is an opportunity to enhance customer satisfaction and operational efficiency, effective management is crucial.

Management Information System (MIS) reporting stands at the heart of this endeavor, serving as a critical tool for monitoring, analyzing, and optimizing contact center performance.

MIS reporting in the contact center involves the systematic collection, processing, and presentation of data related to various aspects of operations.

From call volumes and response times to customer satisfaction scores and agent performance metrics, **MIS reports provide a comprehensive view of the contact center's functioning.**



## A. What is MIS reporting in the contact center?

Management Information System (MIS) reporting in the contact center refers to the process of collecting, processing, and presenting data to help managers and decision-makers monitor, analyze, and optimize the performance of the contact center.

These reports provide comprehensive insights into various aspects of contact center operations, enabling informed decisions to improve efficiency, customer satisfaction, and overall performance.

MIS reports are typically generated using specialized software that aggregates data from various systems within the contact center, such as [Automatic Call Distributors \(ACDs\)](#), [Customer Satisfaction \(CSAT\)](#), and [Net Promoter Score \(NPS\)](#) and many other metrics that you will read later..

These reports can be produced in real-time, daily, weekly, monthly, or custom intervals, depending on the needs of the contact center.

## B. Why does the contact center need MIS reporting?

Contact centers need MIS reporting for several critical reasons that help in managing and optimizing their operations. Here are the primary reasons:

### 1. Performance Monitoring and Management

- **Agent Performance:** MIS reports provide detailed insights into individual agent performance, such as call handling times, first call resolution rates, and customer satisfaction scores. This information is vital for identifying high performers and those who may need additional training or support.
- **Operational Efficiency:** By monitoring key performance indicators (KPIs), contact center managers can assess the overall efficiency of operations. Call center metrics like average handling time, service level adherence, and call volumes help in identifying bottlenecks and areas for process improvement.



## 2. Strategic Decision-Making:

- **Data-Driven Insights:** MIS reports consolidate data from various sources, providing a comprehensive view of contact center activities. This allows for informed strategic decision-making based on accurate and up-to-date information.
- **Resource Allocation:** Understanding peak times and call volumes through MIS reports helps in better resource planning and allocation, ensuring that the right number of agents are available at the right times to handle customer interactions efficiently.

## 3. Customer Satisfaction and Experience:

- **Feedback Analysis:** CSAT, NPS, and other feedback metrics captured in MIS reports help in understanding customer needs and preferences. This information is crucial for improving service quality and enhancing the overall CX.
- **Service Quality Improvement:** MIS reports highlight areas where the contact center may be falling short, such as long wait times or high abandonment rates. This allows managers to take corrective actions to improve service quality.

