PCM Raw data introduction

The intention of the Raw data detailed description is to give the customer a good understanding of what the data means so that the data can be used wisely.

PCM Report Builder vs. PCM Raw Data: Which to Choose and Why?

In the digital age, data-driven decisions are crucial for business success. Puzzel Case Management offers two distinct ways to access and analyse data: The PCM Report Builder and PCM Raw Data. Let's delve deeper into what each offers and how they differ.

PCM Report Builder

The PCM Report Builder is a user-friendly reporting system that's integrated directly into the Puzzel Case Management platform's user interface. Here's what it brings to the table:

1. **Pre-Defined Reports**: This tool is tailored for those who need quick insights without the need for extensive technical expertise. Users can select a report with pre-set columns for a specific duration.

2. **Ticket Performance Report**: One of the highlighted features is the 'Ticket Performance Report'. This report offers a comprehensive look at each ticket ID, breaking down specific events in a ticket's history.

3. **Documentation**: To facilitate users, a complete breakdown of columns and their significance can be found in the [Puzzel help guide](#).

PCM Raw Data

On the other hand, PCM Raw Data is a more hands-on, customisable approach to data access and analytics. Here's what it offers:

1. **Database Access**: With PCM Raw Data, users get access to their very own database instance. This database is synchronised with all necessary tables from their Puzzel Case Management platform.

2. **Custom SQL Queries**: The primary advantage of PCM Raw Data lies in its flexibility. Users can design custom SQL lookups to extract precisely the data they need, tailored to their business KPIs.

3. **Integration with MI Reporting Tools**: This option is beneficial for businesses using specialised Management Information (MI) reporting tools. PCM Raw Data seamlessly integrates with these tools, offering deeper insights.

   [PCM - Guideline for downloading](#)

4. **Long-Term Ticket Tracking**: One standout use case is the capability to track changes to tickets over extended periods. Unlike the PCM Report Builder, which may necessitate daily report generation for ongoing ticket tracking, PCM Raw Data offers a more streamlined approach.

Which to Choose?

The choice between PCM Report Builder and PCM Raw Data largely depends on the user's needs and technical expertise:

- **For Simplicity & Quick Insights**: If you require swift, standardised reports without diving deep into technicalities, PCM Report Builder is your go-to option.

- **For Customizability & Deep Analytics**: If you have the technical know-how and desire in-depth, tailored insights, PCM Raw Data offers the flexibility and depth you need.

In conclusion, both PCM Report Builder and PCM Raw Data are powerful tools in their own right, catering to different user needs. Understanding their distinct features and benefits will help businesses tap into the potential of data-driven decision-

making efficiently.

Tickets vs emails

A ticket is a record of a specific issue, request, or task, often used in customer support and project management systems to track progress, communication, and resolution. An email is a digital message sent electronically from one person to another, commonly used for communication, that can sometimes initiate or be a part of a ticket.

Tickets States (illustration)

Open - The initial state of the ticket, indicating it has been received and is awaiting action or assignment.

On-Hold - Action on the ticket is temporarily paused, usually due to awaiting further information, an external dependency, or a future event.

Pending - The ticket is awaiting a response or action, either from the customer, another department, or an external party.

Resolved - The issue or request raised in the ticket has been addressed. It awaits acknowledgement from the customer or another stipulated period before closure.

Closed - The ticket process has been completed in its entirety. No further actions or follow-ups are required.

PCM Teams vs. PCC Queues: A Deep Dive

PCM Teams: PCM Teams are integral to the Puzzel Case Management (PCM) system. They serve a straightforward yet crucial function:

- **Functionality**: Teams are set up to categorise and assign specific tickets to groups of agents.

- **Skill-Based Assignment**: The main goal is to ensure that tickets are directed towards agents who possess the right skills to address and resolve them efficiently.

PCC Queues: PCC Queues, on the other hand, operate within the Puzzel Contact Center (PCC). Their scope is broader, and they have a distinct role:

- **Versatility**: PCC Queues are designed to manage and streamline any media type, whether it originates from the Puzzel suite or from external third-party products.

- **Centralisation**: These queues act as a central hub, capturing requests from various sources and ensuring they are systematically addressed.

Integration of PCM Teams and PCC Queues: The true power of these systems becomes evident when they are integrated:

- **Streamlined Workflow**: When an integration between a PCM Team and a PCC Queue is active, tickets in an 'Open' status (or other integrated states) are funnelled directly into the PCC Queue.

- **Allocation Engine**: This mechanism ensures that the work lines up systematically for available agents. As agents accept PCM Requests from the queue, they're automatically assigned the corresponding ticket and can immediately begin addressing it within the Puzzel Contact Center.

Reporting Capabilities: The Puzzel system provides robust reporting capabilities:

- **Media Archive & PCC Raw Data**: For agents and managers wanting insights into the ticket request attributes, the Media Archive and 'PCC Raw Data' offer detailed reporting.

- **Deep Dive with PCM Raw Data**: For those seeking in-depth statistics at the ticket level, 'PCM Raw Data' provides comprehensive data analytics.

In essence, while PCM Teams and PCC Queues serve different primary functions within the Puzzel ecosystem, their integration allows for a seamless flow of tasks and efficient resolution, leveraging the strengths of both systems