Essentials of business analytics

Descriptive, diagnostic, prescriptive, and predictive reporting

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The risks of growing without visibility

Customers expect accurate, reliable, and responsive support, no matter what industry you are in. Whether you're managing a support team, running a business, or exploring market trends, delivering timely, accurate, and effective solutions is crucial to keeping customers satisfied and loyal.

Initially, when you are just starting out with a small team, it is easier to provide quick responses. You will try to accommodate all requests and offer a satisfactory experience to build trust at an early stage.

Based on your product and the support you offer, the customer count increases, and when it does, things will begin to change. The volume of requests increases. Customers reach out through different channels like email, chat, and social media, even from various regions. Their questions become more diverse, ranging between multiple products, use cases, custom solutions, and sometimes implementation requests.

At this point, how will you manage and track the multiple requests that pour in?

You will try to make a few tweaks to your current working style, help your team resolve issues promptly, and achieve targets like before.

Even if you have the most hardworking team by your side, if you do not have the right tools, visibility of the requests, keep track of the requests, and performance, it will be challenging for your organization to keep up the pace and meet your customer's expectations.

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Turn Data Into Insights

Turn raw data into decision-making tools that drive business progression.

Explore proven frameworks that unlock insight, boost efficiency and gain competitive edge.

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Framework for analytics:
4 fundamental questions about your business

Report name	Type of analysis	Purpose	Example
Descriptive	What happened?	Summarize past ticket activity and performance metrics	A report showing the total number of tickets resolved last month and the average resolution time
Diagnostic	Why did it happen?	Identify causes behind trends or issues in ticket handling	Analyzing that the resolution time increased due to agent unavailability during holidays
Predictive	What might happen?	Forecast future ticket volumes or workload	Predicting a spike in support tickets after a new product release
Prescriptive	What should we do?	Recommend actions to improve ticket management and efficiency	Suggestion to implement assignment rules to enhance response time and workload

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Descriptive and diagnostic reports: Why they're a big deal

Making important decisions is key to business success. But understanding what happened and why it happened is what helps a business grow. This is where descriptive and diagnostic reports (DD reports) come into play.

Descriptive reports are like synopsis, they tell what exactly happened allowing the business to identify the reason behind the issue. Whereas, diagnostic reports tell why the issue happened pointing at the root cause.

For example, during a product release, multiple features will be new to the customers. The descriptive reports might show a 40% increase in tickets raised for bugs in the release. The diagnostic reports analyze and pinpoint that the issues are coming from one specific feature. This way, the support team and product team can quickly focus their effort on the actual problem instead of guessing, reducing resolution time and preventing the issue from affecting more customers.

In the service industry, the true measure of the customer service quality and ways to improve it can be tracked by some key metrics.

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Report type	Report name
Descriptive	Open-Overdue
	Tickets by Channel
	Response and Resolution Time
	Ticket by Status
	Customer Satisfaction for Agents
	Agent Performance
Diagnostic	Average Resolution Time by Month
	Reopened Tickets
	Escalation Tickets
	SLA Tickets
	Tickets by Agent
	Customer Happiness Comparison

Predictive and prescriptive analysis: How do they shape the business

Once a business understands what happened and why it happened, the next step is to stay one step ahead using available data to predict what is likely to happen and take proactive measures to prevent potential issues.

Predictive analysis forecasts what is likely to happen if similar conditions arise. For example, if ticket trends show that feature releases typically cause a rise in support requests, the team will gain a vision and be prepared by proactively adding more agents during the release time.

Prescriptive analysis uses insights from descriptive, diagnostic, and predictive analysis to suggest the best course of action to optimize performance and outcomes, process improvement, agent training, and resource allocation.

For example, if insights show that potential customers convert better when they are provided with the required resources within 10 minutes of discussing the deal, an automatic email response to shorten response time should be set.

The support storm

Here's an example to help you understand reports better.

A customer support organization provides comprehensive assistance to their customers. They are struggling to keep up with the pace as they suddenly experience a surge in customer queries. Using spreadsheets to track the ticket volume, customer pain points, and workload has brought some structure to the process, but it didn't provide the deeper insights needed.

As a result, there is a drop in the customer count, an increase in negative feedback, and poor service ratings that greatly impact their brand value.

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Discovering business potential with desk reports

The Reports module offered by Zoho Desk can be utilized to organize and streamline the tasks.

