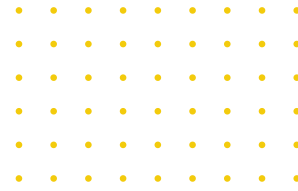# BUSINESS INSIGHT

BREAKING DOWN ENTERPRISE SILOS

and achieving enterprise-wide unification and intelligent automation

Business Insight

Breaking Down Enterprise Silos and Achieving Enterprise-wide Unification and Intelligent Automation

Even with a broad range of advanced products currently used by enterprises and contact centers, they are **still unable to unify data and databases** to quickly get down to the bottom-line business value that impacts workforce performance, customer loyalty, and business and process productivity.

Why? The sheer volume of siloed and dispersed data generated across organizations by various products is overwhelming and prevents management from connecting the data.

Business processes executed in various organizations are often disconnected and detached from each other. Therefore, they do not produce end-to-end and conclusive bottom-line results.

| CRM | ERP | PBX / ACD / IVR | Call & Desktop Recording | Contact Center KPIs |

Business Insight

Barriers to Unification

When enterprise and contact center data and processes are siloed and dispersed, it means that information is stored in isolated systems or departments, making it challenging for management to make holistic, unified, and timely data-driven decisions.

Even when AI-powered solutions, such as analytics and automation are used for various functions, the enormous volume of statistical and analytical data, combined with automated but disconnected processes, all pose an unmanageable barrier to achieving bottom-line and end-to-end results.

How can I get **bottom-line data** and **end-to-end results**?
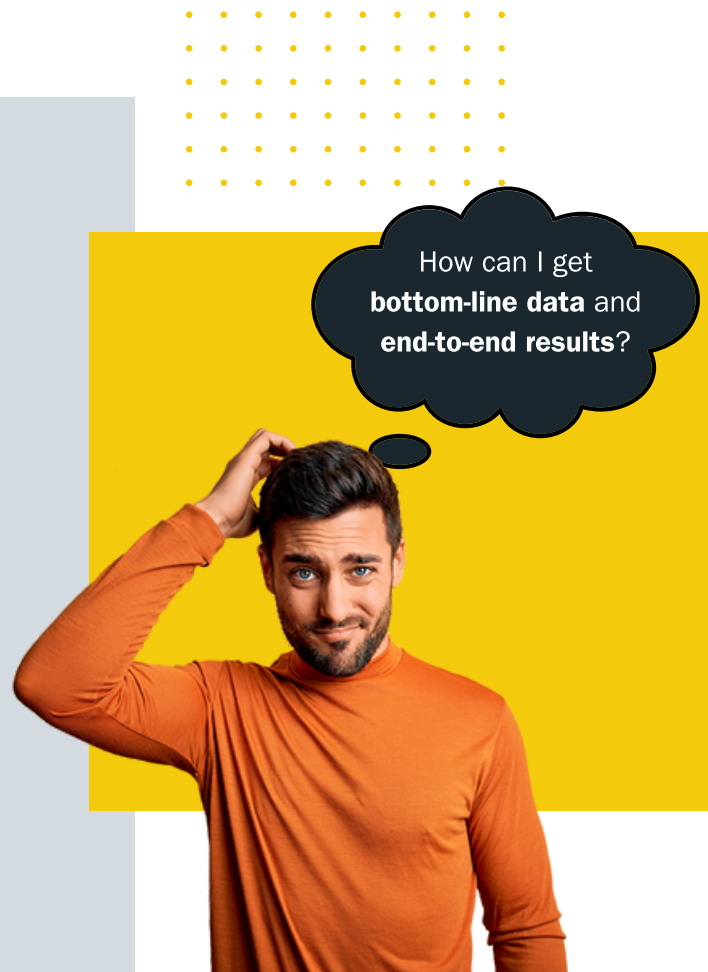
10 Obstacles to Achieving Optimal Decision-Making

1. Data Inconsistency
2. Lack of Integration
3. Limited Visibility
4. Delayed Decision-Making
5. Inefficient Processes
6. Poor Collaboration
7. Customer Experience Challenges
8. Compliance and Security Risks
9. Difficulty in Performance Monitoring
10. Strategic Planning Barriers

Decision-Making Obstacles: A Deeper Dive

Data Inconsistency
Siloed data often leads to **inconsistencies, discrepancies, and duplications** across different departments and systems. This makes it difficult to trust the accuracy and reliability of the data.

Lack of Integration
Siloed data and processes result in **a lack of integration between different systems and departments**. This lack of connectivity hampers the ability to aggregate and analyze data from various sources to gain a comprehensive view.

Limited Visibility
When data is dispersed, management may have **limited visibility into the entire customer journey or organizational processes**. This can lead to incomplete insights and a narrow perspective on business operations.

Delayed Decision-Making
Accessing and consolidating data from disparate sources can be time-consuming. **Delays in obtaining relevant information hinder management's ability to make timely decisions**, especially in dynamic business environments.

Inefficient Processes
Siloed processes mean that each department operates independently, often with its own set of tools and procedures. This **lack of process integration can result in inefficiencies, redundancies, and increased operational costs**.

Poor Collaboration
Silos can exacerbate a lack of communication and collaboration between departments. This can **hinder the sharing of insights and best practices**, preventing a holistic understanding of the business.

