

## MINITAB STATISTICAL SOFTWARE ADD-ON

# Customer Contact Center Module

## Data Analysis for Customer Contact Centers

The Minitab® Customer Contact Center Module provides organizations with purpose-built data analyses to help them measure, understand, and improve their customer contact centers. Guided problem solving with commonly used terminology saves time and simplifies uncovering the most frequently used customer contact center key performance indicators (KPIs).

## Familiar KPIs and Terminology

The Minitab® Customer Contact Center Module makes it easy to find the data insights you need. Pre-built analyses for KPIs like utilization and cost, ticket volume, response and handling time, ticket resolution and customer service save time previously spent deciphering what type of data analysis to use for the desired results.

Guided problem solving written in commonly understood customer care language means you don't have to be a statistician to understand your data.

**Customer Contact Center KPIs**

Customer contact center KPIs provide data-driven insights into how well your organization performs.

<b>Service Level</b> Improve your ability to deliver targeted service levels.  Service level Hold time Abandonment rate Average speed of answer	<b>Utilization and Cost</b> Optimize agent utilization to make the best use of resources.  Agent utilization Tickets by type Tickets by channel Cost per ticket	<b>Ticket Volume</b> Analyze ticket volume to understand workload and manage peak contact times.  Ticket volume Callback messages Peak hour traffic
<b>Time Management</b> Improve response and handling time.  First response time After-call work time Average call length Average handling time	<b>Ticket Resolution</b> Improve ticket resolution to lower costs and increase customer satisfaction.  First contact resolution Average age of ticket	<b>Customer Satisfaction</b> Analyze survey results to increase customer success and satisfaction.  Rating scale survey Yes/no survey Multiple choice survey

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**Average Handling Time**

Handling time is the total time spent on a ticket, including related administrative duties, contact time, and after-call work time. To analyze handling time, each row in the worksheet should contain the handling time for a single ticket and optionally, a corresponding category, such as agent.

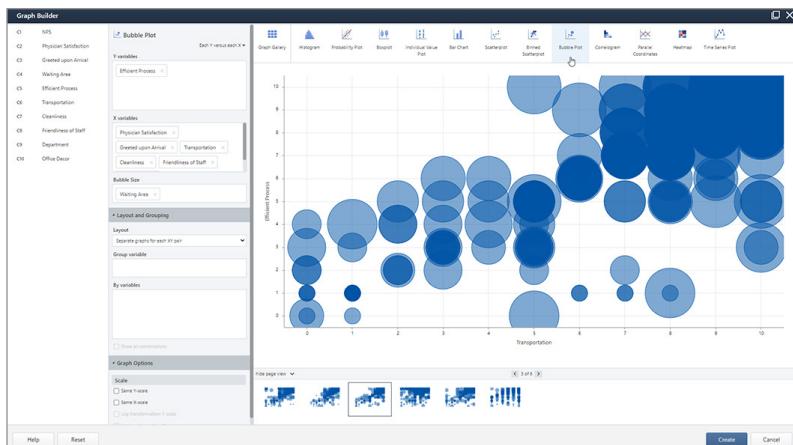
<b>Visualize average handling time</b> Visualize the average, range, and distribution curve of average handling time.	<b>Visualize relationships with average handling time</b> Visualize relationships between average handling time and other variables, such as agent, to see when average handling time increases or decreases.	<b>Predict average handling time</b> Determine the key drivers of average handling time and predict future average handling times.
<b>Decrease average handling time</b> Demonstrate that a process is capable of meeting customer expectations for average handling time or demonstrate that average handling time decreases after a process improvement.	<a href="#">Back</a> <span style="margin-left: 20px;"><a href="#">OK</a></span> <span style="margin-left: 20px;"><a href="#">Cancel</a></span>	

## Expert Guidance

Information icons connect to support pages written in your terminology with specific customer contact center examples, while our industry-leading technical support team is available via phone or email to help as needed.

# The Power of Minitab®

Minitab®'s trusted statistical tools help organizations around the world get the most out of their data. Discover trends, identify and predict patterns, uncover hidden relationships between variables, and create precise visualizations to tackle even the most daunting challenges and opportunities on your desktop or in the cloud.



# Minitab®

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Predictive Modeling



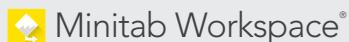
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Visual tools to ensure process and  
product excellence

Project Ideation & Execution



Start, track, manage, and execute  
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