# ccube

by comsys cx

Actionable business intelligence for
Digital Customer Experience

# CCube for customer experience analytics

According to McKinsey, contact centers and similar digital customer experience process that do not leverage advanced analytics are leaving significant customer-service improvements on the table. Aiming to put the customer first, heads of customer service require accurate and detailed performance information that real-time analytics can provide*.

CCube is a business intelligence application, developed for enterprise contact centers and digital customer experience. It delivers powerful, and dynamic reporting that enables managers to gain insight into their business.

## Challenges to overcome

If your organization faces any of the following challenges, then CCube can help to overcome them.

/ Insufficient access to quality reports that support fast and data-driven decision making.

/ A generic BI application that is not adequate for producing accurate analytics.

/ Reporting processes require a great deal of effort and expertise to set up and run.

/ The available data are spread across disparate sources, applications, and communication channels.

# Compatible with leading contact centers

CCube is natively compatible with Cisco Contact Center (UCCE/UCCX) and Aspect Unified IP platfroms. Comsys is a partner of Cisco and Alvaria (former Aspect).

**CISCO**
Preferred Solution Partner

**ALVARIA**
Platinum Partner
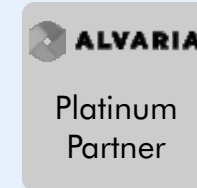
# Holistic approach to business intelligence

Stay on top of customer experience process with CCube by transforming raw data into actionable business intelligence. CCube delivers analytics in a modern and easily accessible digital workplace.

RAW DATA ···············> INSIGHTS

Data Integration          Report Design          Data Analytics

* How advanced analytics can help contact centers put the customer first, McKinsey & Company, February 2019

# Designed for the enterprise contact center

CCube is based on an architecture that offers flexibility in the integration. It provides connectors that collect data from the contact center or other customer communication systems. In addition, it can access data from any business application or flat files.

The administration suite of CCube enables the reporting designers to produce reports that the customer care managers can access from a computer, tablet or smartphone.



Contact Center  Connectors  CCube  Data contributors  Business Applications

Reporting Designers  Customer Care Managers
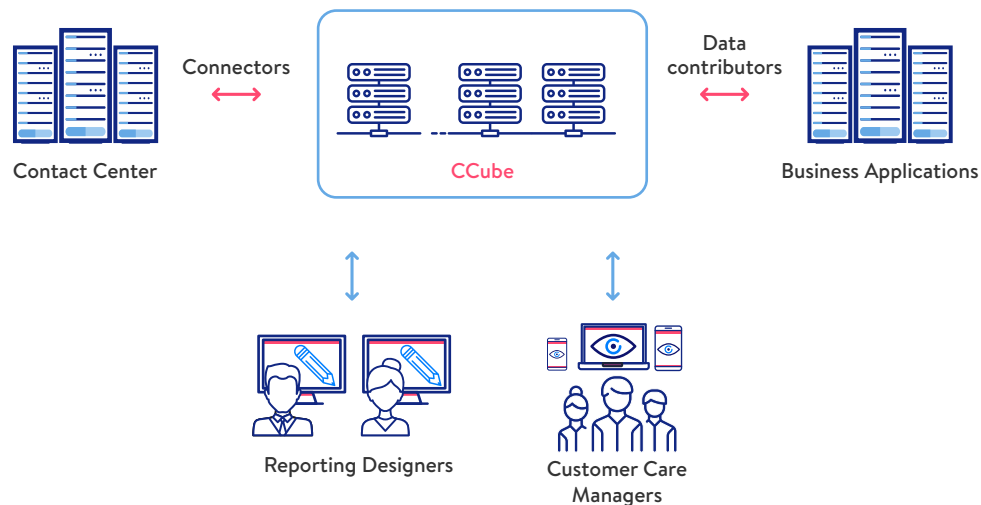
# Ready, right away

CCube offers out-of-the-box integration with leading contact centers, digital communication platforms and unified communication solutions. It includes an extensive range of reports that cover the majority of the analytics needed for managing a world class customer experience practice.

Furthermore, it enables the fine-tuning of any existing report to better fit your needs and preferences, and of course the creation of new ones.

# Data integration streamlined

A unique advantage of CCube is that it natively supports integration with leading contact center platforms. Hence, it obtains real-time and historical data about customer engagement from all communication channels.

CCube can also import customer information from flat files or business applications like CRM and ERP. As a result, it enables the development of sophisticated reports with data from an array of sources.

## Power to the report designers

CCube lets you combine data sources, no matter how large, into a single view. It enables you to create custom, data-driven reports with drag-and-drop simplicity, without the need of programming.

As a purpose-built BI application, it allows you to combine real-time and historical data from all the communication channels and build responsive visualizations of your customer engagement analytics.

