emite
A PROPHECY SOLUTION

Analysis Paralysis:

The Past, Present, and Future of Data

Jonathan Boyd
Head of Product - Emite

TRUSTED PARTNER

About emite

emite is a global leader in cloud contact center analytics.

Our vision at emite is to provide solutions that support the growth of the contact center industry and to enable our customers to create world-class contact center experiences by effectively monitoring and managing their people, processes and systems regardless of the complexity of their data or number of data sources.

Corporate History

ASX : PRO

Listed 1998

Offices in the Americas, EMEA and APAC

Offerings

Snare
Flexible, centralised log management

emite
Leading cloud contact center analytics

Offices

AMER
APAC
EMEA

Military Grade Cyber Solutions

VERACODE VERIFIED STANDARD

ISO 27001

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Presenter Bio

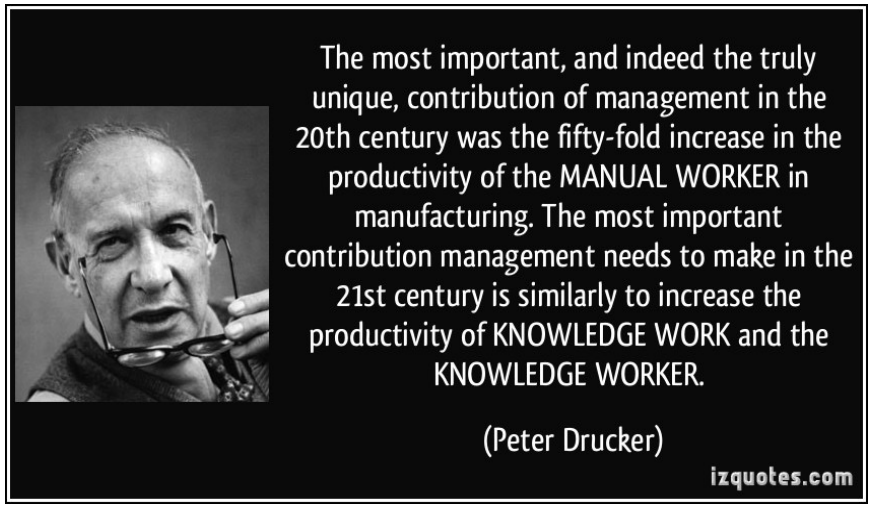
- Jonathan Boyd has over 20 years of experience in the technology industry.
- 20 years as a consultant in Service Management, Digital Transformation and complex software solutions.
- He has led successful transformation programs across various sectors including Retail, Local Government, Legal, and FinTech.
- Jonathan co-authored the DCMM book in 2018 and currently leads the Emite Product Management practice at Prophecy International.
- He holds industry certifications including CBRM and BRMP.

Key Themes

1. A Brief History of Analytics
2. The Era of Knowledge: Knowing What to Ignore
3. Purpose of Analytics and Insights
4. Agile Integrations and Data Empowerment
5. Security and Decentralization
6. Contact Centres as Strategic Assets

