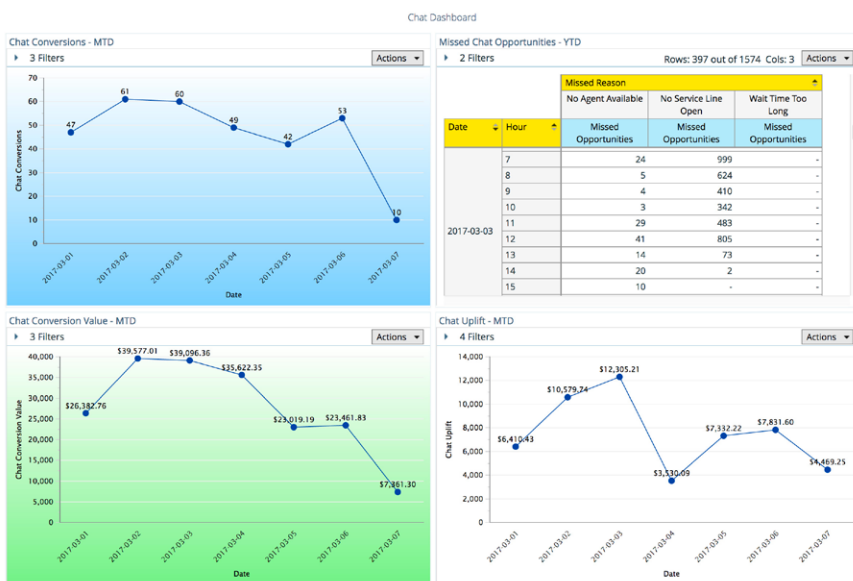# 📊 MOXIE CONCIERGE: PERFORMANCE ANALYTICS

Analytics plays a crucial role in helping businesses become smarter, more productive and make better business decisions.

With the release of Concierge, we evolved our analytic capabilities and took a great leap forward with substantial investments in improved data collection, cutting-edge big data architecture, predictive analytics, processing and analysis tools, and data science personnel to provide best-in-class insights to our customers.

Concierge provides Performance Analytics, including an extensive set of conversionfocused reports to measure the impact and outcome of engagements with clear visibility into engagement rates, conversion rates, AOV, uplift, and agent performance. Concierge Performance Analytics helps enterprises to improve decision-making, increase productivity and gain a true competitive advantage.

Benefits

- Improves Proactive Chat, Email and Knowledge invitation acceptance rates.

- Highlights and compares engagement and conversion success across device types to refine mobile strategy and improve outcomes.

- Immediately recognizes ROI and identifies engagement channels and agents that yield the best results.

- Helps enterprises make intelligent decisions and create differentiated, personalized customer experiences.
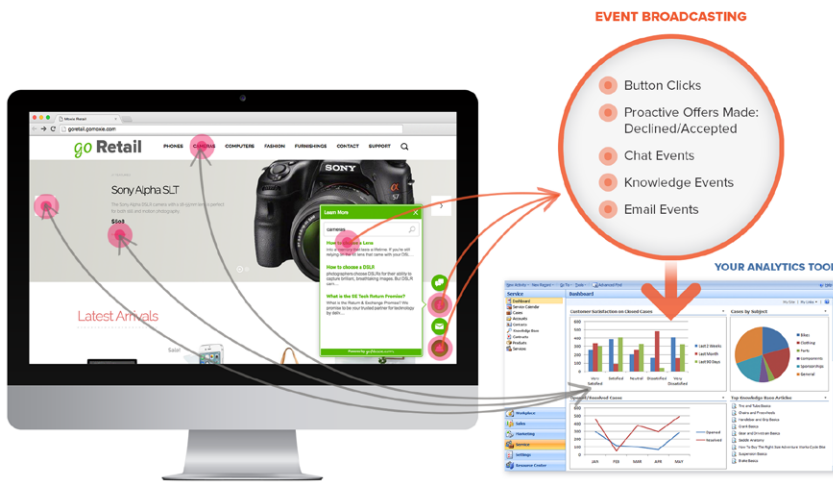

Concierge Reporting Dashboard

KEY FEATURES

- Interactive dashboard displays up-to-date KPIs for quick consumption.

- Advanced visualizations, report templates, and dashboards featuring both tabular and graphical data include hover details and drill down details.

- Preconfigured reports detail engagements, conversions, conversion value, and even uplift – the change in conversion value that occurs as result of the engagement.

- Performance-based reports evaluate agent performance, knowledge article performance and engagement rule performance.

- Cross channel reports compare and combine Chat, Email and Knowledge channel performance.

- Cross device reports demonstrate data specific to mobile, tablet and desktop users.

- Intuitive web-based interactive reporting provides tablet access for modern managers who rely on tablets as much as laptops.

- Output in popular formats such as Excel, PDF, and CSV.

Concierge Event Broadcasting and Analytics Tool

"Seeing our mobile traffic grow nearly 30 percent, year-over-year, with more and more of our customers shopping on tablets and mobile devices, our goal was to select an application that offered a superior mobile experience." "It was also critical that the solution be easy to use and administer for our business users. Moxie provides comprehensive reporting so that we now have visibility into both the context of customer communication and the effectiveness of digital channels."

- Joan King, Vice President of eCommerce for Crate and Barrel.

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