The standard **Ticket Reports** help analyze ticket volume trends for a specific duration in every department, allowing agents to identify patterns and improve resource allocation based on the departments that receive the most tickets.

The Ticket by Priority report can be used to segregate the tickets on a priority basis. Based on this data, the high priority tickets can be quickly assigned to agents with bandwidth, ensuring quicker resolution.
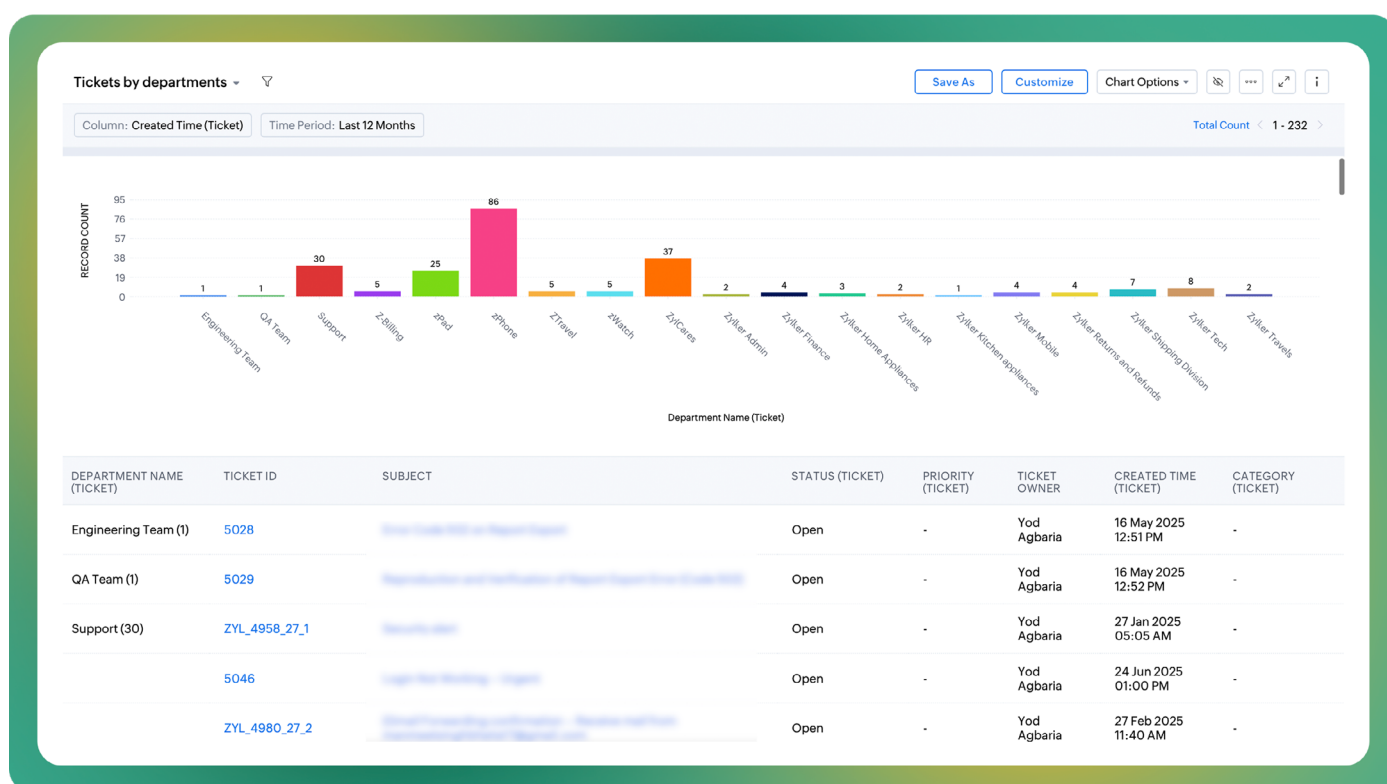
Once all the high priority tickets are handled, the Average **Response** and **Resolution** Time Report can be used to get insights on how long it took for the agent to respond to the customer queries and also the time taken to provide resolution for the query. Analyzing this data helps identify areas that need improvement, whether agents need any training to adhere to the SLA, or if any other metrics need attention.

