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Service-Level Agreement Monitoring with IBM Cognos Now!

Overview

IBM Cognos® Now! allows companies to monitor Service-Level Agreements (SLAs) using a Business Intelligence (BI) application that leverages operational information while continuously monitoring performance metrics in real-time, locating potential problems before they become contractual violations.
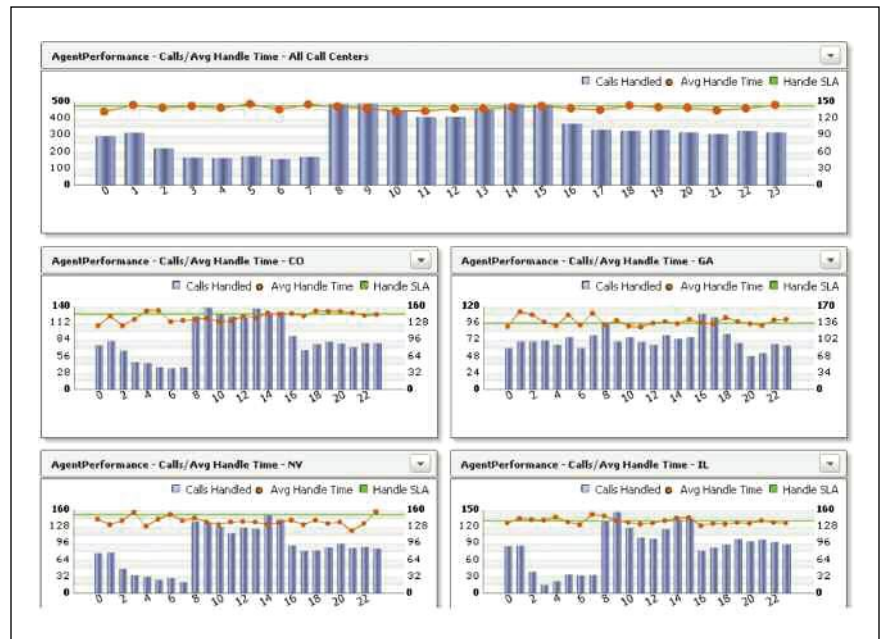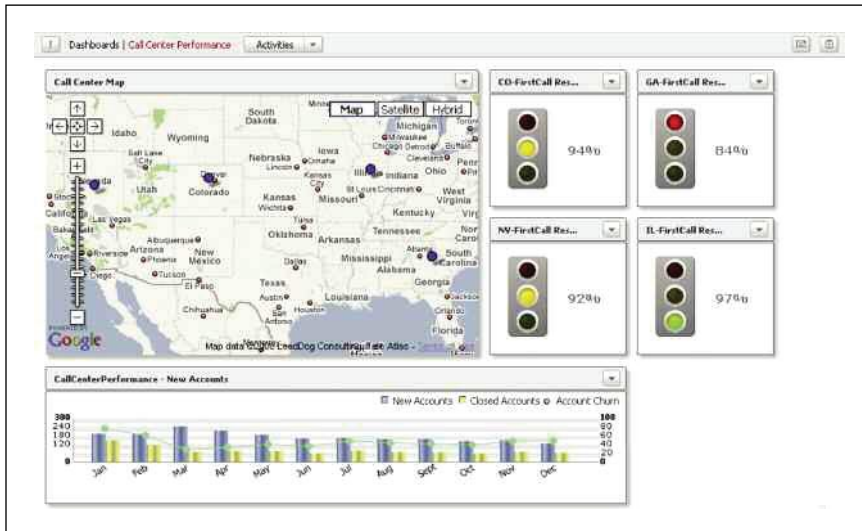

Agent Performance

Actively monitor and ensure SLA compliance

Customers are demanding increasing speed, accuracy, and quality from their service providers. They need faster time to market and accelerated decision cycles to continue to improve operational efficiencies and meet market demand for new products and services. For service providers, timeliness, flexibility, and operational excellence are critical and baseline requirements and constant operational improvements are expected. But in an environment that changes by the minute, it is often difficult to manage customer needs. That's where service-level agreements (SLAs) enter into the picture.

Service-Level Agreement:
An SLA is a formally negotiated agreement between two parties. It may be a contract between service provider and client, or between two service providers. It records the common understanding about services, priorities, responsibilities, guarantees, and other factors that collectively define the level of service. Common SLA metrics within a customer support organization include first call resolution (FCR), average speed to answer (ASA), abandonment rate (AR), and repeat dispatches/calls.

