The Benefits of Call Logging

Introduction

Organisations today are faced with many challenges. It's a highly competitive world in which our customers have many choices when it comes to buying any goods and services.

Retaining existing customers, controlling costs and seeking competitive advantage have always been difficult goals and a challenging economic environment only adds to that difficulty.

Many companies and organisations however, thrive in such circumstances and this guide seeks to show one way of achieving those goals through the effective use of communications.

There can be no doubt that the pace of technological developments and change within the communications world has accelerated in recent times – the Internet alone has demonstrated this to us all and opened up a myriad of commercial opportunities – and threats for business.

For small to medium enterprises (SMEs), often without in-house technical skills and experience to determine which communications products and applications are best suited to their business, the prospect of using technology for commercial advantage can be daunting.

Get it right and the business could be transformed. Get it wrong and it could be an expensive mistake that could have more than a financial cost.

Call Management

The old maxim that 'You can't manage what you don't measure' has proved to be so true when it comes to communications.

Call Management applications software is a simple to use, yet highly sophisticated management tool that lets a company see what is happening within their business when it comes to telephone usage and much more.

Quite simply, Call Management can help you run your business better, increase productivity and save you money.

How?

Well, let us examine just a few of things that Call Management systems can do and how they could transform your business.

Cost Control

When your monthly or quarterly phone usage bill arrives from your supplier do you often wonder how you could have spent so much money? Even in these days of cheaper call rates organisations get caught out by unauthorised calls to distant locations or, heaven forbid, to premium rate numbers. With Call Management you can reconcile your phone bill by seeing reports that show the phone calls you actually made, by number, call duration, which extension made the call. More significantly, you can block calls to unauthorised numbers so you don't get caught out again.

Hacking

It's a sad fact that the hacking of phone systems is on the increase again. Criminals can hi-jack un-protected systems – usually at night or over a weekend – and use them to redirect calls to overseas locations or very expensive premium rate numbers they own. The first users general know about it is when they get the bill, often tens of thousands of pounds – and be warned, you are liable and you have to pay up. Call Management can protect you against this fraud by identifying any irregular call patterns and stopping the calls before damage is done.

Major Accounts

OK, so you know who your major account customers are but what time are you actually spending on the phone to them making sure they are your accounts and not your competitors? No idea huh? Well with Call Management you can list out your major accounts and identify calls to and from them in simple to read reports. How many calls did you miss last month from your biggest customers? No idea on that either? I think you need Call Management.

Sales Calls

If you have a telesales team canvassing for business or just appointments then how do you know how effective they are? Who really is your top performer? Who needs training? Call Management can identify which of your staff is making the right number of calls.

Service Desks

Do you know which of your customers is tying up your expensive customer service desk? Are 80% of your service calls coming from just 20% of your customers? Worse still, are those 20% of customers really spending any money with your business? If you don't know then perhaps you really should find out so you can take action. Once again, call management will identify the issues and provide the reports you need.

Call Management software can really help your business identify weaknesses in operations and turn them in to strengths. The return on investment is very quick too.

report 09 - User : Supervisor

File   Reports   View   Options   Help

Login | Configure Company | Print Setup | New Report | Edit Report | Delete Report | Run Selected Report

Cost Reports

- Summary By Group (Data Only)
- Summary By Group (Graphs Only)
- Summary By Group
- Summary By Group/Extension (Data Only)
- Summary By Group/Extension (Graphs Only)
- Summary By Group/Extension
- Summary By Extn/Value (Data Only)
- Summary By Extn/Value (Graph Only)
- Summary By Extn/Value
- Summary By Extn/Duration (Data Only)
- Summary By Extn/Duration (Graph Only)
- Summary By Extn/Duration
- Summary By Extn/Frequency (Data Only)

Response Reports
Traffic Reports
Account Reports
Custom Reports
Other Reports
Scheduled Reports

Cost Summary By Group

Site(s)   All Sites
For Date(s)   Range   Range   17/11/2008 - 23/11/2008
Report Action   Run   Example
Building Report   Not currently processing

No Filters Currently Applied
Filters | Save Filters | Reset Filters | Hold Filters (Ctrl)

Data for site   ACME - Bristol   in month   Jun-2011

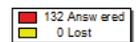Run on : 2 June 2011 15:07:13   Page 1

Summary By Group/Extension

Site : (1)ACME - Bristol. **Calls** from Mon Nov 17 2008 to Sun Nov 23 2008. **Calls** from 00:00 to 23:59 **each day.**

Department / Extension	Total Rec	Total Ans	Ave Ring	Long Ring	Within 7 Sec Calls	Within 7 Sec %	Outside 7 Sec Calls	Outside 7 Sec %	Un Ans Calls	Lost Total Calls	Lost Ave Ring	Lost Long Ring	Total Calls	Total Talk
ACME Ltd														
Accounts														
ACM 496 E Desk	1	1	0.0	0	1	100	0	0	0	0	0	0	1	0:02:16
ACM 497 G Brown	44	44	2.8	14	43	98	1	2	0	0	0	0	44	1:07:25
ACM 495 E Woodward	10	10	3.8	15	8	80	2	20	0	0	0	0	10	0:24:49
ACM 491 T White	40	40	4.8	57	37	93	3	7	0	0	0	0	40	0:31:37
ACM 493 R Champion	37	37	1.9	8	36	97	1	3	0	0	0	0	37	1:40:14
Totals for Accounts	132	132	3.2	57	125	95%	7	5%	0	0	0	0	132	3:46:21
	100%	100%								0%				

Total Calls

132 Answered
0 Lost

Example Reports