



Introducing

## ClickFox Announces Customer Behavior Technology

[Keith Dawson](#)

02/12/2007 12:59 PM EST

URL: <http://www.callcentermagazine.com/shared/article/showArticle.jhtml?articleId=197005310>

[ClickFox](#), an Atlanta-based provider of customer behavior intelligence software, announced its new Customer Behavior Intelligence Technology. The new technology includes an audio clip playback feature and the capability for advanced metric thresholding.

Businesses that use ClickFox to analyze behavior and experience can link audio recordings from any recording source to the ClickFox behavioral model. By extending ClickFox's capabilities to link and retrieve audio at any point in the behavior experience, business analysts may view patterns and trends in behavior, as well as hear what customers are saying at critical points during the entire start-to-finish interaction experience.

The ClickFox advanced thresholding for critical metrics allows analysts to set metrics with thresholds that are significant to their particular business operation. ClickFox's dashboards are designed to allow managers to instantly see when critical conditions affect the business indicators.

In an effort to increase the power and value of this feature set, the ClickFox behavioral analytics engine issues an email alert to business owners if the systems analysis identifies an out-of-threshold condition. This early warning system is set up to alert users to an exception, allowing them to ascertain and address any impact to business.



Introducing