Analytics

USE THE POWER OF DATA TO FUEL **YOUR ENTERPRISE JOURNEY**

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Analytics by MicroGrid offers a deep insight into user behavior and traffic trends. Using industry-leading **GA360 analytics**, you can leverage the power of data to create compelling visualization journeys. This, in turn, provides access to unique insights into what works in creating value to your digital implementations and campaigns.

CAPABILITIES

Traffic Analysis

Use advanced data analytics to monitor website traffic to create successful digital campaigns.

User Behavior

Get actionable insights into how users interact with your business.

Call Analytics

Track user interactions on calls to craft better IVR experiences for your customers.

Transcript and Recording Storage

A comprehensive cloud-based storage of transcripts and call recordings for your enterprise.

Survey and Feedback

Conduct customer surveys to receive feedback directly from your customers to create better experiences.

BUSINESS
BENEFITS

98%
ACCURACY IN CALL
RECORDING TRANSCRIPTS

500+
MANUAL HOURS SAVED PER
PERSON USING DATA-DRIVEN
DECISIONS

15%
INCREASE IN ANNUAL
REVENUE FOR ENTERPRISES
USING DATA ANALYTICS

50%
INCREASE IN RETRIEVING
REAL-TIME DATA

WHY
ANALYTICS?

Total Orders
13,678

Total Sales
11,892

Total Profit
$6,789

» Complete Control over Data

Analytics lets you easily connect with external data sources like Oracle, SQL, etc., and leverage insights, all in one concise dashboard.

» Specialized for Healthcare

Analytics is customized for the Healthcare industry, and offers class-leading data insights for your enterprise.

» Robust and Secure

We offer only the highest standards of security, with ironclad safety protocols and certifications going into developing Analytics, with complete data security and privacy compliance.

» Flexible and Modular

Every enterprise has their own custom requirements which we implement to cater every customization along with beyond-the-mile support and updates.