Response Time ▾ ▽

All Departments ▾ | First Response Time ▾ | All Teams ▾ | All Channels ▾ | 👤 All Agents ▾ | Last 30 days ▾ | Group by: None ▾   ‹ 1 - 8 ›

TICKET ID	SUBJECT	TICKET OWNER	CONTACT NAME	EVENT OWNER	EVENT TEAM	RESPONDED BY	AGENT RESPONDED TIME	AGENT RESPONSE TIME	TEAM RESPONSE TIME	SYSTEM RESPONSE TIME	IS FIRST RESPONSE	STATUS	STATUS DURING EVENT	CHANNEL
ZYL_4998_3_4	Hi	Yod Agbaria	Ram	Yod Agbaria	-	Yod Agbaria	03 Apr 2025 11:49 AM	00:01:00	-	00:01:00	true	Open	Open	sandbox
ZYL_4997_1_4	Faulty appliances	Yod Agbaria	Rachel	Yod Agbaria	-	Yod Agbaria	01 Apr 2025 03:40 PM	00:01:00	-	00:01:00	true	Open	Open	Email
ZYL_4968_6_2	How to track my travel insurance claim	Yod Agbaria	Jacob Ingram	Yod Agbaria	-	Yod Agbaria	01 Apr 2025 01:09 PM	1d 0h	-	1d 0h	true	Closed	Open	Phone
2267	[##2266##] Your ticket has been created	Yod Agbaria	Evans	Yod Agbaria	-	Yod Agbaria	28 Mar 2025 10:01 AM	11mos 0w	-	11mos 1w	true	Closed	Open	Email
ZYL_4995_26_3	Your Zoho Mail Account is closing unless you take action	Yod Agbaria	noreply	Yod Agbaria	-	Yod Agbaria	26 Mar 2025 10:40 AM	00:01:00	-	00:01:00	true	Open	Open	Email
ZYL_4993_18_3	not able to charge the phone	Yod Agbaria	Aaron Garcia	Yod Agbaria	-	Yod Agbaria	21 Mar 2025 11:13 AM	1d 0h	-	1d 12h	true	Open	Open	Phone
ZPad_152_Show_stopp	Marketing Screens	Jo Yung	yod Abaria	Yod Agbaria	-	Yod Agbaria	13 Mar 2025 04:34 PM	00:11:00	-	00:11:00	true	Open	Open	Phone
ZPad_148_	Password issues	Aakamsha R	jyotis10003	Yod Agbaria	-	Yod Agbaria	10 Mar 2025 03:28 PM	00:01:00	-	00:01:00	true	Open	Open	Forums

Resolution Time ▾ ▽

All Departments ▾ | All Teams ▾ | All Channels ▾ | 👤 All Agents ▾ | Last 30 days ▾ | Group by: None ▾   ‹ 1 - 8 ›

TICKET ID	SUBJECT	TICKET OWNER	CONTACT NAME	EVENT OWNER	EVENT TEAM	CLOSED BY	AGENT RESOLVED TIME	AGENT RESOLUTION TIME	TEAM RESOLUTION TIME	SYSTEM RESOLUTION TIME	STATUS	CHANNEL
ZYL_4999_5_4	Flight got cancelled	Yod Agbaria	SHA R	Yod Agbaria	-	-	06 Apr 2025 12:48 PM	1d 0h	-	1d 0h	Closed	Phone
ZYL_4968_6_2	How to track my travel insurance claim	Yod Agbaria	Jacob Ingram	Yod Agbaria	-	-	02 Apr 2025 01:46 PM	1d 0h	-	1d 0h	Closed	Phone
ZPad_129_	Hello Customer Service Team	Yod Agbaria	Ram	Yod Agbaria	-	-	28 Mar 2025 10:01 AM	23:13:00	-	23:13:00	Closed	Chat
2267	[##2266##] Your ticket has been created	Yod Agbaria	Evans	Yod Agbaria	-	Yod Agbaria	28 Mar 2025 10:01 AM	11mos 0w	-	11mos 1w	Closed	Email
ZPad_129_	Hello Customer Service Team	Yod Agbaria	Ram	Yod Agbaria	-	Yod Agbaria	27 Mar 2025 10:45 AM	1d 22h	-	1d 22h	Closed	Chat
ZPad_129_	Hello Customer Service Team	Yod Agbaria	Ram	Yod Agbaria	-	Yod Agbaria	25 Mar 2025 11:52 AM	7mos 4w	-	7mos 4w	Closed	Chat
ZYL_4991_10_3	How to book a flight ticket	Unassigned	jyotis10003	-	-	-	11 Mar 2025 03:37 PM	1d 0h	-	1d 0h	Closed	Forums
ZPhone_207_	Solutions for Battery Drain and Wireless Charging Issues on Zphone 1 and Zphone 2	Clark Wayne	Velan	Clark Wayne	-	-	09 Mar 2025 03:34 PM	3d 4h	-	1w 3d	Closed	Phone

