



Case Study : Pivot Reports in Jasper

We were asked by a major call recording company to develop pivot reports for their clients call data. Pivot reports are a special class of business intelligence reports that use special data structures known as pivot tables.

Call recording tables record calls in a flat table. Each recording has over 30 metadata fields. The more important ones are the following

Date and time
Agent
ANI
DNIS
Call Duration
Agent Skill Set
Call Direction
Extension
Recording Channel
DialedDigits

The pivot report would enable a user to select the dataset using ranges for any of the above fields.

It would then allow a user to aggregate data over one or more fields. The aggregation function could be either count of the number of calls, average a value such as call duration, or sum values such as call duration.

Some of the questions, such reports could shed light on are –



Daily Count of calls per agent or extension

PIVOT REPORT FOR ALL CALLS

CALL DATE RANGE: (12/23/2014 06:42 AM EST - 12/31/2014 12:00 AM EST)

FUNCTION : CALL COUNT

| Daily vs. Agent Name | 2014/12/23 | 2014/12/24 | 2014/12/25 | 2014/12/26 | 2014/12/27 |
|-------------------------|------------|------------|------------|------------|------------|
| Ashleigh Lynn Cserepes | 86 | 81 | 0 | 84 | 25 |
| Backup 3 Coach Support | 0 | 39 | 0 | 40 | 0 |
| Barbara Larsen | 55 | 0 | 0 | 59 | 63 |
| Cathleen Ridener | 66 | 62 | 0 | 59 | 1 |
| Cheryl Coach Gonzales | 35 | 11 | 0 | 24 | 0 |
| Christine Barrick | 0 | 0 | 0 | 0 | 0 |
| Christopher Elliott | 85 | 0 | 0 | 0 | 0 |
| Crissy Judd | 89 | 0 | 0 | 0 | 0 |
| Damian Johnson | 90 | 54 | 0 | 47 | 0 |
| Danielle Heaton | 68 | 36 | 0 | 19 | 55 |
| Debra Button | 31 | 83 | 0 | 63 | 0 |
| Diane Oblad | 76 | 38 | 43 | 69 | 84 |
| Dustin Drudge | 0 | 67 | 0 | 71 | 83 |
| Eileen Fullerton | 62 | 0 | 0 | 66 | 0 |
| Heather Coach Maddux | 27 | 4 | 4 | 3 | 4 |



CALL DATE RANGE: (09/28/2011 01:58 AM EDT - 10/06/2011 12:00 AM EDT)

FUNCTION : CALL COUNT

| Extension vs. Daily | 1007 | 1017 | 1020 | 1023 | 1025 |
|---------------------|------|------|------|------|------|
| 2011/09/28 | 4 | 23 | 16 | 28 | 26 |
| 2011/09/29 | 1 | 29 | 12 | 16 | 10 |
| 2011/09/30 | 8 | 0 | 18 | 13 | 0 |
| 2011/10/01 | 0 | 0 | 0 | 0 | 0 |
| 2011/10/03 | 17 | 15 | 13 | 9 | 27 |
| 2011/10/04 | 11 | 38 | 8 | 0 | 43 |
| Total Daily | 41 | 105 | 67 | 66 | 106 |

| Extension vs. Daily | 1030 | 1163 | 20601 | 20602 | 20603 |
|---------------------|------|------|-------|-------|-------|
| 2011/09/28 | 8 | 6 | 58 | 83 | 57 |
| 2011/09/29 | 4 | 3 | 71 | 118 | 60 |
| 2011/09/30 | 0 | 6 | 80 | 134 | 55 |
| 2011/10/01 | 0 | 0 | 0 | 0 | 0 |
| 2011/10/03 | 1 | 4 | 65 | 143 | 0 |
| 2011/10/04 | 6 | 2 | 91 | 108 | 0 |
| Total Daily | 19 | 21 | 365 | 586 | 172 |

| Extension vs. Daily | 20604 | 20607 | 20609 | 20619 | 20621 |
|---------------------|-------|-------|-------|-------|-------|
| 2011/09/28 | 2 | 2 | 0 | 139 | 2 |
| 2011/09/29 | 1 | 7 | 5 | 133 | 2 |
| 2011/09/30 | 1 | 9 | 1 | 124 | 3 |
| 2011/10/01 | 0 | 0 | 0 | 0 | 0 |
| 2011/10/03 | 1 | 2 | 6 | 111 | 0 |
| 2011/10/04 | 3 | 11 | 2 | 117 | 1 |
| Total Daily | 8 | 31 | 14 | 624 | 8 |

| Extension vs. Daily | 20623 | 20624 | 20625 | 20627 | 20629 |
|---------------------|-------|-------|-------|-------|-------|
| 2011/09/28 | 74 | 3 | 1 | 32 | 136 |

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The above report with rows and columns swapped



PIVOT REPORT FOR ALL CALLS

CALL DATE RANGE: (10/08/2011 12:00 AM EDT - 10/10/2011 11:59 PM EDT)

FUNCTION : CALL COUNT

| Daily vs. Extension | 2011/10/08 | Total Daily |
|---------------------|------------|-------------|
| 5049 | 55 | 55 |
| 5162 | 24 | 24 |
| 5170 | 38 | 38 |
| 5285 | 44 | 44 |
| 5287 | 39 | 39 |
| 5613 | 38 | 38 |
| 5716 | 51 | 51 |
| 5805 | 21 | 21 |
| 5816 | 49 | 49 |
| Total Extension | 359 | 359 |

Total Daily call duration agentwise

Daily count of calls by ANI, DNIS, Agent Skill Sets, Call Direction

Average daily call duration agentwise

A call center manager can easily see the advantages of such reports.

The aggregation can also be reported daily, weekly or monthly.

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