

# Strategic vision dashboards

Turn your data into smart decisions. Transform the customer experience and grow your business.

In a market where every detail counts, customer service makes the difference. In addition to being the first point of contact, your service generates key data to improve processes, build customer loyalty, and detect new opportunities.

So, to take advantage of all that potential, you need a solution that allows you to see it – and act – in real time.

## What do we offer?

### Clear data. Smart decisions. Tangible results.

Telefónica Tech has created an innovative dashboard solution that directly uses the data provided by Genesys Cloud.

You will have a consolidated and fully personalized view of the main KPIs of your customer service.

- Business Intelligence technology at the service of your operation.
- All your KPIs in a single multichannel view.
- Total control of efficiency and performance.
- 360° and real-time vision of your Contact Center.

It is not just a tool: it is a lever of value, continuous improvement, and customer intelligence.

## Key benefits of our solution



More satisfied and loyal customers.



More efficient internal processes.



Lower operating costs.



More sales thanks to cross-selling and up-selling from service.



A stronger and solid brand reputation.

## Powerful, intuitive, and real-time dashboards

Everything you need to analyze and make more agile and precise decisions:

- **True multichannel**  
Voice, chat, email, SMS, social networks, bots, and more.
- **Live and historical data**  
To act instantly or detect trends.
- **High personalization**  
Create dashboards tailored to each profile: agents, supervisors or managers.
- **Full automation**  
Automatic reports and integration with BI tools.

## Reports designed for each need

### Operational

Complete view of the operation, including agents, times, interactions, and open cases.

### Quality and experience

Surveys, evaluations, and customer feedback.

### Commercial and performance

Rankings, follow-up of objectives, and key indicators.

### WFM (Workforce Management)

Analysis of traffic, shifts, sizing, and productivity.

## Are you ready to take the next step?

Talk to us and find out how every interaction in your Contact Center can become a business opportunity.

[Contact](#)

Telefónica Tech is the leading company in digital transformation. It has a wide range of services and integrated technology solutions for Cyber Security, Cloud, IoT, Big Data, Artificial Intelligence, and Blockchain.