



Nexidia Interaction Analytics for Technology

Innovation to Unlock Business Intelligence



In order to have a successful vertical solution, several key components are needed – transformative industry intelligence honed through years of experience working within key industries, solid Managed Services teams led by subject matter experts, and best-in-class product features and functionalities. Nexidia offers just this combination. Nexidia Interaction Analytics, when used in concert with Enterprise Analytics and Services, delivers customized solutions that are vertically aligned to your specific business objectives.

New product launches. Version upgrades. Increased functionalities. Modified capabilities. If you're a technology company you know what it all means – high user interaction volumes around product and technical support.

You know that how you learn from and respond to your customers can make or break your company's innovation life-cycle and your technology's reputation. In this competitive, high visibility landscape, support and service must be managed well.

Nexidia Interaction Analytics for Technology does more than provide surface level information and statistics about your interactions. Nexidia unlocks the value inside the massive amounts

Measure your organization's performance against the strategic metrics most important to your business.

of your raw user interaction data. We enable you to achieve real results never before possible—all at speeds that your business demands.

CRUCIAL INTELLIGENCE SUPPORTS BUSINESS INNOVATION

As part of the constantly evolving and competitive technology industry, you know supporting your users is the key to your success.

Nexidia supports technology companies by addressing common, yet complex, challenges. With years of experience in the technology industry, we know your two largest pain points are providing excellent, yet cost effective technical support and powering the innovation lifecycle.

Let's look at how Nexidia provides the crucial intelligence you need to solve your biggest issues:

Technical Support: We all know technical issues must be resolved quickly and efficiently to reduce user frustration. And once a problem is solved, the solution needs to be circulated to other users experiencing the same issue, as well as the service engineers responsible for resolution. The struggle is finding a balance between problems with known resolutions that can be handled by lower tier agents, versus those that need to be escalated to more advanced personnel. Continuously tuning this process maximizes your cost effectiveness.



Use Nexidia to:

- Identify problems surfacing in the contact center that could be:
 - Deflected or resolved through alternate channels such as knowledge-bases or self-help downloads and hot-fixes
 - Re-routed to the correct business unit such as engineering or higher tier levels to avoid transfers and minimize customer frustration
- Ensure Tier 1 support has immediate information relevant to the given problem by integrating Nexidia’s real time solutions with the trouble shooting steps and the knowledge management systems in which you’ve already invested.

Innovation Lifecycle: Technology is in a continuous state of change. Ideas surface during user/subscriber interactions. Often, these ideas fall on the floor because Support does not capture and share the information with product development or engineering. Nexidia Interaction Analytics enables you to:

- Quickly identify opportunities to improve your product and/or software
- Decrease the amount of time required to understand opportunities in enough detail to advance engineering efforts
- Quantify the requests into hard numbers, specifying what’s being asked, and by how many
- Use the support asset as an innovation catalyst, truly leveraging the experiences of your customers

TECHNOLOGY IS OUR BUSINESS

Nexidia’s multi-channel interaction analytics helps you quickly identify, define, and understand the issues that affect your business.

Nexidia Interaction Analytics for Technology is an in-depth strategic solution, aligned to the needs and issues of the technology companies – all supported by our business services teams. Our solution combines interaction analytics software and services to quantify the specific issues impacting your industry, and provide root-cause analysis to determine the best actions to take to bring about real transformational improvement.

MORE THAN JUST DATA AND STATISTICS

Nexidia lets you integrate the rich repository of your raw interaction data – from any source – into a single analytical solution. This data combined with data about your users (such as licensing history or subscription base level) becomes the critical intelligence you need to drive business transformation. Nexidia delivers the robust analytic capabilities you need to support the monitoring and reporting needs of every user across your organization – to achieve continuous transformation:

- Scorecards and Dashboards
- Enterprise Reporting
- Customizable Online Data Analysis
- Alerts and Proactive Notification
- Advanced Predictive and Statistical Analysis



Easily locate struggling teams and agents and coach to the specific metrics that are critical to your organization’s success.

Because a report is only as good as its ability to be easily read and understood, Nexidia Interaction Analytics maximizes the flexibility of how you consume and deliver data. It’s this flexibility that ensures the right reports and intelligence are delivered to the decision makers who impact day-to-day operations. Our breakthrough visual analysis tools allow you to customize reports to communicate only the most meaningful information. Our data-rich yet visually compelling tools allow for interaction with the data in highly dynamic ways never before experienced.

ADVANCED MULTI-CHANNEL ANALYSIS = BUSINESS TRANSFORMATION

Nexidia unlocks the intelligence inside your unstructured audio and text interactions to uncover the information crucial to improving the business processes and agent behaviors that impact your customers. Through the use of interaction analytics you now have the power to truly transform your business.

For more information on how the power of Nexidia Interaction Analytics can transform your business, 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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