Total records in this page :8 Records

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The **Customer Happiness** report helps analyze whether the customers are satisfied with the responses and resolutions provided. Customer satisfaction is crucial for any organization. If there are multiple negative ratings provided, it could indicate that expectations are not being met. This data could help the team learn from their mistakes and ensure they don't happen again, resulting in a good customer experience.
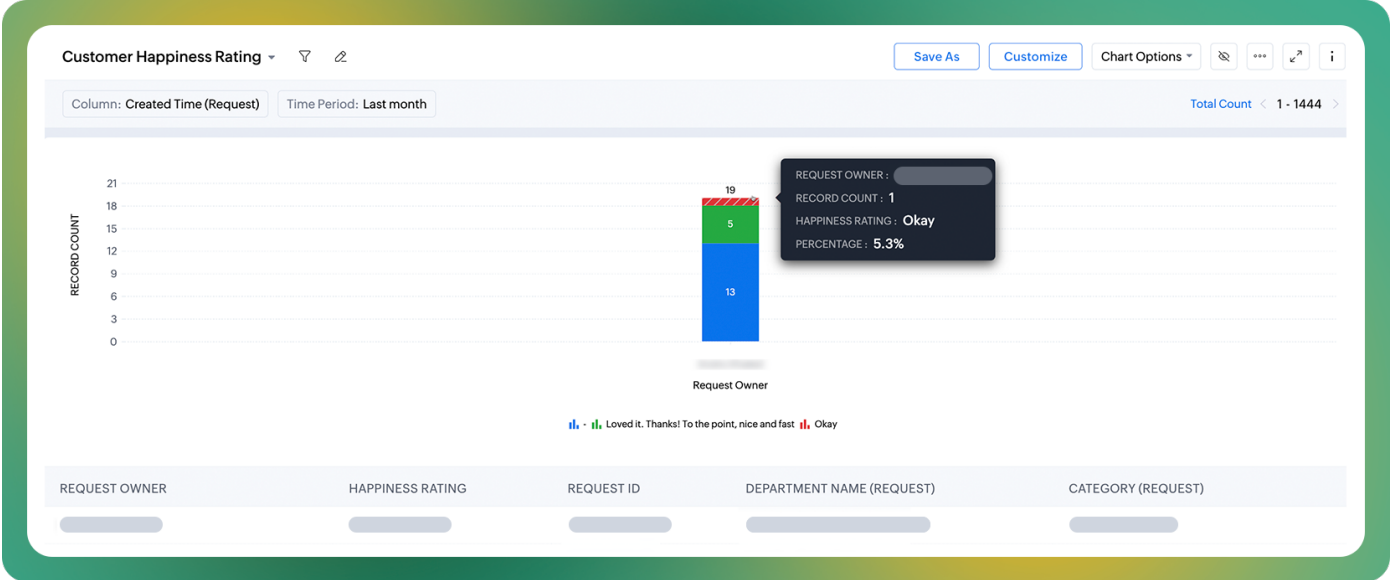
Based on real-time data and the training provided, the **Agent Performance report** could be used to validate and assess individual agent performance. Metrics such as the number of tickets they closed, the time taken for responses and resolution, ratings, SLA violations, and reopened tickets can be monitored. Agents can then be trained based on the skills they may be lacking.

AGENT	OUTGOING	RESPONSES	FIRST RESPONSES	FCR TICKETS	CLOSED TICKETS	REOPENED TICKETS	FIRST RESPONSE TIME (AVG)	RESPONSE TIME (AVG)	RESOLUTION TIME (AVG)	OK RATINGS
Yod Agbaria	0	0	0	3	9	0	-	-	5mos 0w	0
Don Evans	0	0	0	0	0	0	-	-	-	0
Justin Case	0	0	0	0	2	0	-	-	1y 2mos	0
Clark Wayne	0	0	0	0	1	0	-	-	3d 4h	0

Total records in this page :4 Records

Using these reports brings in a defined structure and helps control the workflow.

