



# Improving Call Center Analytics and Reporting

## Case Study

A Look at Xarios Technologies Partnership With 2600Hz and How Advanced Call Center Technology and Real-Time Analytics Streamline the Cloud Communications Market.

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## Partnership Profile:

2600Hz, a leading provider of UC and the award-winning KAZOO platform, and Xarios Technologies, a developer of advanced telephony applications, created a strategic partnership in early 2019. This partnership was initially created to bring the next generation of call center technology and real-time analytics to the cloud communications market. With the rapid transition to working from home in response to the coronavirus pandemic, the partnership quickly pivoted from a heavy focus on call centers to also providing the necessary solutions for businesses in general to empower their hybrid workers.

## Challenges:

To meet the growing demands of a cloud-based call center, Call Center needed additional reporting on agent and queue performance, both historical and real-time.

- What queues are seeing the highest call volume and when?
- What agents have the longest/shortest average call times?
- What's the average call duration per queue?

The pandemic necessitated the need for businesses to rely on cloud services more than ever, along with the tools to properly monitor and manage those services.

- Are trunks being over-utilized or underutilized?
- How are calls being handled?
- Can businesses identify star performers?
- Can businesses better understand their cloud spend based on actual usage and make strategic decisions?

CX is always a priority for any business. Administrators require analytical insights to ensure they're delivering a best-in-class experience for their customers.

- How effective is the hybrid workforce?
- Are employees aware of the call backlog and able to work together as a team?
- For efficiency, do employees have controlled access to detailed call information and call recordings?



## Solutions:

2600Hz designed KAZOO to empower service providers, enabling businesses to differentiate their brand and offering in the market with a completely customizable, white-label solution. With the award-winning platform KAZOO, 2600Hz offers administrators intuitive, powerful tools and features along with a pay-as-you-go pricing model. With KAZOO, telecom service providers and resellers have a single platform that brings together all 3 pillars of business communications (UCaaS, CPaaS, CCaaS), which are tightly integrated because all of these offerings are written on a single code base. This single code base is key because it houses all partner data in a single database, rather than siloing data according to product line or offering. By simplifying how and where the data is handled, 2600Hz's partners have access to much richer insights and analytics across their entire cloud communications offering. These analytics allows for partners to measure growth, make informed decisions on how to scale their businesses, and to pinpoint areas that need improvement.

To further streamline the analytics within the KAZOO platform, Xarios approached 2600Hz about integrating Dimensions with KAZOO in an effort to track call performance with advanced reporting. These reports are completely customizable through quick and advanced filters. Customers can access summary reports, including trunk usage and user performance, or get a general call listing of all their calls. The filter features allow customers to focus their reports on any metric or to see a call's entire lifecycle.

Customers can get real-time call telemetry with Dimensions Wallboards. Beyond the natural oversight for administrators and supervisors, a distributed workforce can now view queue, ring group, and team performances with live data. Customers can maintain the camaraderie and friendly competition as if everyone was in the same room.

Along with these reports and real-time wallboards, Xarios added additional features to the KAZOO's call recording capabilities. Users can now access call recordings through multi-level access control, limited to personal recordings through to all call recordings.

So, based on insights regarding usage, a service provider or reseller can make informed decisions on how, when, and where to scale their business. Xarios and 2600Hz is not just a synergistic partnership for call center reports and recordings; rather, their partnership is flexible enough to cater to a broad range of requirements. Their partnership solution can entirely support a large corporation, or can be hyper focused, such as providing analytics for informal work groups and various franchises.

As numerous customers have incorporated this solution into their businesses, 2600Hz and Xarios keep an open communication about how to improve and customize their features and reports. Based on this feedback, 2600Hz's support team and Xarios' development team deliver timely reports and features that customers need and want. The enhanced additional reports that have been added over the last two years were requested by resellers and their customers, indicating that the strength of this partnership is their ability to communicate effectively with their resellers and integrate these needs into their solution.