

## OVERVIEW

# Nexidia Proving Ground

It's your data. It's your application. It's your Proving Ground.



Today's contact centers require new and innovative ways to manage customer service, improve agent performance, and optimize the customer experience. Capturing the interactions occurring between agents and customers is vital, but making sense of that unstructured data can be a daunting task. Nexidia Interaction Analytics enables contact centers to capture, synthesize, and distribute the business intelligence locked inside their recorded customer interactions, delivering insight into why customers are calling and how agents are performing. But how can contact center managers gain a solid understanding of how Interaction Analytics will benefit their environment before making the needed investments of time and money?

When a canned or simulated demonstration just won't do, Nexidia Proving Ground gives hands on access to our patented Interaction Analytics platform. This dedicated, PCI-certified data environment is where you can experience the power of Nexidia Interaction Analytics first hand – using your own interaction data. Consider

it a guided tour of how to realize the business benefits of Nexidia's Interaction Analytics solution, customized using real data from your contact center.

We begin by determining your objective, such as reducing handle time, ensuring compliance, or identifying call drivers, and then establishing criteria for ad hoc searches and categorization of your interactions. Using sophisticated search techniques that utilize Boolean and time-based logic, Interaction Analytics will deliver the information you need to build a successful business case and establish your ROI. With Nexidia Proving Ground, you will realize how real world challenges are overcome using Nexidia Interaction Analytics.

### NEXIDIA PROVING GROUND SUPPORTS

- **Discovery:** Uncover topics that are trending without having to know what you're looking for.
- **Search:** Use Boolean and time-based logic to refine results and deliver the specific interactions that best represent the scenario or topic.
- **Categorization:** Save search results as "structured queries" in order to generate reports quickly and track to your key objective.

- **Reporting:** Generate relevant reports that provide strategic insight. Examples of Standard Reports include Interaction Categorization Analysis, Talk/Non-talk Analysis, Trending, and Operational Management.
- **Agent Evaluation, Scorecards and Forms:** Use results to analyze and baseline agent performance to drive improvement in areas that need it the most.

### HOW IT WORKS

Simply send your data via SFTP to our PCI-certified data center. There we will load and conduct a forensic search to uncover the topics important to your business objective. The results are used as queries that will provide strategic insight in to your objective, related KPI's, and agent performance.

### WHAT YOU GET

- A dedicated, secure environment.
- Free use of Nexidia's Interaction Analytics software.
- A "guided tour" from a Nexidia analytics expert.
- Empirical results tailored to your key metrics.

For more information on how Nexidia's Proving Ground enables you to quickly build your business case and quantify results, please contact us at [info@nexidia.com](mailto: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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