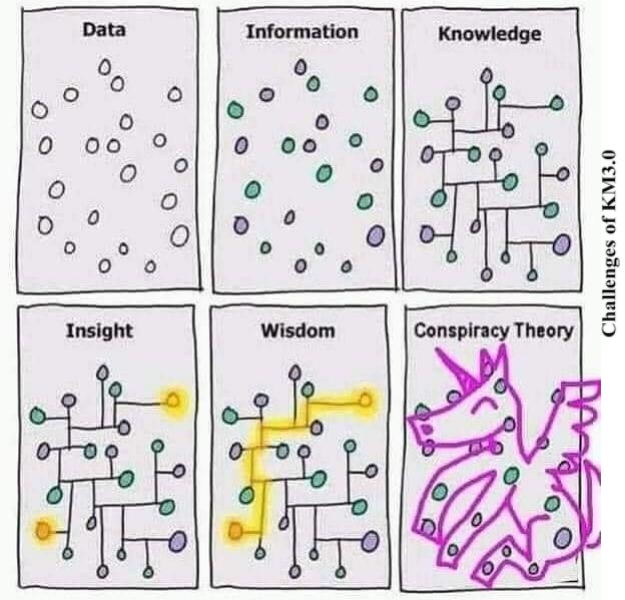
A Brief History of Analytics

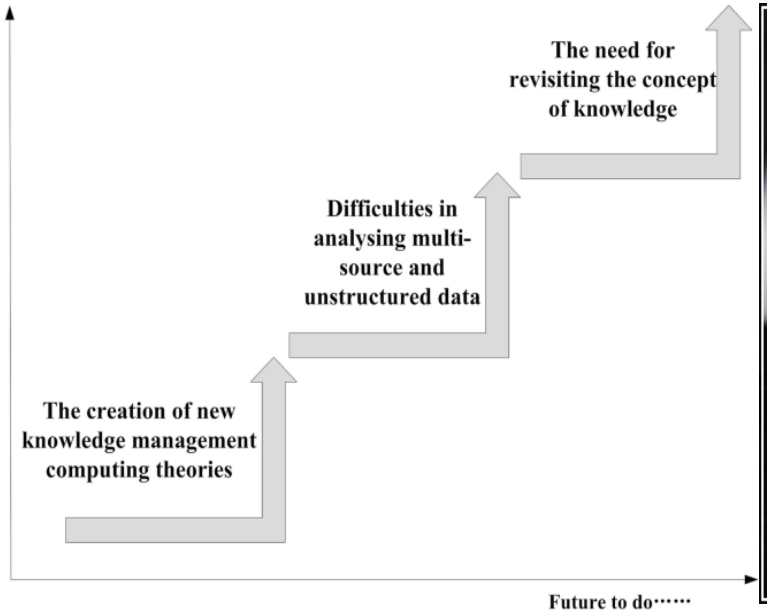
- Shifting from linear industrial models to Data economy.

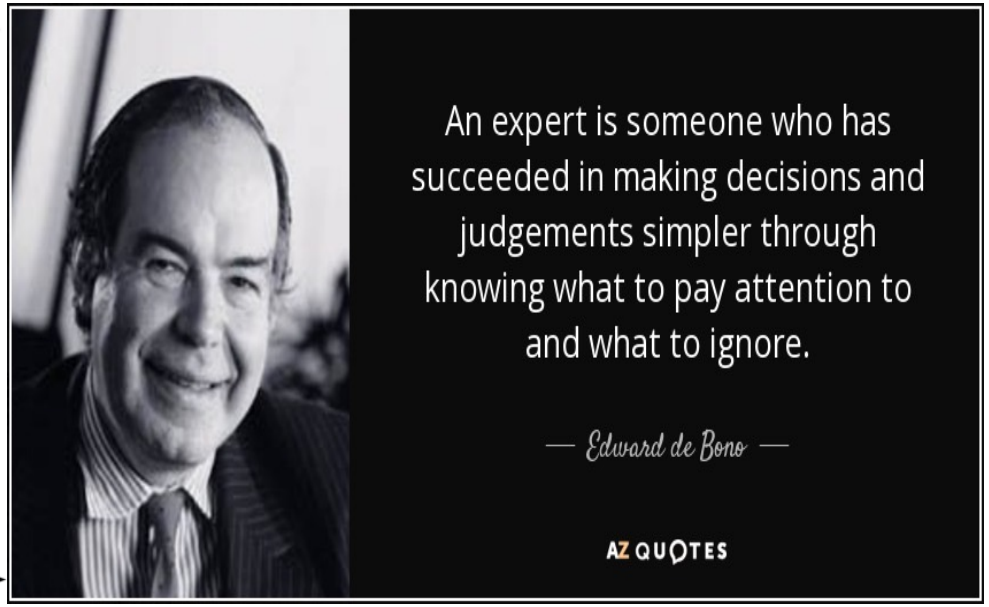


The Era of Knowledge: Knowing What to Ignore

- Data is ubiquitous, but is it all useful?