## 4. Compliance and Quality Assurance:

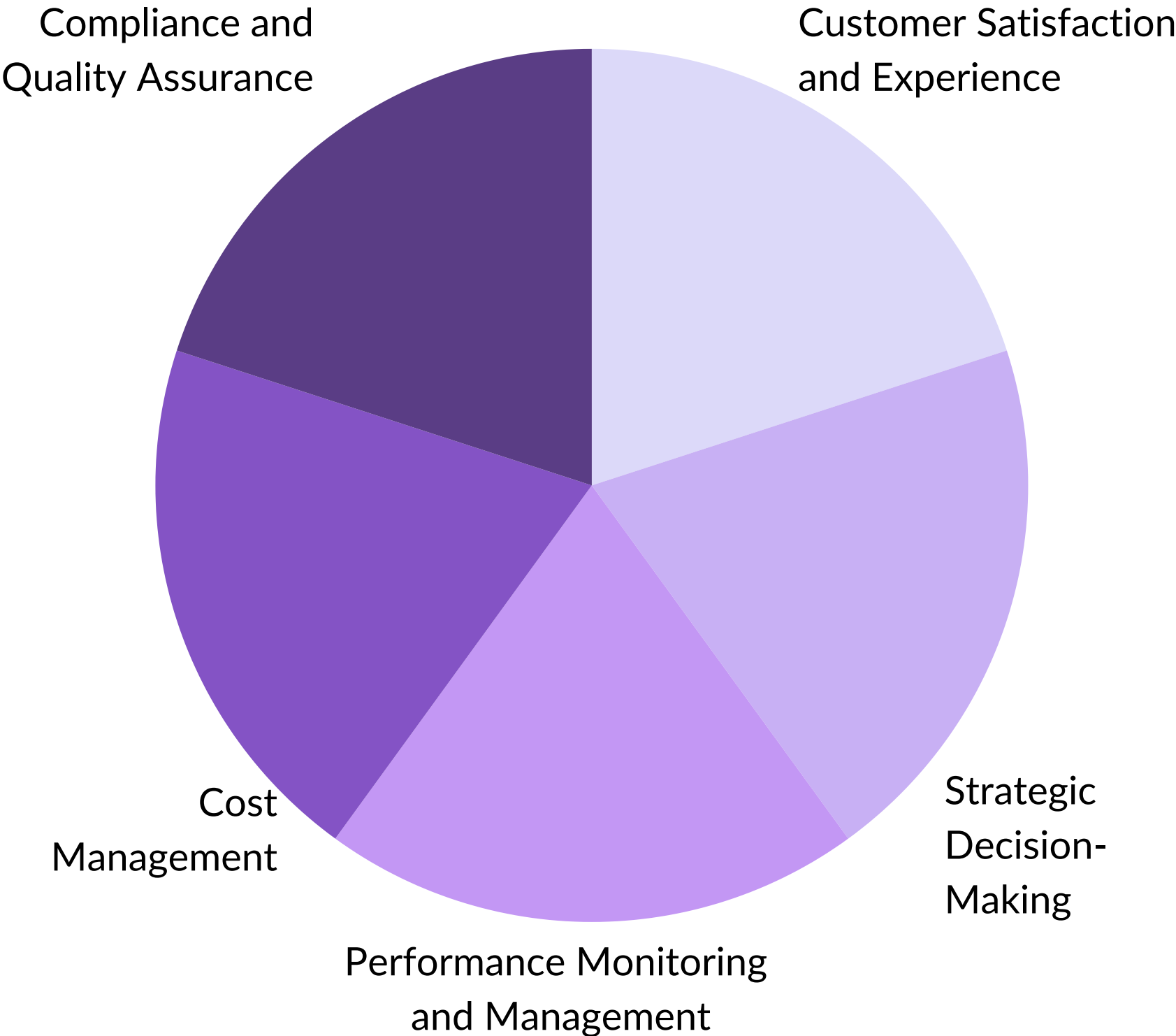
- **Adherence Monitoring:** MIS reports track compliance with internal policies and external regulations, ensuring that the contact center operates within required guidelines.
- **Quality Assurance:** By monitoring quality metrics, managers can ensure that agents follow protocols and provide consistent, high-quality service to customers.

## 5. Cost Management:

- **Efficiency Tracking:** MIS reports provide insights into cost-related metrics such as cost per call and overall operational expenses. This helps in identifying inefficiencies and areas where cost savings can be achieved without compromising service quality.
- **Budget Adherence:** Regular monitoring through MIS reports ensures that the contact center operates within budget, helping to avoid overspending and optimize financial performance.



# Each category plays an important and equal role when it comes to MIS reporting





## C. MIS metrics in contact center



**First Contact Resolution (FCR):** Measures how often agents resolve customer issues on the first interaction without callbacks or transfers.



**Customer Satisfaction (CSAT):** Measures how happy customers are with your service, typically via a satisfaction survey.



**Customer Effort Score (CES):** Measures how much effort customers must put in to resolve their issues, aiming for minimal effort required.



**Average Handle Time (AHT):** The total time agents spend on calls, including hold and post-call tasks, indicating efficiency.



**Net Promoter Score (NPS):** Gauges customer loyalty by asking how likely they are to recommend your company, categorizing responses into promoters, passives, and detractors.



**Average Call Duration (ACD):** Measures the average length of time spent on each call, crucial for understanding agent efficiency and customer interaction quality.



**Customer Churn Rate (CCR):** Indicates the percentage of customers who stop using your services over a specific period, reflecting customer dissatisfaction.



**Customer Retention Rate (CRR):** Measures the percentage of customers who continue to use your services over time, indicating loyalty and satisfaction.



**Average Speed of Answer (ASA):** The average time customers wait before connecting with an agent, reflecting service responsiveness.



**Percentage of Calls Blocked (PCB):** Shows the portion of incoming calls that receive a busy signal, indicating issues with call volume management.



