



Central Authority™

Measure, Manage and Optimize Contact Center Performance

The success of highly effective companies is not driven by the amount of data collected, but by the immediate availability of the data and the manner in which it is utilized.

Central Authority™ is a central data repository that collects tracks and facilitates the management of all information pertinent to contact center staff, customers, campaigns and facilities, providing a single customer view. This enables the contact center to take information from any system at any geographic location and turn it into actionable business intelligence that can be used for strategic marketing, world class customer service, financial and profitability analysis and forecasting

- Integrate information from unlimited, disparate data sources
- View data from any internal or remote location based on secured user IDs.
- Collect, manage and assimilate information from interactions between the customer and the marketing, sales, service and support organizations of your company
- Single view of the customer for use during real-time transactions and long-term customer lifecycle management
- Eliminates issues from inconsistent data
- Built-in knowledgebase
- Custom branched logic scripts
- Reduce back office and supervisor administration tasks so that they spend more time managing performance
- Create intelligence driven interactions
- Continuously improve alignment between performance and company goals and manage based on trending
- Establish KPIs for agents and campaigns (i.e., Talk Time, Handle Times, Abandonment Rates, Queue Lengths and Times, First Call Resolution, Sales Conversion, etc.)
- Compare data against pre-defined goals for analysis and performance management
- Identify, diagnose and correct gaps in performance at agent supervisor, campaign and facility levels
- Reduce Customer Attrition
- Escalate performance issues based on events, activities and transactions

About Authority Software

Authority Software is a leading software development firm specializing Customer Relationship Management, Process and Workflow Optimization, Business Intelligence and Analytics applications. Solutions are tailored to meet unique client needs and designed to maximize the value of every customer interaction.