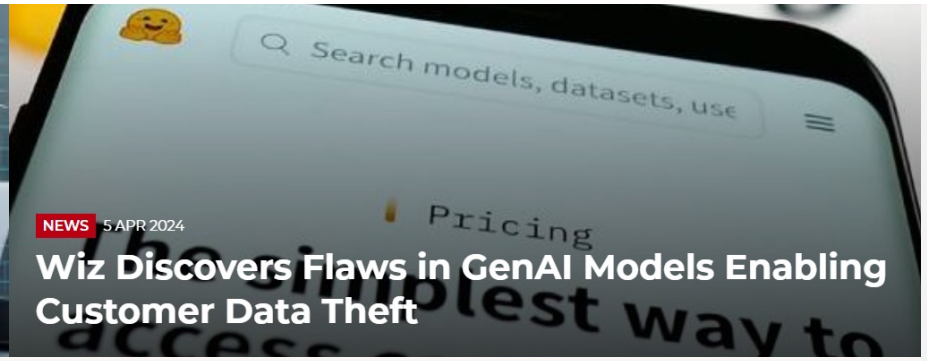






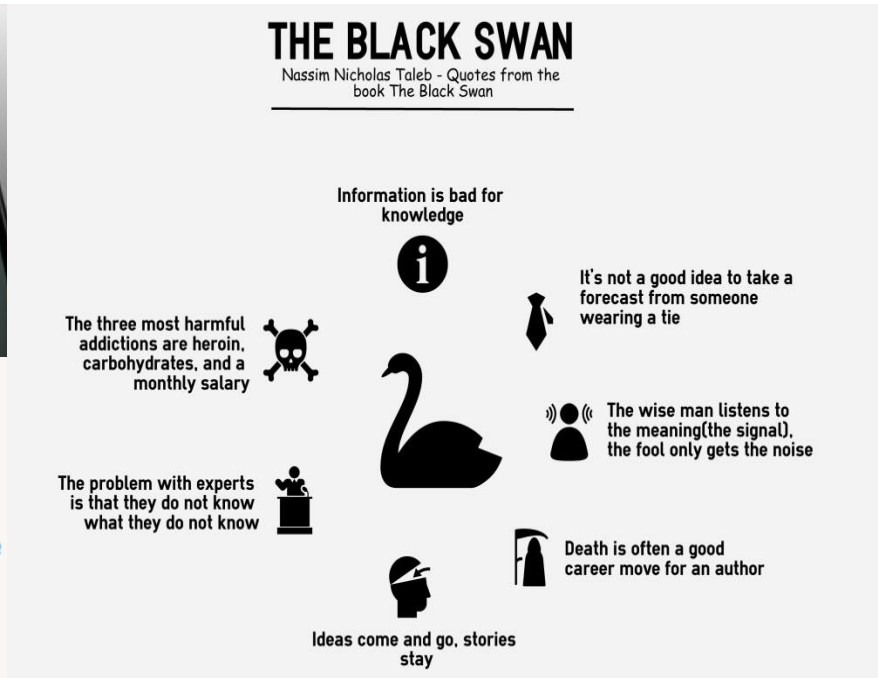
The Evolution of Customer Experience (CX)
Trends in CX and Their Real Impact

- The Rise and Danger of Generative AI (GenAI)
- Observability and not knowing what we don’t know



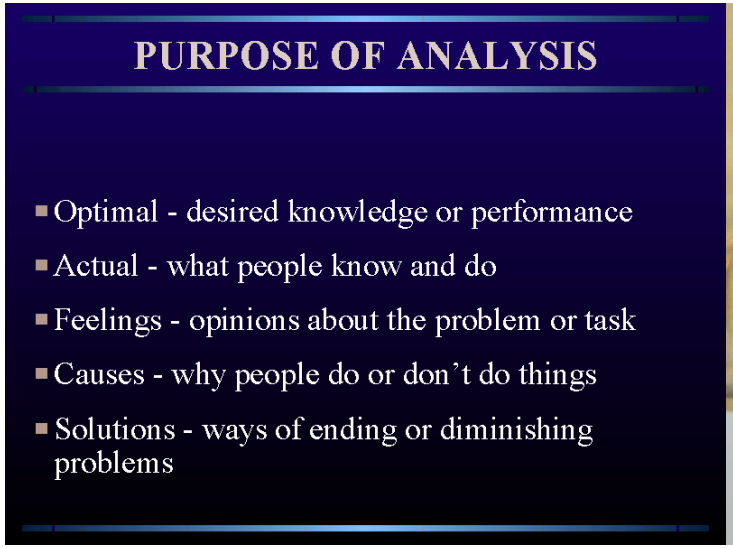
Air Canada pays damages for chatbot lies

