CASE STUDY

The dashboards existed. The data existed. Nobody trusted either one. Your call center is running on reporting you cannot validate.

A government services agency had an existing reporting solution for its Amazon Connect contact center. Over time, trust in the data had eroded: metrics could not be independently validated, documentation was missing, support requests went unanswered, and supervisors had no real-time queue visibility. Armely replaced the incumbent solution with a live Power BI DirectQuery wallboard connected to Snowflake, with every metric documented and independently verifiable.

Does this describe your call center reporting?

- You cannot independently validate whether your dashboard metrics match what actually happened.
- Known data quality issues persist across reporting cycles with no resolution in sight.
- Documentation of metric definitions, calculations, and data logic is incomplete or missing.
- Supervisors have no real-time view of queue status or agent availability.
- Support requests to your reporting vendor go unanswered or exceed agreed timelines.
- When staff turn over, there is no reliable reference for how reporting works or what numbers mean.

What Armely built for a government agency

Context: A government services agency operating a multi-queue Amazon Connect contact center with resident-facing operations. The existing reporting vendor had lost the agency's trust across four dimensions: data accuracy, documentation, responsiveness, and problem resolution.

What Armely built: A real-time Power BI DirectQuery dashboard (Agents Wallboard) connected to Snowflake with zero refresh lag. Three service queues monitored independently with color-coded alert thresholds. Sixteen agent statuses ranked by operational priority. Every metric documented with business definitions, annotated DAX/SQL logic, and ready-to-run validation queries.

The result: Supervisors see live queue and agent status on every load. Any metric can be validated against source data without developer involvement. Three data accuracy issues in the original solution were corrected at the source and documented with before-and-after explanations.

Before	After
Dashboard metrics could not be independently validated against source data	**Every metric has a ready-to-run Snowflake validation query staff can execute directly**
Batch reporting introduced refresh lag between dashboard and actual call center state	**Power BI DirectQuery connects live to Snowflake on every load, zero refresh lag**
No real-time queue or agent visibility for supervisors	**Three queues monitored independently with green/amber/red alert thresholds on wait times**
Metric definitions, calculation logic, and data transformations undocumented	**Full documentation: metric definitions, annotated DAX/SQL, architecture diagrams, user guide**
Data accuracy issues (call state, queue classification, wait time) persisted unresolved	**Three accuracy issues corrected at the source with documented before-and-after validations**
Support requests exceeded agreed SLA timelines with no resolution path	**Every design decision shared before implementation with written trade-off analysis**

Book a free analytics environment review

We look at your current call center reporting, your data sources, and what a live, validated reporting layer would look like for your operation.

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