

DATAMARK

Your Premier Outsourcing Partner

Introduction

Contact centers generate a mountain of data daily—call recordings, chat logs, CRM notes, QA forms, survey scores, and more. But studies show up to 80% of that data goes unused. It's either trapped in siloed systems, unstructured and unanalyzed, or too time-consuming to process manually. As a result, CX leaders miss early warning signs, coaching lags, and strategy becomes reactive instead of proactive.

Why It Happens



Disjointed Tools: Your CCaaS platform, CRM, QA tools, and transcription system don't talk to each other.



Manual Reporting

Reviewing calls and compiling insights takes too long.



No Real-Time
Visibility: By the time
the data surfaces,
the customer has
already churned, or
the issue has
escalated.

The Fix: Activate Your Data in Real Time

DATAMARK helps you bring your data to life by:

Integrating CCaaS + CRM Data:

We connect your contact center and customer system data into unified Power Bl dashboards.



Using AI to Process Conversations:

We connect your contact center and customer system data into unified Power BI dashboards.



Surfacing Agent Knowledge Gaps:

DataSmart reveals what your team is searching for and where support is needed.



Custom Dashboards for Every Client:

DATAMARK's engineering team builds tailored Power BI dashboards for each client—offering live, actionable insights across all channels.



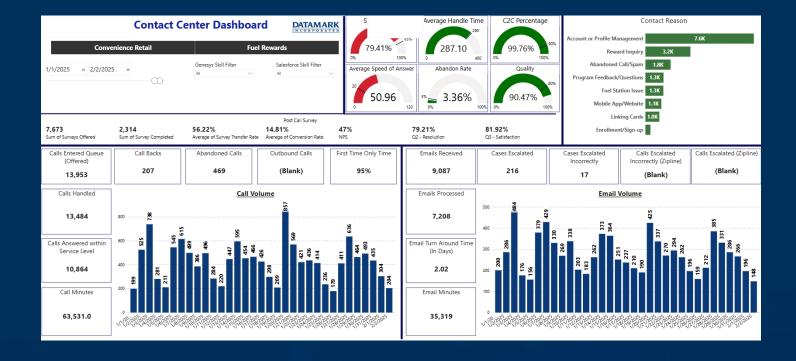


The Result: From Data Chaos to CX Clarity Power Bi:

Spots trends before they become problems

Improves agent coaching and performance instantly

Makes datadriven decisions daily, not monthly.



Call to Action

Don't let your most valuable CX data go dark.

Partner with **DATAMARK** to unlock real-time insight from every call, case, and customer interaction.

Visit <u>datamark.net</u> or give us a call at **866-326-4887** to schedule a discovery session or <u>demo</u>today!