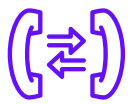
**Service Level:** Measures the percentage of calls answered within a specified time frame, such as 80% within 20 seconds, indicating operational efficiency.



**Occupancy Rate:** Reflects the percentage of time agents spend on customer interactions versus their total logged-in time, indicating agent productivity.



**Contact Quality:** Evaluates the quality of interactions between agents and customers, helping to understand customer needs and agent performance.



**Call Transfer Rate:** The percentage of calls transferred to another agent, impacting first-contact resolution and customer experience.



**Average Wait Time (AWT):** The duration customers spend waiting in the queue before connecting with an agent, influencing customer satisfaction.



**Abandonment Call Rate (ACR):** The percentage of calls that customers hang up before connecting with an agent, often due to long wait times.



**Cost per Call (CPC):** The average cost of handling each call, including expenses for staffing, technology, and facilities, indicating financial efficiency.



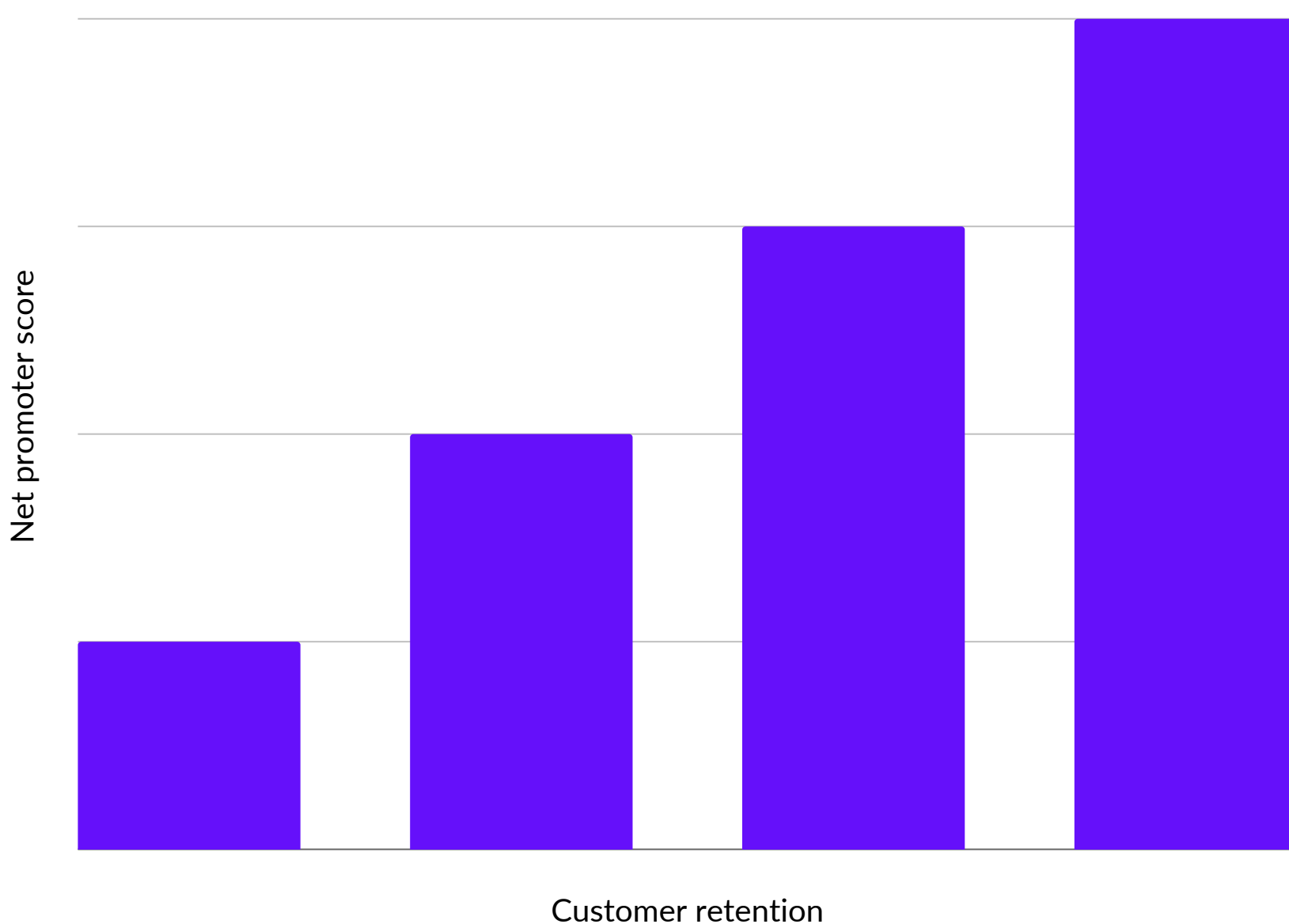
**Agent Attrition Rate:** Measures the percentage of agents leaving the call center within a specific period, impacting service quality and costs.



