

**DATAMARK**

America's Premier *Outsourcing* Partner

## CASE STUDY:

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# BI Dashboards: Building the Modern CX Command Center

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## Introduction

CX leaders today face a flood of customer data but often lack a clear, real-time view of what's actually happening across their operations. Disconnected tools, siloed insights, and manual reporting create delays and limit visibility. That's why forward-thinking organizations are building **modern CX command centers** powered by real-time **BI dashboards**. At DATAMARK, we combine tools like **Power BI** with platforms such as **DataSmart** and **DataScribe** to create a single pane of glass into the voice of the customer, agent performance, and operational KPIs.

## The Challenge: Siloed Data, Delayed Decisions

While contact centers have access to massive volumes of data—call logs, survey scores, agent evaluations, transcription files—pulling it all together is the real challenge. Traditional reporting cycles can take days or weeks, leading to reactive CX strategies and missed opportunities to intervene or improve.

Without real-time visibility, CX leaders are left guessing:

- What are my customers really saying?
- Which agents are struggling today?
- What emerging issues are hurting our NPS?



# The Solution:

## Real-Time CX Intelligence with BI Dashboards



Using **Power BI**, integrated with AI-powered tools like **DataSmart** and **DataScribe**, DATAMARK delivers command center dashboards that provide:

### Live Trends in Customer Conversations:

See what topics customers are asking about most, powered by DataSmart's knowledge tracking.

### Keyword & Sentiment Dashboards:

Understand emotional trends & hot topics in real-time using DataScribe.

### Agent Usage Insights:

Track which agents are using internal tools, what questions they're asking & where support is needed.

### Operational Metrics in One View:

Consolidate AHT, FCR, CSAT, QA scores & more into one dashboard.

# The Impact: From Reactive to Proactive CX Leadership

With this modern CX command center in place, our clients have:

Identified knowledge gaps & updated training content in real time

Spotted trending issues early, preventing major escalations

Improved coaching by targeting specific areas based on live insights

Empowered executives with data-driven decision-making tools

Real-time dashboards turn customer data into a **strategic asset**—not a reporting burden.



**Stop waiting for monthly reports. Build your CX command center today!**

Schedule a session with us to see how our BI dashboards, powered by DataSmart & DataScribe, can:

- Unify siloed data sources
- Deliver actionable CX intelligence in real time
- Empower your organization to make smarter, faster decisions

Let's build your modern CX command center, reduce training time, increase agent confidence & transform your CX—together.

**Contact us to learn how we can transform your contact center with the help of Power BI today!**