

ClickFox: Judge Them by the Company They Keep

PRINT

May 14, 2007

By Sheila McGee-Smith

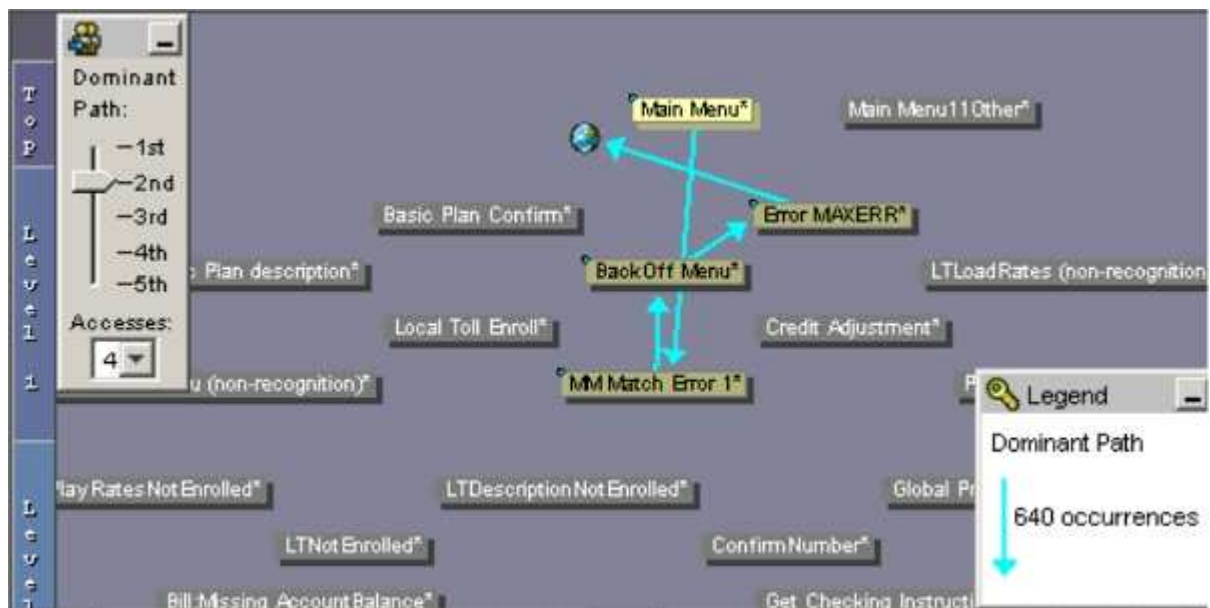
The Farmer and the Stork is an Aesop fable about a farmer who plants traps in his corn field to catch cranes. When he checks the traps, he finds among the cranes a stork who pleads to be spared because he isn't a crane. The farmer says he'll suffer the same fate as anyone who helps ruin his crops. The moral of the story is that you are judged by the company you keep.



[ClickFox](#), a relative new comer to the customer service software space, is putting the old adage to good use. Genesys and Clickfox announced last month that they have integrated their solutions and that Genesys will begin reselling ClickFox software.

Founded in 2000, ClickFox says their solution delivers customer behavior intelligence. Their goal is to automate and quantify the usually cumbersome and qualitative process of optimizing self service solutions. For example, say an airline has five different tasks that callers can complete via interaction with a voice portal system. For 4 of the 5 tasks, callers successfully complete without agent intervention 95 percent of the time. For one task, however, only 75 percent are successful. Why?

ClickFox's proposition is that typical IVR reporting data may tell you "what" is happening, but not "why." One type of ClickFox analysis is shown in the accompanying figure. Of the countless number of alternative paths a caller can take through a voice portal menu, it shows the dominant path, the one most callers follow. In this case, a large portion of customers are ending in an error message and reverting to a live agent.



Taken to the next level, ClickFox can collect and analyze data not only from the IVR/voice portal, but also from a company's web site. This enables a company to see exactly how customers interact within

and across various self service channels, the holy grail of customer reporting systems.

ClickFox's integration with leading contact center solutions doesn't begin and end with Genesys. ClickFox is also an Avaya DevConnect partner and works with leading contact center systems integrators, such as IBM and Accenture. Pretty good company.