

Why **80%** of Contact Center Data Goes Unused (and How to Fix It)

DATAMARK
America's 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 Bottlenecks: Reviewing calls and compiling insights takes too long.



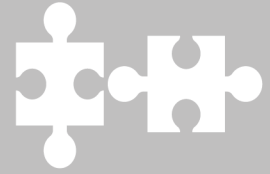
No Real-Time Visibility: By the time the data surfaces, the customer has already churned, or the issue has escalated.

The Fix: Activate Your Data in Real Time

DATAMARK helps you bring your data to life by:

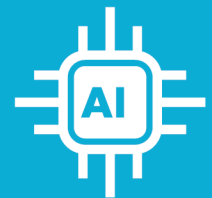
Integrating CCaaS + CRM Data:

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



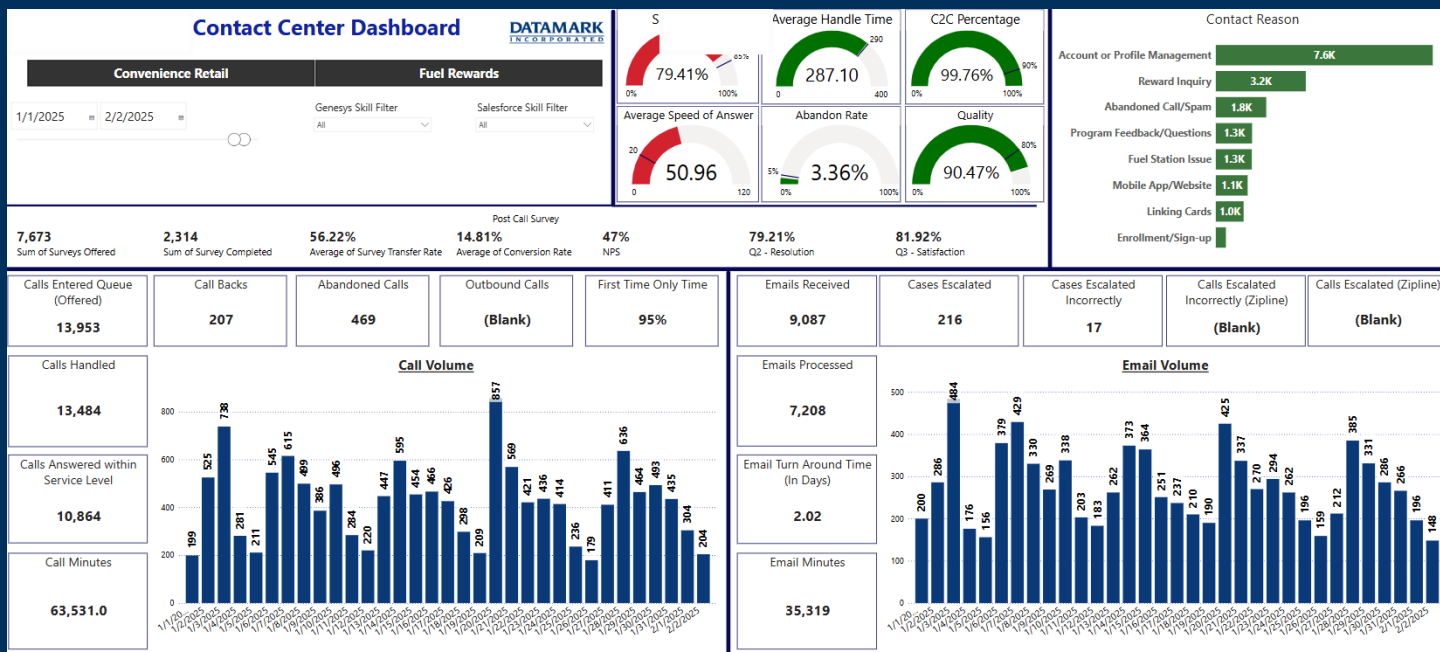


The Result: From Data Chaos to CX Clarity Power Bi:

Spots trends
before they
become
problems

Improves agent
coaching and
performance
instantly

Makes **data-
driven 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 datamark.net or give us a call at **866-326-4887** to schedule a discovery session or [demo](#) today!