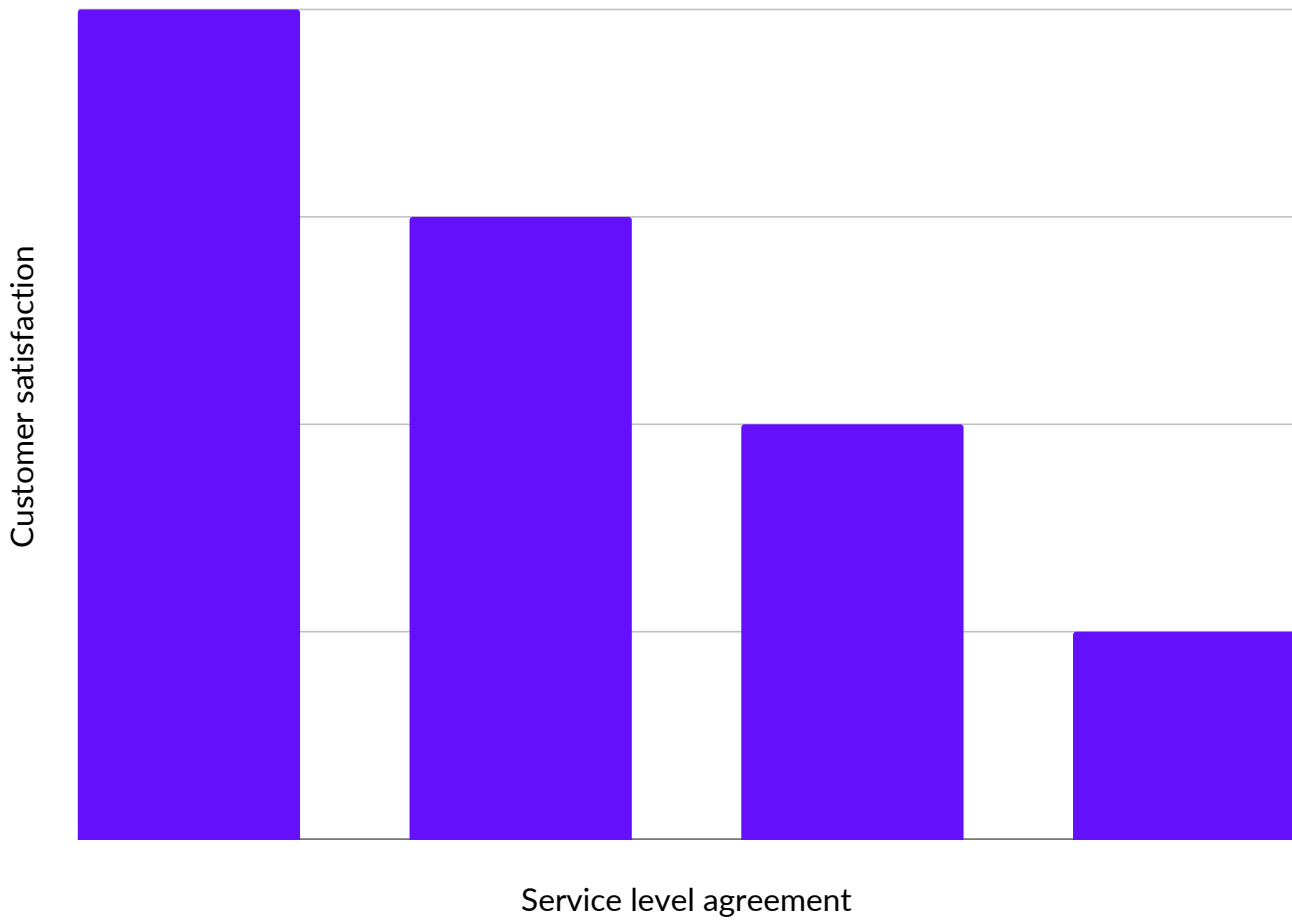
**Average After-Call Work Time (ACWT):** The time agents spend completing post-call tasks after a customer hangs up, reflecting staff efficiency and workflow management.

