



## Powerful Online Call Statistics

Gold Numbers leading Management Information System provides access to a wealth of crucial inbound call management and marketing information, available at your fingertips.

- **React Rapidly** to any situation by accessing a range of near real time call data and update your call flow online to ensure you maximize your inbound response capability.
- **Plan More Effectively** by analyzing a range of detailed call information online and offline to measure performance accurately, allocate resources more efficiently and improve customer service.
- **Market More Successfully** with instant access to a range of key marketing reports empowering your marketing professionals to make informed decisions on current and future campaigns.

We believe the management information we provide is so powerful that you'll wonder how you ever survived without it!



### React Rapidly

- The Dialed Number Summary Report shows live data on number of calls answered, unanswered, engaged, average call duration and average time to answer
- The Target Summary Report shows similar live data to above, but organized by target number helping to highlight any potential resourcing issues
- The Daily Summary Report shows detailed call data by 15 minute intervals to highlight busy periods and enabling you to update call flows immediately

### Plan Effectively

- Download a range of reports in CSV format to enable you to measure performance accurately and plan more effectively
- The Simultaneous Call Report shows the maximum number of simultaneous calls received to allocate your optimum number of lines
- The Target Overflow Report highlights drop offs and ensures you allocate resources efficiently via ratio plans and divert plans
- Detailed information such as 'unique callers for specified time period' help you to really understand your calls and improve customer service

### Successful Marketing

- Insert a description against each number making it easy to monitor individual campaigns in real time from your web browser
- The Call Originator Report enables you to view response by geography, right down to post code level, enabling you to improve targeting
- View all reports online, in graphical form, downloaded into CSV format or even have them emailed to you on a daily basis

**Target Overflow: Total Calls** Close Window

From: 03/07/03 00:00 To: 03/07/03 23:59 Customer: Customer 1  
 Service Type: Inbound Description: All Number: All

Target Number	Call Count	Answered	Unanswered	Engaged
Target 1	124			
Target 2	28			
Target 3	13			
Target 4	11			
Target 5	5			
Target 6	2			

  

From: 23/06/03 00:00 To: 23/06/03 23:59  
 Service Type: Inbound Description: All Number: All  
 CL: All Target: All Duration (s): All Call Result: All

Number	Description	Calls	Answer	Unans	Engaged	% Answer	% Unans	% En
011111000000	Line 1	1	1	0	0	100	0	0
011111000001	Line 2	1	1	0	0	100	0	0
011111000003	Line 4	1	1	0	0	100	0	0

  

**Dialed Number Results** Logout Customer 1

From: 23/06/03 00:00 To: 23/06/03 23:59 Customer: All  
 Service Type: Inbound Description: All Number: All  
 CL: All Target: All Duration (s): All Call Result: All

Number	Description	Calls	Answer	Unans	Eng'd	% Ans	% Unans	% Eng	Total Mins	Avgdur	AvgTIA	AvgRTTR
011111000000	Line 1	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000001	Line 2	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000003	Line 4	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000004	Line 5	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000006	Line 8	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000006	Line 7	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000007	Line 8	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000000	Line 9	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
011111000006	Line 10	1	1	0	0	100.0	0.0	0.0	0.50	30.0	0.0	0.0
TOTAL 9		9	9	0	0	100.0	0.0	0.0	4.50	30.0	0.0	0.0

Statistical report formats (from top: Graphical, Downloaded and Online)