



## Performance Management in Contact Centers

New Solutions Unlock Access and Provide Insight

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### Take

There are many factors which have been holding back the maturity level of Performance Management in Contact Centers; lack of focus, lack of understanding, lack of supporting technologies etc. While these are all true, a major complicating factor has been the diversity of technologies required to build a multi-channel Contact Center and the very proprietary nature of some of the major building blocks -- e.g., ACD's, CTI software, VoIP etc... Data underpins any Performance Management initiative - once you can unlock the information hidden within the Contact Center data, you have the basis for a plan of action to drive improvement. Getting at that data has been at the heart of performance management immaturity. However it seems this is all about to change. New vendors like HardMetrics, Enkata and Merced Systems are now gaining traction in the market with products and services which have addressed this thorny issue. Ventana Research believes this is the start of a new era of performance management in Contact Centres and recommends organisations wanting to improve the performance of their centers to take a hard look at these products.

Related Research Notes:

[Contact Center Performance Management Research Agenda](#)

2005 Focus is Contact Center Maturity, Effectiveness and Innovation

[CRM – The Success and Failure](#)

**CRM Projects with Wrong Expectations have Ended in Contact Center**

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Ventana Research is the preeminent research and advisory services firm helping our clients maximize stakeholder value with Performance Management throughout their organizations. Putting research in a business and IT context we provide insight and education on the best practices, methodologies and technologies that enable our clients to leverage assets to understand, optimize, and align strategies and processes to meet their goals and objectives.

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