



Analytics for Contact Centers

Improve your CX and modernize your legacy systems with analytics.

Contact centers often struggle with blind spots in customer interactions, inconsistent agent performance, and missed opportunities for improvement. Contact centers generate vast amounts of data, but without the right tools, it's impossible to extract meaningful insights that drive better experiences. To stay competitive, organizations need robust analytics that turn conversations into intelligence—unlocking patterns, optimizing operations, and improving CX at every touchpoint.

A single view of the customer across channels and platforms.

Customer interactions span multiple channels—voice, chat, email, and more—making it challenging to see the complete picture of their journey. Our analytics solution displays one unified customer journey of every touchpoint, eliminating data silos and surfacing data you can trust to take action on. With a single data lake across 8x8 Unified Communications, 8x8 Voice, Text, and Sentiment Analytics, and 8x8 Contact Center, contact center leaders can access a truly holistic view of the customer journey to address potential issues and improve their overall CX.

Key benefits

- Track every customer interaction across voice, chat, and omnichannel touchpoints for a complete journey view
- Access a single data lake that integrates UCaaS, WEM, speech & text analytics, and contact center analytics for seamless insights
- Monitor KPIs proactively with real-time and historical dashboards to identify trends and optimize performance
- Use an intuitive UI to quickly access agent performance data and resolve issues before they escalate
- Ensure compliance by automatically tracking and documenting adherence to scripts, disclosures, and security protocols
- Leverage pre-built reports and customizable analytics to improve efficiency and drive data-driven decisions

The right tools to drive high agent and contact center performance.

Supervisors need more than just data—they need actionable insights to drive contact center efficiency and customer satisfaction. With analytics, supervisors gain real-time monitoring tools, alerts, and historical trend analysis to track performance, identify coaching opportunities, and proactively resolve issues before they impact CX. From live dashboards highlighting customer sentiment to powerful interaction retrieval widgets to playback interactions and view sentiment & transcriptions, these tools empower leaders to optimize operations, enhance agent effectiveness, and ensure every interaction meets business goals.

Reduce compliance risk at scale.

Staying compliant in a contact center environment is a constant challenge. With automated compliance monitoring, supervisors can ensure adherence to industry regulations (PCI, GDPR, HIPAA). Our analytics solution detects potential risks, flag non-compliant conversations, and help businesses mitigate legal exposure while maintaining high-quality service standards.

Flexible reporting for your business needs.

Contact center supervisors need quick access to key metrics and the ability to drill deeper into performance trends. Our analytics solution provides a suite of standard reports for essential KPIs—such as call volume, agent performance, and customer sentiment—while also offering custom reporting capabilities for tailored insights. With interactive dashboards, real-time data visualization, and advanced filtering options, supervisors can uncover patterns, track trends, and make data-driven decisions that enhance efficiency and customer experience.

