



**VETERAN**<sup>™</sup>  
CONTACT CENTER



## Customized Reporting

At VCC, we provide each of our clients with customized and detailed production and analysis reporting. Our customized reporting can present data of any level of detail and can be provided as often as a client requests. We feel it is important to provide clients with consistent reporting so they have an understanding of contact center results, activities and service levels.



***Our customized reporting can present data to any level of detail and can be provided as often as a client requests.***

VCC's ability to provide detailed, useful statistical analysis is unique within the industry. The statistical staff, client services managers, and IT area work hand in hand to meet your reporting needs. Because the systems, which supply data to our stats department, are customized in-house, VCC is able to provide customized reporting down to the most minute levels. During the campaign development stage your client services team will work with you to not only facilitate all of your reporting requests, but will also make suggestions on reporting you may wish to consider.

Once a campaign begins, your Client Services Managers work closely with you in order to properly analyze reporting information. VCC's client services team will analyze your reporting and use the information to both better understand and improve upon your program. Just a few examples of the action VCC will take with your reports:

- We note both positive and negative anomalies, and research the occurrences in order to discover what may be causing the results, and develop solutions.
- Make recommendations for changes to the existing campaign and suggestions for future marketing efforts.
- Save you time and effort. Detailed reporting will always be available to you but we will also use that information to compile summaries of "top line" numbers and key information. We will supply you with whatever you may need for management meetings and new project proposals.
- Ensure you are not bogged down with numbers. VCC will supply your reporting in a format that is exceptionally detailed but also "user friendly" in order to ensure you can easily analyze your results at both high levels and microscopic detail.
- Provide Education. At the end of your campaign VCC will provide you with a wealth of reporting that summarizes your program. Our end of campaign summaries are as customized as the daily reporting and will provide you with extensive insight into your program.