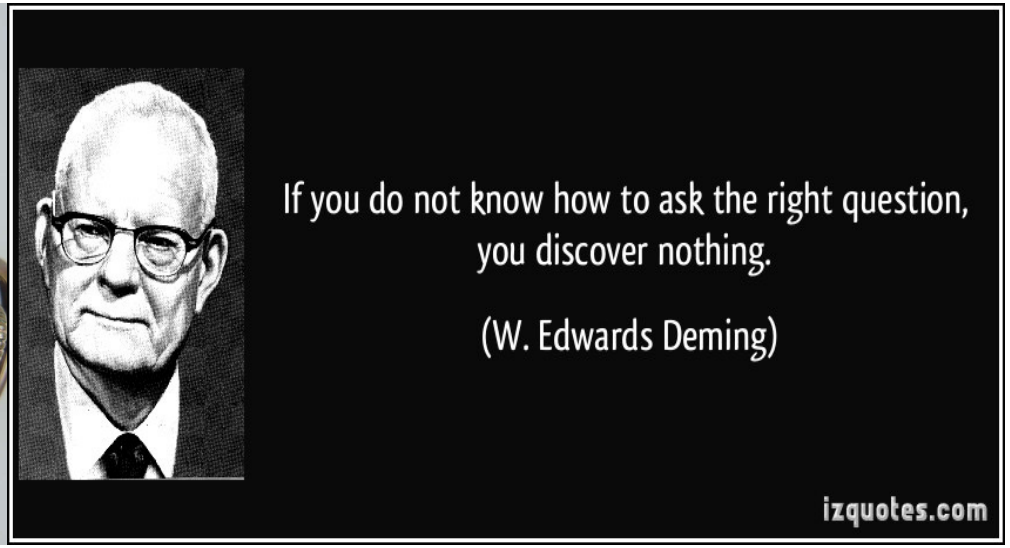
In February 2024, Air Canada was ordered to **pay damages to a passenger** after its virtual assistant gave him incorrect information at a particularly difficult time.



Purpose of Analytics and Insights

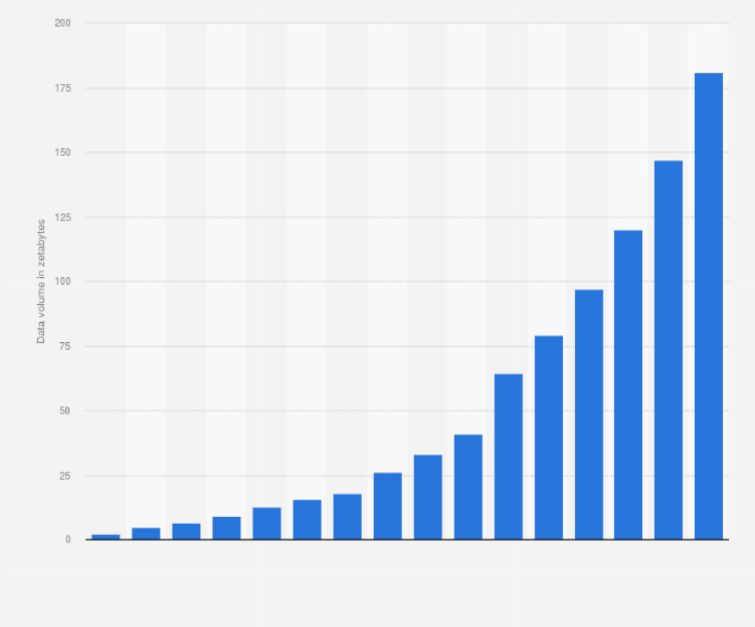
- Define the main goals of using analytics and deriving insights from data.