# # How MIS reporting can impact business decisions ?

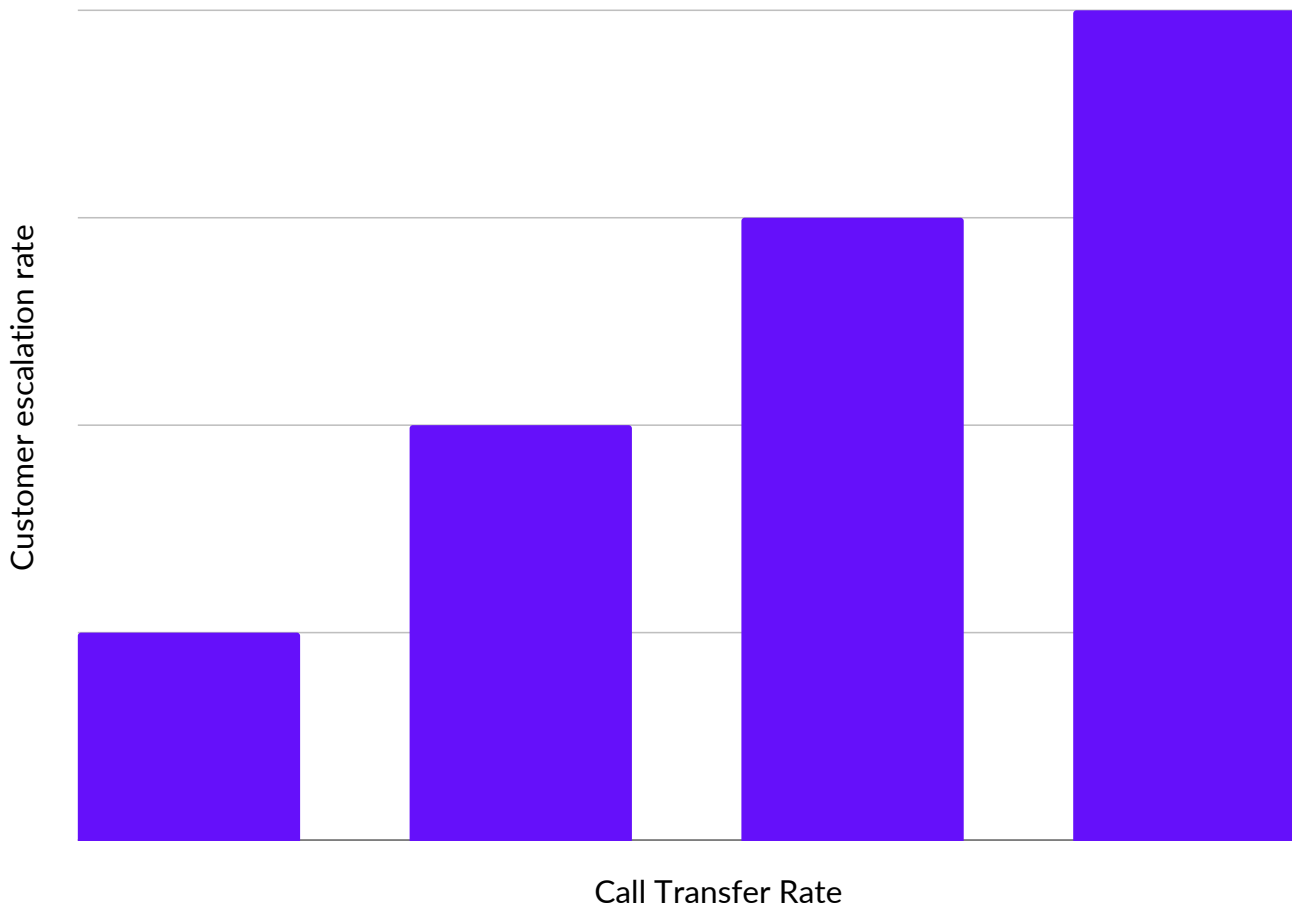
Net Promoter Score vs Customer Retention



