



**nobelbiz™**  
Business Intelligence Technology



## Business Intelligence Built for Contact Centers

### Turn Business Data into Decision-Making Intelligence

High-volume contact centers can now access big-data business intelligence using VitalSigns™, a proprietary platform engineered by NobelBiz specifically for improving KPI's.

With VitalSigns, CXO's, directors, and management can make more informed business decisions, impacting customer service, contact rates, operation costs, revenue, and staffing. Add aggregate external transaction data to expand the impact creating a single source of truth for the entire enterprise.

### Data and Analytics Repository

Inside VitalSigns, an Integrated Analytics Database aggregates and captures all Time Series CDR records from NobelBiz by default using a combination of SQL and Nosql technologies.

Additional data can be aggregated and normalized easily and quickly from any source. Combine ACD, call recording, CRM, HR, ERP, and financial information to increase the understanding and perspective of real-time operational performance.

### Contact Center Operational Statistics

Understanding what the data means is critical in realizing the value of the intelligence. VitalSigns easily creates reports, visualizations, and dashboards, applying typical standard metrics for call center operational evaluation.

Extend standard metrics or customize to include specific KPI's to meet reporting needs by role or department. Each program or line of business can have unique KPI's to measure performance.

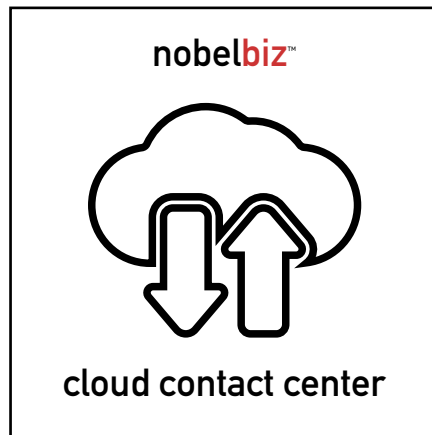
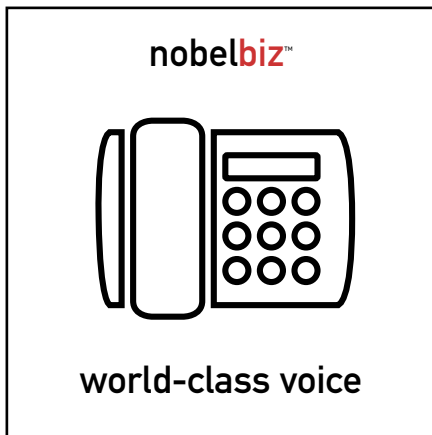
### Configurable Organizational Hierarchies

VitalSigns configures organizational hierarchies based on your contact center and business structure. Manage configurations, as needed, to represent multiple businesses, departments, call center sites, or lines of business.

### Reporting

VitalSigns' intuitive interface enables all job roles to create custom reports, visualizations, and dashboards without the support of IT resources. Users can change drill paths to better understand correlations and patterns without updating the base organizational hierarchy.

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## By creating role groups, Visualizations

Visualizations help add understanding to the data, using shapes and colors to add clarity or distinction, but not all graph types work on all data sets.

VitalSigns was programmed to understand data and to recommend graphics it has determined may work best. Users are guided to create graphics that best present the intelligence gathered while directing attention to what needs to be analysed.

✓ **Create Graphs and Visualizations:** Select report and graph type to generate a visualization. Change graph types to display variable analysis and results. Select from a library of graphic types, including trend, line, area, bar, and stack charts to generate more interest in data and to increase engagement in decision making.

## Dashboards

✓ **Combine Reports and Visualizations:** Using a drag-and-drop dashboard designer, each user can combine any report or visualization into a meaningful dashboard for ongoing reference. Log in from any device to monitor performance and respond to changes in real-time.

✓ **Publish Dashboards for Collaboration:** Distribute relevant dashboards to individuals, groups, or teams based on organization role. Collect feedback faster and respond to changes in real-time.

## Data Governance

✓ **Create User Roles and Groups:** Create user group roles and define the data, reports, visualizations, and access each user will receive. Relevant dashboards, reports, and visualizations can be distributed to their area of responsibility by creating role groups.

✓ **Create Functional User Roles:** Configure a user role with read-only, create, update, or publish access to reports and dashboards. Create functional user roles to limit report creation or read-only access.

✓ **Create User Accounts Based on Roles:** Each user automatically inherits access and properties based on the role assigned.

✓ **Secure Use Login Limits:** Secure login limits users to only the information you select to share.

## Increase Connections with NobelBiz

Speak with an expert in business intelligence to learn how NobelBiz can increase KPI's and reduce operating costs. Call **800.975.2844**.