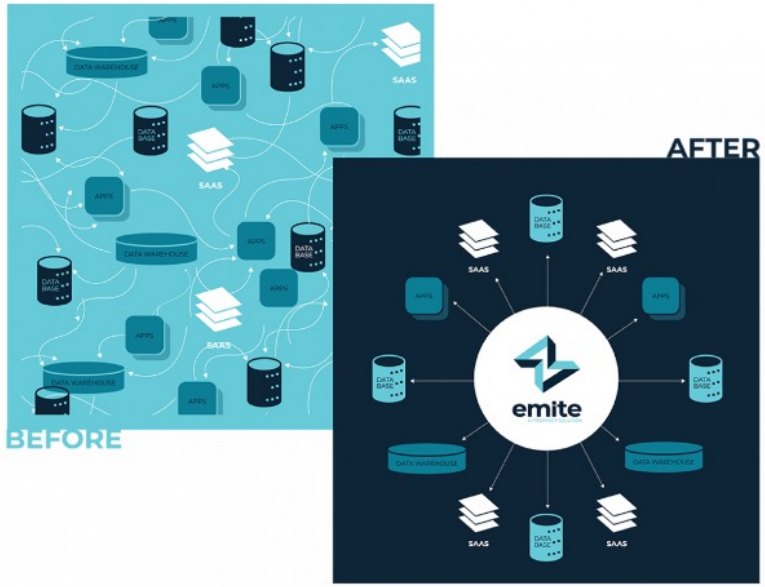




Agile Integrations and Data Empowerment

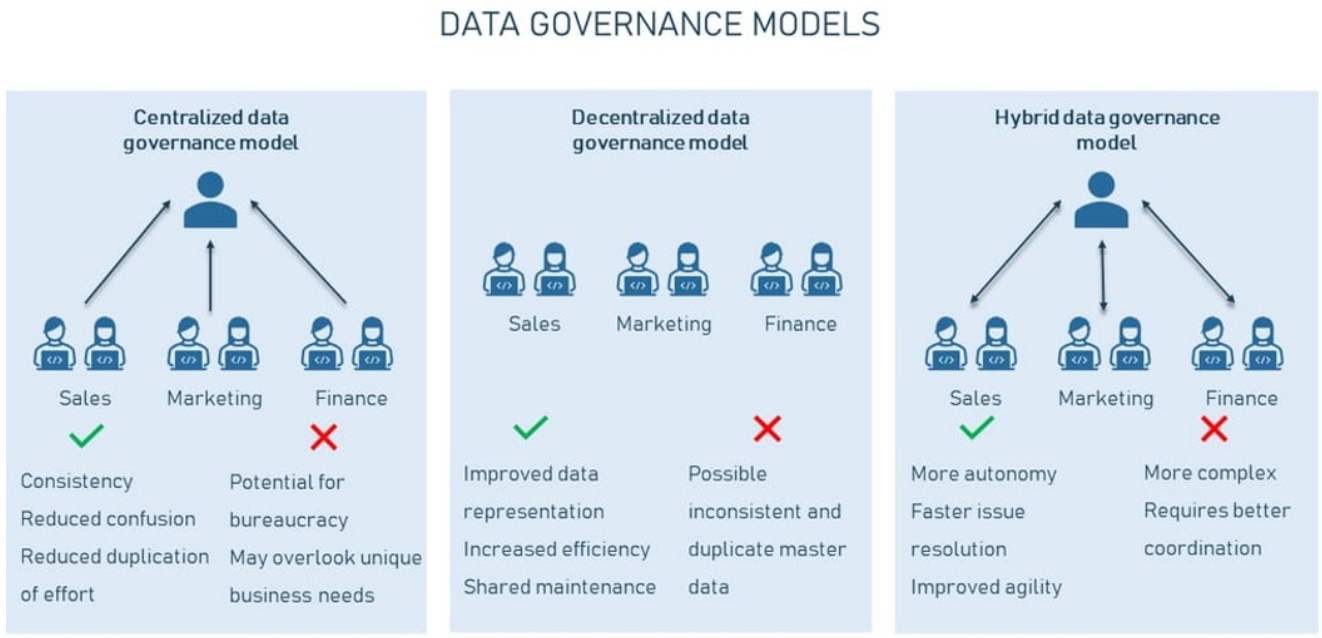
- Define the main goals of using analytics and deriving insights from data.