## Valuable insight into customer engagement

CCube enables self-service access to reports and data exploration. Drillable dashboards enable the managers of customer care to carry out timely, data-driven decisions while reducing reporting backlogs and manual effort. Also, it empowers collaboration with external or offline users by sharing reports in all the familiar file formats.

Within CCube, you can create and manage user roles, granting access to a specific set of reports based on the role and the projects they oversee,.and their position in the organization.

## Smart decisions with intuitive data visualization

By providing 2-D and 3-D visual graphs like charts, maps, and backgrounds, CCube provides an interactive way to study and understand trends, outliers, and patterns in data. Custom dashboards provide an unparalleled view of your contact center's KPIs, facilitating faster decisions. CCube also gives you the ability to generate reports based on a library of templates that you can customize according to your personal needs or preferences.

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## Analytics anywhere you are

CCube, as a web-based platform, permits the exploration of data on any device using data analytics and smart visualizations. Therefore, it allows you to access reports on a webpage or an app from a computer, tablet or smartphone. In addition, you can keep your customer care managers updated with automated alerts and notifications that receive on any device.

Any device

Any OS
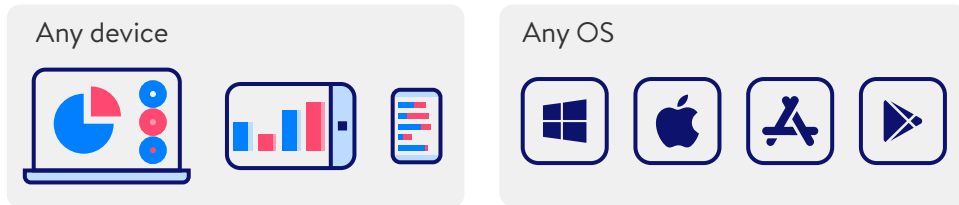
## Save now, and in the future

CCube comes packed with reports that cover most of your analytics needs. Hence, you do not have to spend in additional development and training expenses.

In the long run, CCube will save you a substantial amount of money, minimizing the labor cost required for manual reporting. Add in the calculation the savings it helps you identify, and it is probably one of the best investments you will ever make for your digital customer experience processes.

## CCube vs Generic BI

CCube is developed solely for the needs of the omnichannel contact center and digital customer engangement practices. Hence, it packs unique benefits that generic business intelligence applications find very challenging, to compete with. Some attributes that make CCube unique are:

Native integration with leading contact centers and unified communication platforms

Combines data from all communication channels

Out-of-the-box reports for contact centers

Quick deployment and learning time

Lower total cost of ownership (TCO)

## Fast to deploy, easy to use

Our seasoned service delivery team completes a typical CCube installation within a few weeks. Furthermore, our consulting team assists you to configure, and use the practically endless capabilities of CCube and harvest the benefits in a very short time.

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# Benefits for your digital customer experience

## Game-changing insight

Improve the productivity and efficiency of your contact center with professional reports that provide a clear view of your performance in all customer engagement channels. Help customer care managers to make better and faster decisions by providing real-time and historical data from multiple sources. Deliver personalized analytics with the interactive and customizable reporting functionalities of CCube.

## Easy report creation and administration

As a purpose-built BI application, CCube comes packed with all the relevant reports. In addition, you can change existing reports and sashboards or create new ones. As a result, it requires less effort and expertise to implement and operate the solution. CCube helps report designers and administrators to meet the requirements of business users for customer engagement analytics.

## Unrivaled advantages for Outsourcers

Offer to your clients a reporting environment with their branding and the autonomy to create and manage their user accounts. With CCube you can provide personalized and interactive analytics on any device and minimize manual reporting. Make modern and sophisticated reporting a key differentiator of your business and stay ahead of the competition.

## Meet Comsys

We are a leader in the digital customer engagement market. Our solutions help companies improve the customer journey and increase the efficiency of their customer service operations.

## Our solutions

We offer software applications that enhance the capabilities of the contact center with powerful features.

**clink**
CLink is an advanced CTI middleware that enables the real-time connection between CRMs and the contact center.

**cfront**
CFront is a solution that enriches the contact center with digital channels like cobrowsing, WebRTC video, and social media.

**clist**
CList is an outbound campaign management application that implements sophisticated strategies for optimized campaign results.

**ccube**
CCube is a reporting application, specially developed for the omnichannel contact center and digital customer engangement practices.

## International presence

We design and implement reliable and scalable, digital customer engagement solutions for organizations around the world.

**Europe:** Belgium, Cyprus, Germany, Greece, Italy, Malta, Netherlands, Romania, Serbia, Spain.

**Americas:** Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, United States.

**Asia, M.East and Africa:** Philippines, South Africa, Turkey, Saudi Arabia.

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