Zoho Desk

Turning data into direction: Descriptive and diagnostic reporting

Collecting data helps define a structure; measurable insights and improvement are required to make important decisions that benefit organizations.

Here are the other reports available in Zoho Desk that help organizations navigate the right path.

The **Agent Availability** Report provides insights into the active working hours of agents. It calculates their login and logout time, helping managers understand agent availability during peak hours. If multiple queries come in at a specific time of day, reviewing this report helps managers identify which agents are available to handle the queries efficiently, provide prompt responses, and avoid SLA breaches.

Agent Availability ▾ ⧩					
All Departments ▾ All Teams ▾ All Roles ▾ 🎧 All Agents ▾ Last 30 days ▾ Group by: None ▾					‹ 5 Agents ›
AGENT NAME	ROLE	LOGIN TIME	LOGOUT TIME	HOURS WORKED	NO. OF SESSIONS
Yod Agbaria	CEO	06 Apr 2025 12:31 AM	-	07:07:34	20
Olivia Smith	CEO	10 Mar 2025 10:41 AM	11 Mar 2025 10:14 AM	23:33:35	1
Olivia Smith	CEO	11 Mar 2025 10:15 AM	11 Mar 2025 06:34 PM	08:01:44	2
Olivia Smith	CEO	14 Mar 2025 12:23 PM	14 Mar 2025 12:34 PM	00:10:46	1
Olivia Smith	CEO	18 Mar 2025 04:40 PM	18 Mar 2025 11:26 PM	00:44:54	10
Olivia Smith	CEO	19 Mar 2025 02:45 AM	19 Mar 2025 11:53 PM	05:48:49	34
Olivia Smith	CEO	20 Mar 2025 12:23 AM	20 Mar 2025 11:44 PM	01:59:37	52

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By accessing the **Incoming Threads** Report, managers can quickly identify which communication channels are receiving the highest volume of queries and reassign available agents to handle these on a priority basis. This report not only highlights channel-specific activity but also provides important details such as the time queries were created, contact information, response and resolution times, and if the SLA was violated.

If the requirement is to analyze query volume only by channel, the **Tickets by Channel** report offers a consolidated view of the number of tickets raised across various communication platforms. By evaluating this data, support managers can identify which channels are under the most pressure and reallocate resources accordingly. This targeted approach enhances team responsiveness, prevents service delays, and helps improve overall customer satisfaction by ensuring each channel is adequately staffed and managed.
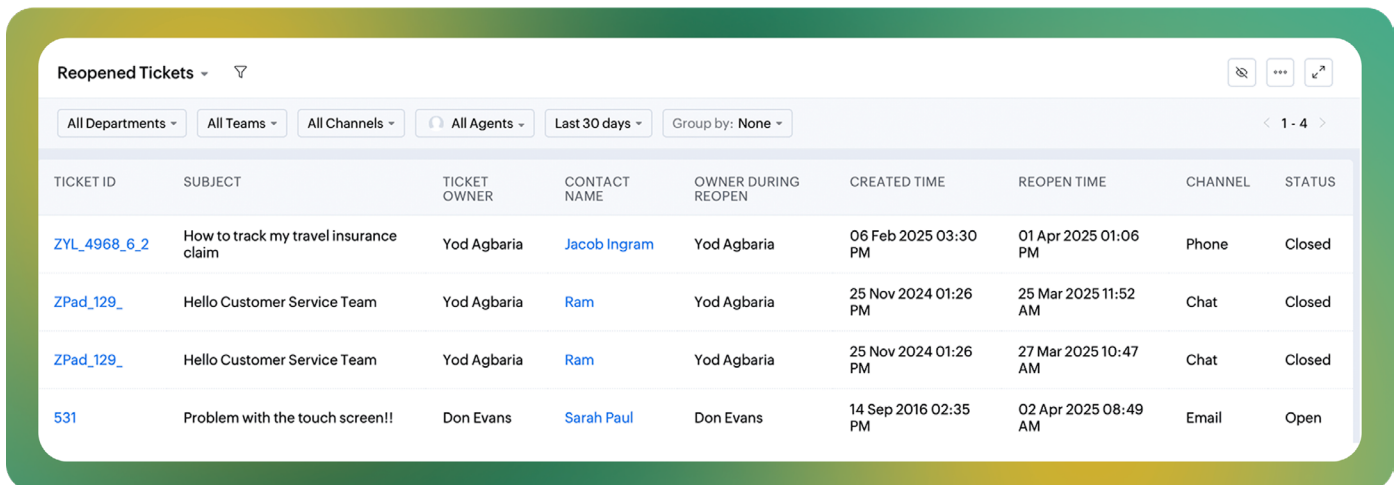
The **Tickets Stages** report is used to understand the current stage tickets are in. When a customer query is raised, it could go through multiple statuses such as Open, In Progress, On Hold, and Awaiting Confirmation. If the queries related to product downtime are kept on hold, and the SLA is about to be breached, a manager can quickly go through the tickets, identify the reason for delays, and offer the team support to resolve the issue.

