

Heatmap – Customer Service and Contact Center



Self-Service

Channels	Processes
Voice Bots	Password Reset
Chatbots	Account Inquiry or Update
Web & Mobile	Order Processing or Inquiry
Email	Make a Payment
SMS	Service Coverage or Eligibility
Fax	Find a Location/Service
Mail	Report Fraud or Complaint
Social	Appointment or Service Scheduling

Assisted Service

Start Of Interaction	Sales and Marketing	Inquiry	Service
Application Login / Single Sign-On	Product or Service Lookup	General Product or Service Inquiry	Create Case or Complaint
Screen Pop	Configure, Price, Quote	Account Inquiry	Lookup Knowledge Article
Transfer	Order Processing	Order or Shipping Status	Collaborate with SMEs
Sentiment Analysis	Next Best Action (Upsell / X-Sell)	Find a Location/Store	Fraud Detection and Management
360° View	Payment Processing		Change of Address or Account Details
Cross-App Data Sharing	Account/Customer Creation or Lookup		Change of Plan/Service/Order
Agent Scripts or Task Flow	Campaign Linkage and Attribution		ACW, Notes, and Wrap-up

WFM

Call Center KPI Analytics
Agent KPI Analytics
Agent Engagement and Gamification
Agent Onboarding
Agent Offboarding
Schedule Creation and Maintenance