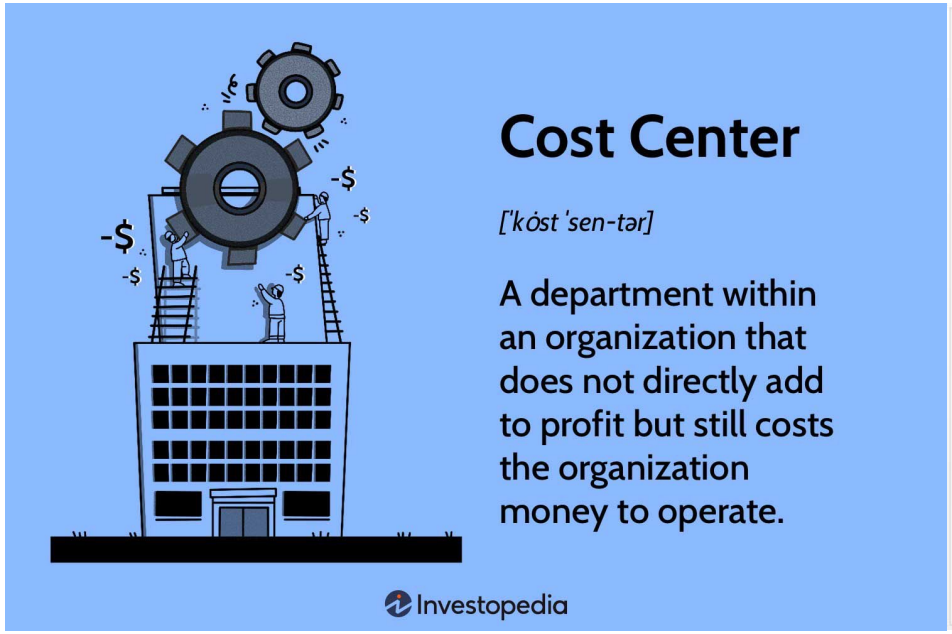
Security and Decentralization

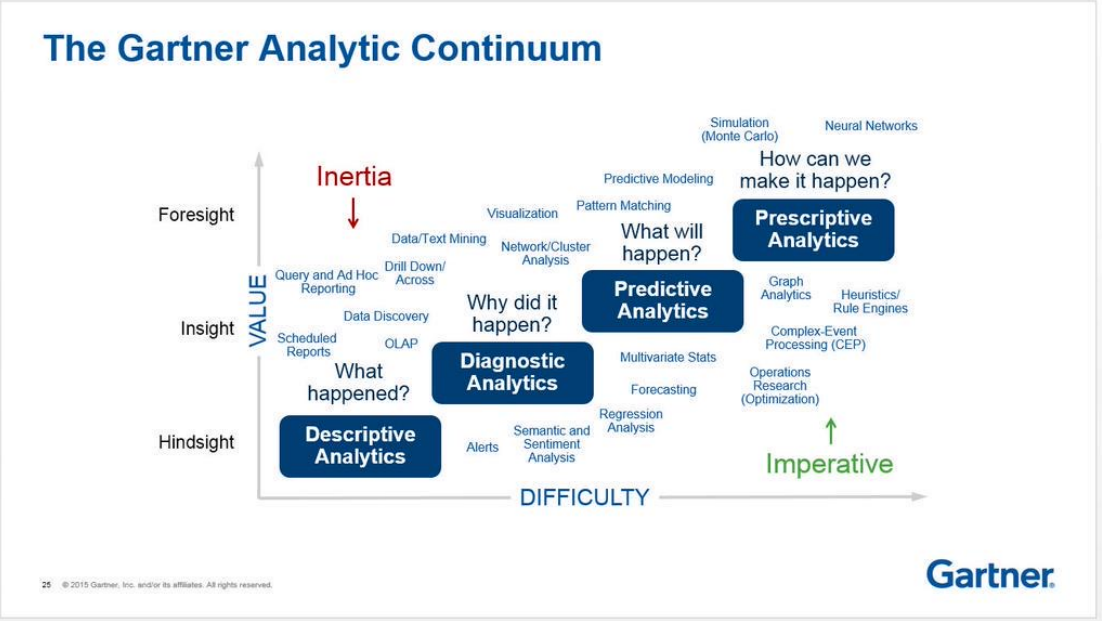
- Discuss the importance of security and the trend towards decentralized data management.



Contact Centres as Strategic Assets

- Highlight the strategic importance of contact centers in the modern business landscape.





Q &A