Customer Experience Challenges
In a call center setting, siloed data can lead to a **fragmented view of customer interactions**. This may result in inconsistent customer experiences and difficulties in addressing customer issues seamlessly.

Compliance and Security Risks
Siloed data may pose **challenges in maintaining consistent compliance standards and security protocols** across the organization. This can lead to risks related to data privacy and regulatory compliance.

Difficulty in Performance Monitoring
Monitoring and evaluating the performance of the organization as a whole is challenging when data is dispersed. **Management may struggle to identify key performance indicators and trends across departments**.
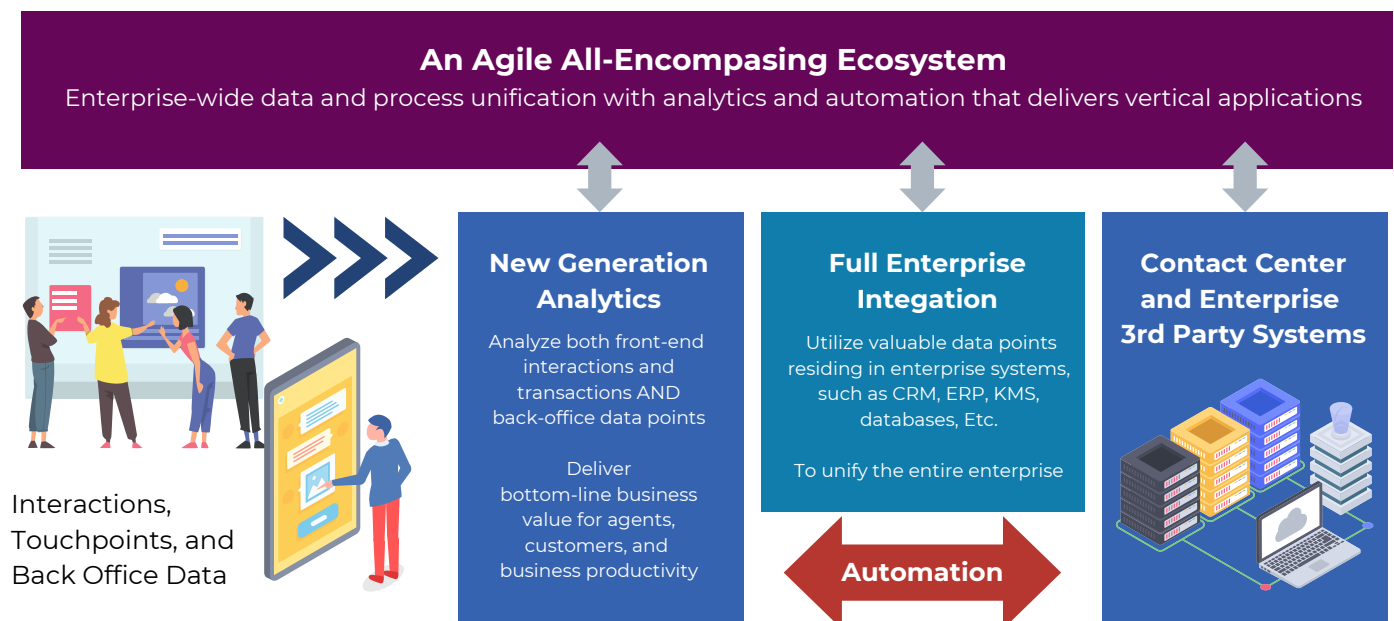
Strategic Planning Barriers
Siloed data **prevents management from developing comprehensive strategic plans** based on a holistic understanding of the organization. This can hinder aligning business objectives and making informed decisions that drive overall success.

Business Insight

Breaking Down Enterprise Silos and Achieving Enterprise-wide Unification and Intelligent Automation

To address these challenges of siloed data and systems, organizations **should invest in integrated technologies** that can seamlessly overlay the enterprise systems and **extract, transform, unify, and analyze data across the organizations and systems**, as well as automate the workflows and processes to provide end-to-end results.

Breaking down silos and promoting a culture of collaboration is essential for fostering a unified, data-driven decision-making environment within the enterprise and contact center.

Break down silos with intelligently automated solutions

An Agile All-Encompasing Ecosystem
Enterprise-wide data and process unification with analytics and automation that delivers vertical applications

Interactions, Touchpoints, and Back Office Data

New Generation Analytics

Analyze both front-end interactions and transactions AND back-office data points

Deliver bottom-line business value for agents, customers, and business productivity

Full Enterprise Integation

Utilize valuable data points residing in enterprise systems, such as CRM, ERP, KMS, databases, Etc.

To unify the entire enterprise

Automation

Contact Center and Enterprise 3rd Party Systems

The Unified Enterprise

When enterprise data is seamlessly integrated across functions, departments, and customer experience touchpoints, it unlocks comprehensive and holistic results.

Analytics

Powerful insights across interactions, surveys, desktops, and touchpoints deliver business intelligence that drives better outcomes.

Automation

RPA, BPA, and Intelligent automation can be applied to minimize manual work and increase productivity throughout the enterprise.

Applications

Tailored applications unite front and back-end data to deliver specific bottom-line value instead of siloed, disconnected insights.

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