Cognos®
software

Call Centre Performance

SLAs help service providers understand and codify their customers' expectations so they can do a better job of meeting them. Failure to do so can result in more than a disappointed customer and a lost account; it can also result in financial penalties, damage to reputation, and a decline in financial earnings. Monitoring SLAs, however, is a daunting task that is nearly impossible to do manually. The challenge is to effectively monitor SLAs and maintain high customer satisfaction scores, all while keeping operating expenses at an acceptable level.

What is needed?

To effectively monitor SLAs, you need proactive, automated and real-time visibility into your SLA performance metrics and leading indicators to ensure that problems are addressed before they become contractual violations. SLA monitoring can be performed effectively with the right tools, specifically, Business Intelligence

(BI) applications that enable companies to leverage operational information, continuously monitor performance metrics in real-time, and provide alerting and reporting capabilities. This operational business intelligence, or operational BI, functionality is crucial to meeting the requirements presented by SLA monitoring activities. Service provider agents and analysts need to know what is happening in the moment. They need to dramatically minimize the time between event and corrective action. Equally important, they need to make hundreds of operational decisions on an hourly, daily, or weekly basis that require real-time or near real-time information. Service providers are meeting these challenges by standardizing delivery and service offerings and by using a standardized set of processes and tools that ensure rapid response times and drive higher customer satisfaction and renewals. Optimizing the service delivery model and delivering

consistently high levels of performance requires not only mature operational processes, but continuous monitoring of key performance indicators (KPIs), effective escalation and alerting, and adept problem resolution.

Put metrics in context; analyze root causes

By consolidating and correlating essential metrics for support agent performance, service availability, parts quality, incident details, etc., a customer support director or manager can view the necessary information to gain insights and take the appropriate corrective actions to increase the performance level of customer support. The result is clearly manifested by higher customer satisfaction, lower support agent turnover, and higher customer retention and renewals.

SLA monitoring with IBM Cognos Now!

IBM Cognos Now! is an operational BI solution from a world leader in business intelligence. IBM Cognos Now! for SLA monitoring provides a best practices solution for the development, monitoring, analysis, and reporting of key SLA metrics for your customer support organization.

With accelerated time to market, your customer support reps and analysts can gain instant insight into customer support, dispatches, and parts KPIs correlated with support center performance and overall customer satisfaction.

Technical Specifications

IBM Cognos Now! for SLA monitoring offers rapid deployment with the option of a hardware, software, or virtual appliance that comes pre-installed and preconfigured. This means your company can achieve rapid time to market with an initial implementation completed in as little as two weeks.

Features and Benefits

With IBM Cognos Now!, your support team is empowered to continuously improve customer service delivery in the following ways:

- **Discover** and identify intra-hourly or daily patterns to uncover quality, customer, and agent performance issues.
- **Create** alerts and watch points to monitor key customer, call, incident, part, and failure metrics.
- **Collaborate** through task management and email notification to address immediate issues for dispatch, call escalation, and support center resource allocation.
- **Generate** alerts and escalations to take immediate corrective action for addressing call abandonments, sub par call resolution, defect incidents and staffing issues.

IBM Cognos Now! offers a real-time monitoring solution that enables you to continuously monitor your customers' key SLA metrics, drive proactive corrective actions to deliver enhanced operational efficiencies, and deliver increased customer satisfaction scores. By delivering agent and manager level insights into SLA key performance indicators, you can rapidly identify areas of potential risk for customers, SLAs in jeopardy, and support center inefficiencies.

Feature Overview

IBM Cognos solutions enable active SLA monitoring through:

- **Operational dashboards:** Intuitive dashboards display continuously updated KPIs in an easy to build, customizable format. Agents and analysts can personalize graphs, charts, gauges, Google maps, and color-coded alerts to view specific KPIs at any time.
- **Dynamic modeling:** Agents and analysts can easily change and create complex models as well as simulate complex analytic scenarios and evaluate situations in real time with exception alerting capabilities.
- **Reporting:** Support center managers and directors can create more personalized and targeted information and display in multiple advanced formats, build calculations and author across multiple operational data stores.

About IBM Cognos BI and Performance Management:

IBM Cognos Business Intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

For further information or to reach a representative: ibm.com/cognos

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