### Service level agreement vs Customer satisfaction

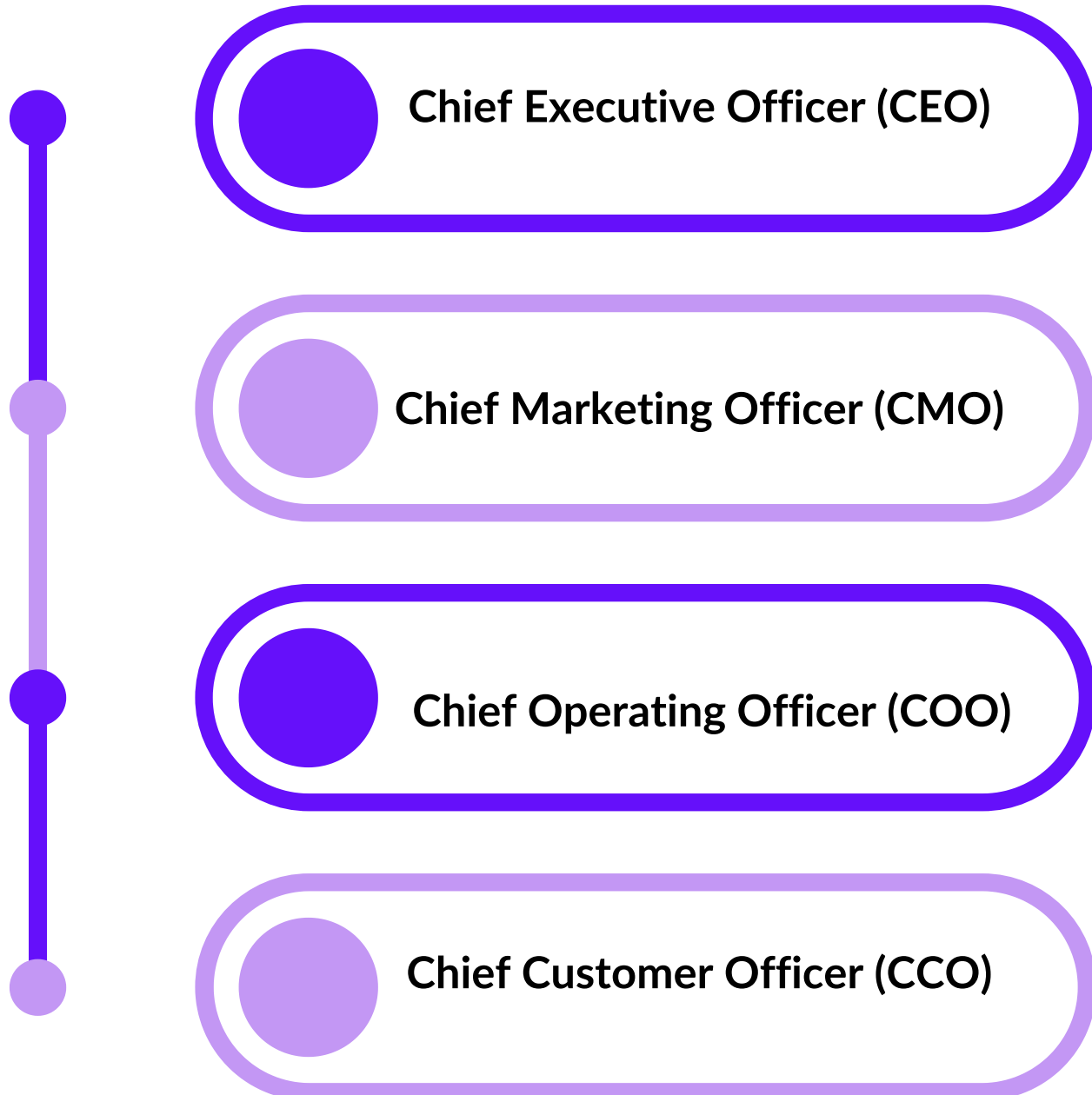


### Call Transfer Rate vs Customer escalation rate



## D. Roles in MIS

Management Information System (MIS) reporting is a cornerstone for executives in a contact center, providing them with essential data and insights to drive strategic decision-making and operational efficiency:



## 1. Chief Executive Officer (CEO)

MIS reports offer a bird's-eye view of contact center performance, allowing CEOs to assess alignment with strategic objectives.

