

Maximize the ROI from ServiceNow's Performance Analytics and Workforce Optimization



Customer expectations on service delivery are higher than ever. Businesses need actionable insights into their customer issues, why they're having them, and how to not only fix them but prevent them from ever occurring again.

Yet, customer data and call center KPIs often reside on disparate platforms – making it difficult to understand the root drivers impacting the customer experience. 3CLogic's seamless integration with ServiceNow is here to change that: combining ACD data with ServiceNow analytics for a comprehensive view of business drivers with call center KPIs.



ServiceNow Performance Analytics Integration

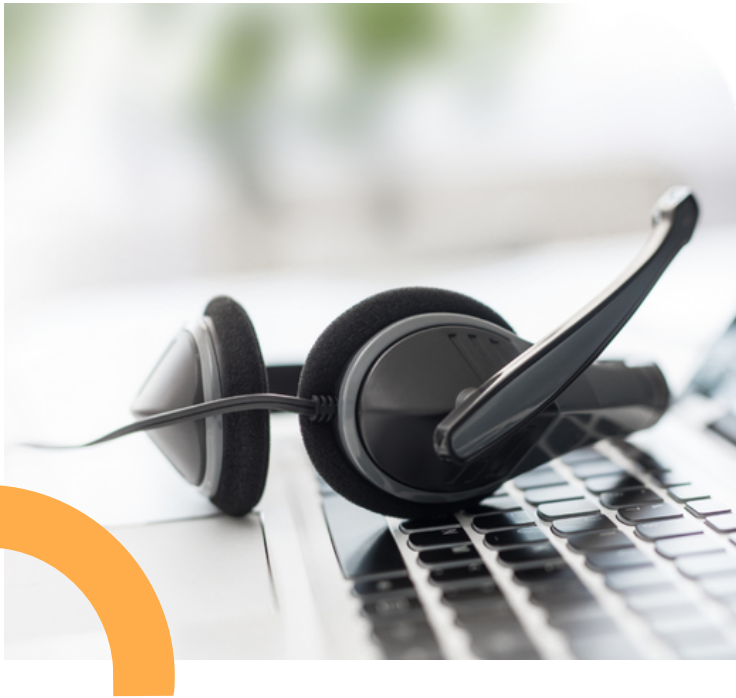
3CLogic's integration with ServiceNow's Performance Analytics enables businesses to create a unified view of the KPIs across all channels. Identify friction points irrespective of channel, reduce churn risk, increase conversion rates, and decrease operational expenses.



ServiceNow Workforce Optimization Integration

80% of a businesses' conversations are usually through phone calls. 3CLogic's integration with ServiceNow's Workforce Optimization ensures the data of those conversations is plugged back into the ServiceNow platform for effective scheduling, forecasting, and coaching.

Get Game-Changing Call Center KPIs



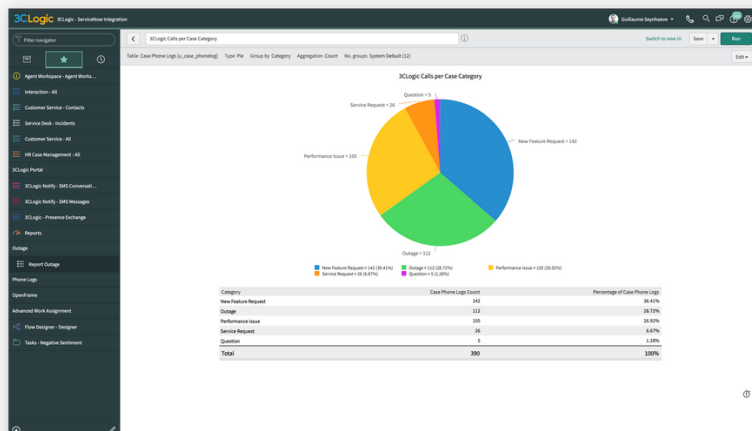
> Average Post-Call Work Time per Case Category

Understand what types of cases demand higher post-call work time. Identify opportunities to automate mundane tasks to increase agent efficiency.

> Average Handle Time per Case Category

Identify the case categories demanding more time from your agents. Set predefined actions for agents to use to expedite the call handling process.