The **SLA Ticket** report can be used to gather clear insights on any details about SLA. It highlights the SLAs that were violated, the violation type, and the time taken to respond after SLA elapsed. This report allows support managers to analyze the frequency and causes of SLA breaches, helping to pinpoint areas of improvement, adjust workflows, and ensure timely resolution in the future.

When an agent closes a ticket without providing a thorough and clear resolution, customers may feel dissatisfied and reopen the same ticket. This often indicates inefficiency in the agent's performance. To understand why certain queries are being reopened, managers can utilize the **Reopened Tickets** report. This report helps identify patterns, such as recurring issues that are frequently reopened or whether tickets closed by a specific agent are consistently being reopened. By analyzing these insights, managers can evaluate agent performance more effectively and provide targeted training to help agents improve the quality of their resolutions and reduce repeat interactions.

Apart from the reports available, **custom reports** can be created for specific business needs.

For example, to analyze the number of tickets that were resolved using the self-service modules available, a business can create a custom report called a Self-Service Resolution Rate Report. This can analyze resolutions related to resources like the Knowledge Base, Community, and Guided Conversations instead of reaching out to the respective SME or PM for clarity. This can provide a clear picture of how effective the available resources are. This could also potentially reduce the ticket volume.

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Anticipating trends and taking preventive measures: Predictive and prescriptive analysis

Dashboards provide better insights on overall performance and also help the organization with both predictive and prescriptive analysis.

The **Zia Prediction dashboard** provides a visual representation of the current trends. The **incoming and outgoing response** trends can be monitored to understand the responses received in a particular time and if there are any changes in the responses, it would be marked as an anomaly.

For example, if the trend line predicts the traffic to be around 250, but the incoming ticket count reached 350, it marks it as an anomaly and notifies the assigned agent via Zia Notifications. This way, the agents can anticipate the trend and work efficiently.

The **sentiment analysis** metric can be used to evaluate the tone of incoming responses within a specific duration, categorizing them as positive, neutral, or negative.

This will help the agents understand customer emotions and overall satisfaction levels, allowing them to adjust their communication style, prioritize follow-ups, and improve the quality of interactions. This metric not only helps you predict but also allows you to analyze and take action to improve customer satisfaction.
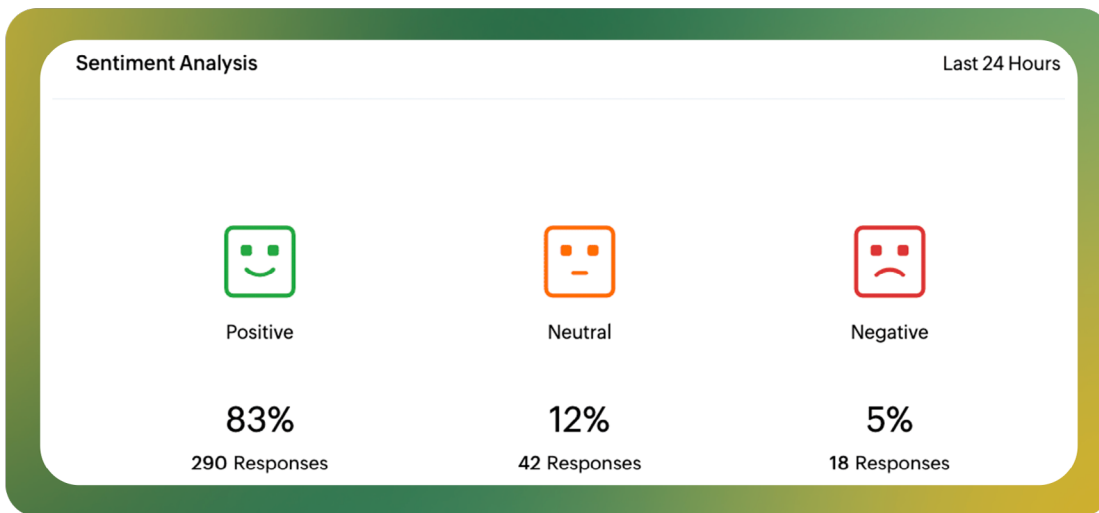
The **Field Prediction** dashboard shows a real-time comparison of expected and actual ticket counts, helping teams quickly identify anomalies and adjust resources as needed.