By analyzing metrics like customer satisfaction scores and operational KPIs, they gain insights into the overall health of the contact center.

These reports aid in resource allocation decisions, ensuring the contact center has the necessary tools and personnel to meet its objectives.

Additionally, MIS reporting helps CEOs identify growth opportunities by analyzing customer interactions and feedback data, guiding strategic investments and expansion efforts.

## 2. Chief Marketing Officer (CMO)

MIS reports provide the CMO with valuable customer insights essential for refining marketing strategies.

By analyzing customer feedback, satisfaction scores, and interaction data captured in MIS reports, the CMO gains a deeper understanding of customer needs and preferences.

This information helps in measuring the effectiveness of marketing campaigns, guiding adjustments to improve campaign performance and maximize ROI.

Furthermore, MIS reporting aids in building brand loyalty by identifying areas for improvement in the customer experience and designing initiatives to enhance customer satisfaction and retention.



### 3. Chief Operating Officer (COO)

MIS reporting is instrumental in optimizing contact center operations.

The COO leverages MIS data to identify process inefficiencies and streamline workflows, improving operational efficiency.

By monitoring cost-related metrics such as cost per call and operational expenses, they can manage budgets effectively and identify areas for cost reduction without compromising service quality.

Workforce management is also enhanced through MIS reporting, allowing the COO to make data-driven decisions about staffing levels and scheduling to meet fluctuating demand and maintain service levels.

## 4. Chief Customer Officer (CCO)

MIS reporting is central to managing and enhancing the customer experience within the contact center.

The CCO relies on MIS data to monitor service quality and ensure consistent delivery of high-quality service.

By analyzing metrics such as first call resolution rates and customer feedback, they can identify areas for improvement and implement strategies to enhance customer satisfaction and retention.

MIS reporting also facilitates proactive problem-solving by enabling trend analysis and real-time monitoring, allowing the CCO to address emerging issues promptly and maintain service excellence

# Maximizing Operational Efficiency:

## Key Metrics Tracked by Company Leadership

| Metrics                             | CEO | COO | CMO | CCO |
|-------------------------------------|-----|-----|-----|-----|
| First contact resolution (FCR)      | ✓   | ✗   | ✓   | ✗   |
| Customer satisfaction (CSAT)        | ✗   | ✓   | ✗   | ✓   |
| Customer effort score (CES)         | ✓   | ✓   | ✗   | ✓   |
| Average handle time (AHT)           | ✓   | ✗   | ✓   | ✓   |
| Average call duration (ACD)         | ✓   | ✗   | ✓   | ✓   |
| Net promoter score (NPS)            | ✗   | ✓   | ✗   | ✓   |
| Customer churn rate (CCR)           | ✗   | ✓   | ✗   | ✓   |
| Customer retention rate (CRR)       | ✗   | ✓   | ✗   | ✓   |
| Average speed of answer (ASA)       | ✓   | ✓   | ✗   | ✗   |
| Percentage of calls blocked (PCB)   | ✓   | ✓   | ✓   | ✗   |
| Service level                       | ✓   | ✗   | ✓   | ✗   |
| Occupancy rate                      | ✓   | ✗   | ✓   | ✗   |
| Contact quality                     | ✓   | ✓   | ✗   | ✓   |
| Call transfer rate                  | ✓   | ✓   | ✗   | ✓   |
| Average Wait Time (AWT)             | ✓   | ✗   | ✓   | ✓   |
| Abandonment call rate (ACR)         | ✓   | ✗   | ✓   | ✗   |
| Cost per call (CPC)                 | ✗   | ✓   | ✓   | ✓   |
| Agent attrition rate                | ✓   | ✓   | ✓   | ✗   |
| Average after-call work time (ACWT) | ✓   | ✗   | ✓   | ✓   |

## Blogs



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Capture and analyze customer interactions and generate actionable insights for different teams by AQM programs. This means no valuable conversation goes unnoticed.

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