



February 2009 Week 2

EasyAsk understands your call centre is a business

Running a business can be demanding. Not only do different departments have different needs, they also need to interact with one another to form a business unit. Call- or contact centres have a particularly challenging business model as each department in the business has to be linked in some way to the call-or contact centre.

Information from different departments needs to be collated and analysed to run the business as efficiently as possible.

EasyAsk is a business intelligence (BI) tool that enables different users instant access to relevant information in close to real time by querying all available databases. What sets EasyAsk apart from other BI tools is the unique natural English query system. Because users can access information by typing a question in natural English, they don't need any additional software training.

The benefits of EasyAsk to call- and contact centres are enormous. Call- and contact centres that use EasyAsk experience greater first call resolution rates and greater productivity, improved client relations due to better service and improved management due to better reporting. –Among others, EasyAsk helps clients determine which sections of the call centre are making target, which costs are getting out of control, agent absenteeism rates, the number of calls per agent, etc.

Luckily the benefits of EasyAsk don't end with improved service delivery. Timely access to relevant information makes business management a lot easier too. When different departments operate on different software programs, acquiring pertinent information at the moment of relevance is almost impossible. Most companies rely on their IT department to draw reports. Waiting for another department can cause unnecessary and costly delays in the business process.

EasyAsk is linked to all databases in your business, regardless of the software you use to store that information. Depending on your access level, you can view information that is easy to understand by typing a question in natural English. EasyAsk then queries all relevant databases, analyses the data and presents a neatly packaged information bundle to your desktop.

Questions like, "Which outsource client generated the most profit between March and May 2008?" is analysed by accessing information from all relevant databases.

EasyAsk then renders exact results and suggests related questions. Having instant access to detailed information enables managers to assess the efficiency of a department and provides the opportunity to get to the heart of a small problem before it escalates to a situation that could cost the company millions.

With EasyAsk service delivery and business management becomes as easy as typing a question. For more information, contact Gustav Piater, gustavp@qbcon.com or on (012) 643 4400.

Making BI as Easy as Web Search.

The demo will explain how EasyAsk® for Operational Business Intelligence (BI) fills the gap between search and BI systems to allow executives, analysts, business managers, and professional staff to access the information they need to improve business operations.

To view this video [click here](#).



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