Descriptive Analytics

Descriptive analytics enables a baseline level of business intelligence for GBS by aggregating and summarizing historical data. Key capabilities include:

- Consolidating data from disparate systems into a single version of truth
- Standard reports on operational metrics and KPIs
- Slicing and dicing data across multiple dimensions
- Identifying trends, outliers and correlations
- Dashboard visualizations for intuitive insights
- Drill down from high-level overview to transaction details
- Automate routine reporting to users and stakeholders
- Create data models integrating multiple subject areas
- Conduct ad hoc analysis on demand

Use Cases:

- Service performance and utilization reporting
- Workload and productivity analysis
- Process cycle time and throughput
- First call resolution and escalations
- Customer satisfaction and NPS trends
- Cost and profitability reporting
- Contract analysis and renewals
- Resource allocation and capacity planning

Value:

- Single source of truth across GBS
- Visibility into ops metrics and health
- Data-driven dialog and decisions
- Focus on exceptions and hot spots
- Identify improvement opportunities
- Track trends over time
- Operational benchmarking

In summary, descriptive analytics establishes the data foundation and standard reporting that enables GBS data-driven management.