



Analyzing the Customer Experience With Q-Flow and SSAS

Using Microsoft SQL Server Analysis Service to analyze Q-Flow® data, and to gain an insight of customer experience.

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Q-Flow® Database contains the full record of customer activity and agent interactions in the organization's walk-in service centers. In-depth analysis of the information stored in this database will enable the business to gain a complete insight into the customer experience.

Microsoft SQL Server Analysis Services (SSAS) delivers online analytical processing (OLAP) and data mining functionality for business intelligence applications. Analysis Services supports OLAP by letting you design, create, and manage multidimensional structures that contain data aggregated from other data sources, such as relational databases.

For data mining applications, Analysis Services lets you design, create, and visualize data mining models that are constructed from other data sources by using a wide variety of industry-standard data mining algorithms.

The Difference Between SSAS and SSRS

Microsoft SQL Server Reporting Services (SSRS) delivers enterprise, Web-enabled reporting functionality so you can create reports that draw content from a variety of data sources, publish reports in various formats, and centrally manage security and subscriptions.

SSAS can be one of those data sources. SSRS is simply the aggregator of data, which SSAS can mine. Q-Flow® reports are created in SSRS, using the Q-Flow® database as the data source.

Put simply, SSAS can deliver comprehensive analysis of enterprise data, and use tools such as SSRS to present this.

Why Do We Need SSAS?

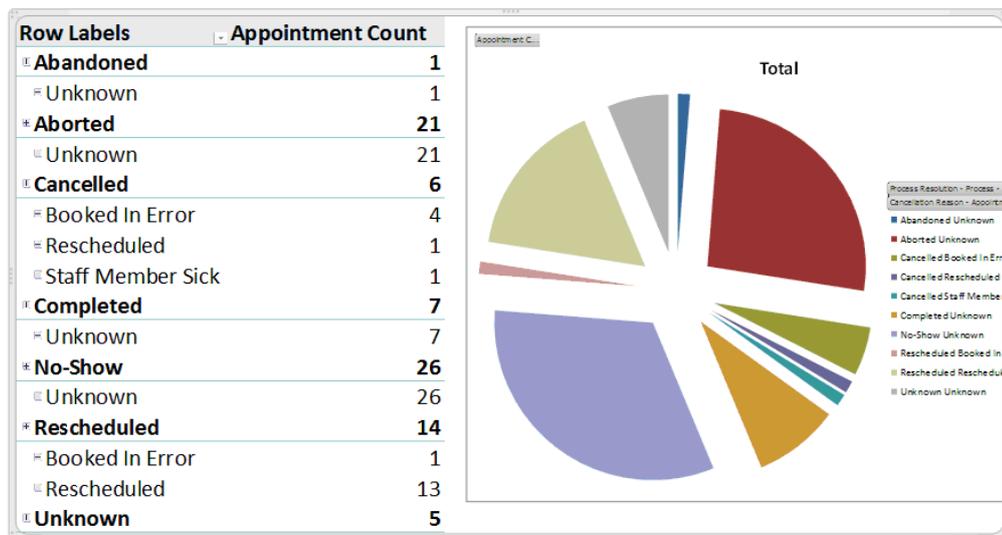
It is the simplicity in which the data can be read and manipulated by end users, who can:

- Benefit from interoperability with Microsoft Office -
 - ✓ Enable business users to access multidimensional data directly from within Microsoft Excel.
 - ✓ Empower business users to effortlessly explore the data they need on demand.
 - ✓ Enjoy the power of the predictive and sophisticated analytical capabilities of data mining directly from Excel by using Data Mining Add-Ins.
- Deliver pervasive business insight -
 - ✓ Integrate with Microsoft SharePoint Server for performance management capabilities including monitoring, analysis, and planning.
 - ✓ Enable collaboration on centralized analytical data by taking advantage of close integration with SharePoint Server.
 - ✓ Benefit from the applications that hundreds of partners have built on top of Analysis Services.
- Extend analysis with web services -
 - ✓ Develop new applications that integrate analytical capabilities with operations in real time.
 - ✓ Use XML for Analysis to expose data and configure client applications to automatically be a web service.
 - ✓ Support tools that work with Analysis Services on OLE DB for OLAP, ADOMD, and ADOMD.NET.

Sample Implementation

The example below uses a Microsoft Excel Pivot table, which takes its data from an OLAP Cube, in SSAS. This very basic table aggregates the number of appointments, and the resolution of those appointments for a given date range. The graph shown is just one possible way (out of many) of representing the digested data contained in such a table.

The great thing about such pivot charts is that a non-technical end user can drill down into the related values and see further data explaining how each result was generated.



Summary

SSAS has many uses in larger organizations where analyzing the many data facets of Q-Flow® is essential to helping management build better customer experiences.

Please [contact Q-nomy](#) to learn more, and to get an expert analyst's advice on the potential this platform can offer.

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