Apart from the Zia dashboards, **Zia insights** can be used to analyze data better by focusing on the sentiment, tone, and key topics of a ticket. Using these insights, you can do a prescriptive analysis on the key topics that consistently receive negative tones.

For example, if Zia insights lists key topic as Zoom account or integration, it indicates that customers are facing problems during the integration process. By understanding the issue and the overall sentiment, the integration process can be quickly reviewed to identify flaws, ultimately improving the customer experience.

Zia Insights ^

Customer Tone
☹ Concerned

Key Topics

Zoom accounts   Zoho CRM

Zoom integration   meeting host role
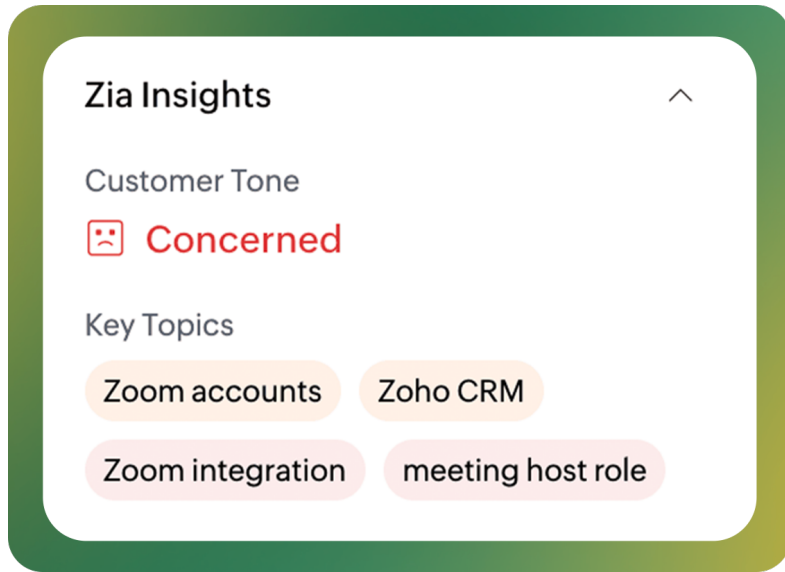
Using reports to prevent repeat issues, not just catch up

Understanding how reports work can provide valuable insights at an organizational level. However, the true power of reports lies in their ability to dive deep into the challenges faced by individual teams or departments.

By analyzing specific data, reports can pinpoint recurring issues and inefficiencies, enabling teams to proactively address problems before they escalate rather than simply reacting to them.

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Agents work on multiple tickets and they may occasionally forget the SLA for every ticket they work on. This can lead to SLA violations, which will negatively impact customer satisfaction. To prevent this, a custom SLA Violation Prediction report can be created to identify the tickets that are nearing the SLA deadlines. Managers can set up a workflow to notify the agents when the SLA is nearing a deadline.

With this report, managers can easily track tickets that are approaching the deadline and monitor agent performance to ensure they are addressing tickets promptly after receiving the SLA alert.

Identify, improve, innovate

Using the right analytics is essential for any support team to thrive in a dynamic environment; they help identify issues that can impact team performance and customer satisfaction. Once these issues are identified, teams can improve their processes by refining workflows, reallocating resources, or optimizing agent performance. Finally, by using different types of reports and continuously monitoring data, teams tend to innovate new strategies or automation to enhance support operations. By using reports effectively, teams can proactively address challenges, enhance efficiency, and stay ahead of evolving customer needs.

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