Get a Comprehensive View of Business Drivers, Bottlenecks, and New Opportunities

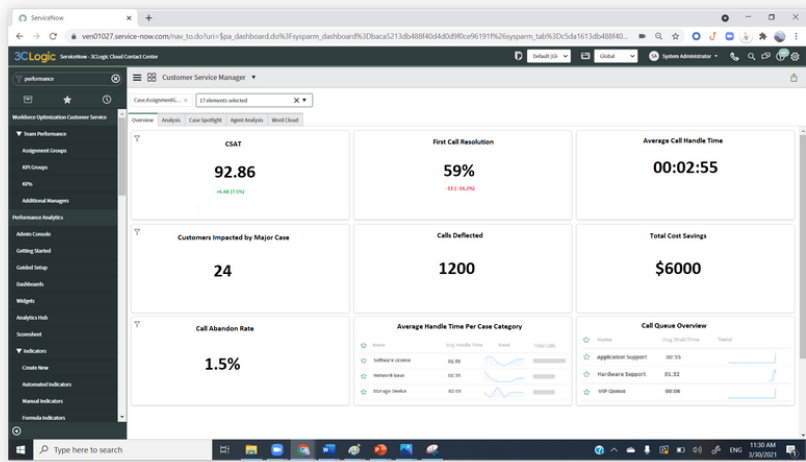


Access Unique Call Center KPIs

ServiceNow offers hundreds of KPIs out of the box. 3CLogic's native integration with ServiceNow extends this list by adding valuable KPIs specific to phone channels.

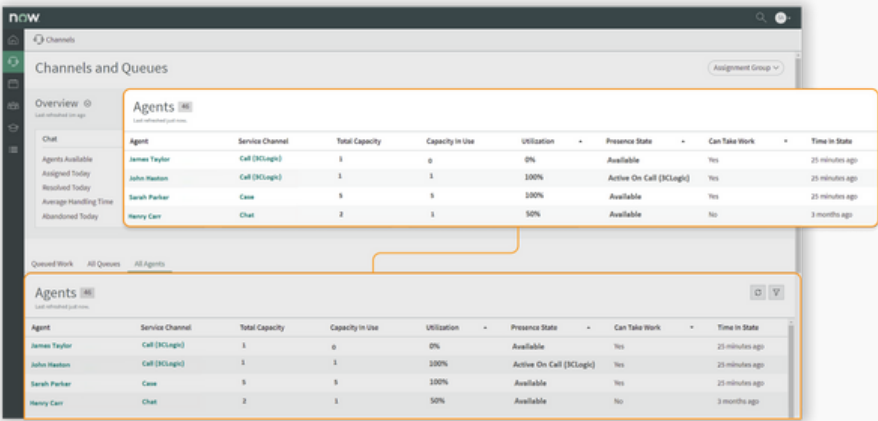
Leverage Powerful Native Analytics

Gain deeper insights into your call data, predict call volumes, and track valuable metrics such as cost per call and deflected calls that result in cost savings. Harness text analytics and sentiment analysis to extract trends and patterns that help improve business outcomes.



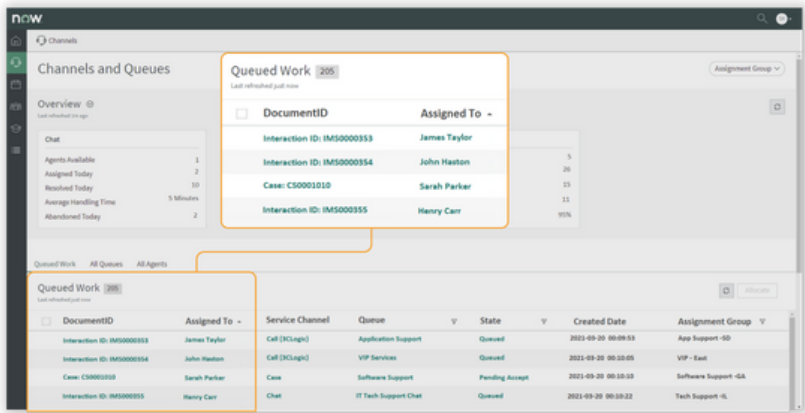
Analyze Agent Performance Across All Channels

View agent-handled case data and call metrics side-by-side for insights into their end-to-end performance. Organize teams into assignment groups and define KPIs to analyze performance within teams. Drill into metrics for a group, agent, case, or incident within a team—all from one central location.



See the Complete Picture with Omnichannel Dashboards

Leverage channel management capabilities to monitor important metrics and take action. See the real-time health of your channels and queues by reviewing waiting customers and available agents, then collaborate with them to solve complex issues faster.





Calculate ROI for Your Business

Measure business value by looking at your KPIs holistically over time. Track progress against initial benchmarks and assign a dollar value to specific indicators, such as cost per call, to understand cost-savings and the cost to solve different case types.

Call (3CLogic)

Active Calls	3
Deflected	1200
Average Wait Time	1 Minute
Average Handle Time	4 Minutes
Cost Savings	\$ 6000

About 3CLogic

3CLogic integrates natively with the ServiceNow platform to complement existing digital channels, like email and chat, in order to create an omnichannel experience with voice and SMS text capabilities.