



# More information. Better decisions.

Get the complete picture with  
BT Cloud Voice Call Analytics.

**All business.** No drama.

# Look who's talking. And who's not.

Your customers don't want to have to wait because there aren't enough people answering calls in your office at lunchtime. You don't want to pay for people to sit idle while the phones remain silent. Angry customers. Missed calls. High costs. You can do without that kind of drama.

You can't run a business on guesswork.

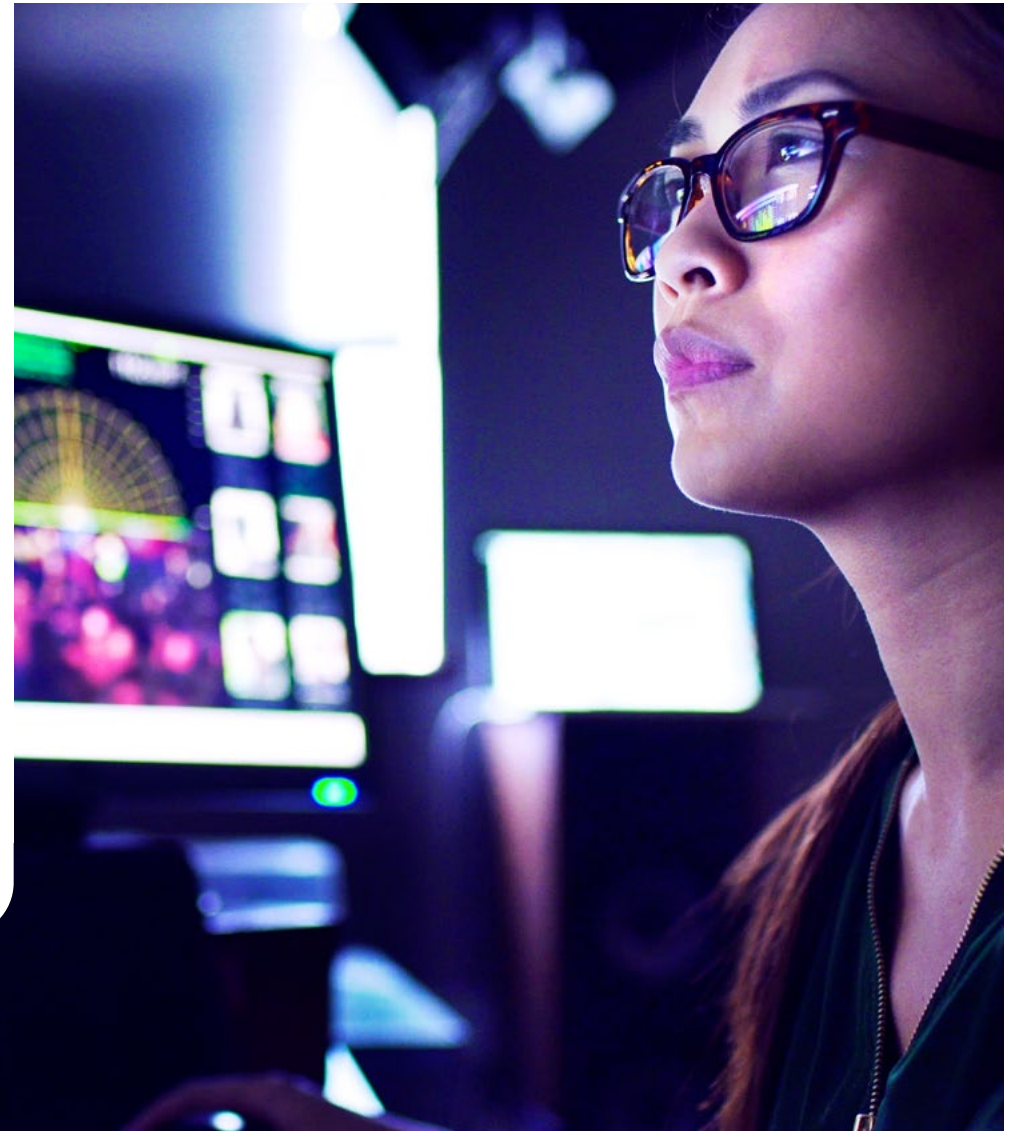
That's where Call Analytics comes in. It works with Cloud Voice to give you the data and analysis you need to run an effective business, helping you maintain a laser focus on the calls you make, attempt, receive, and miss. By giving you total visibility of what's going on, Call Analytics brings business insight to your call management.

Whether you're using a mobile device or a desktop, viewing your data is remarkably easy with our online portal. We can also provide training, so you can get the most out of Call Analytics without having to work it out yourself.

You can choose how granular you want your reporting to be – company, department, team or employee – giving you the insights and trend visibility you need to make incisive business decisions, spot ways to cut costs, and keep your customers happy.

And if you're operating a call centre you can even display real-time information on wallboards so your teams can surf the waves of incoming calls.

**Call Analytics. All business. No drama.**





## Boost your customer service

When your team's firing on all cylinders, you're more likely to have happy customers. And when your customers are happy, they're far more likely to send a friend your way.

With the right analytics, you can see your business from a customer's perspective. Get insights into how long they wait to speak to you, how long their calls last, and who hangs up. Then use that data to better train your staff, cut down on call queue bottlenecks and make sure you're giving the best possible service. You can even send reports to clients to show them how fast you're answering their calls.

## Be more efficient

Seeing the types of calls you're getting (and when you're getting them) can help you put your people in the right places at the right times. By knowing when the phone's likely to ring off the hook, you can schedule enough staff to be in the office to pick up.

With insight into different call types, including calls to international and premium rate numbers, you can keep your team on track – and even charge back personal calls to keep costs low.



## Enhance your reputation

Every business wants to be reliable and responsive when it matters most. By combining real-time stats with the tools you need to take a long-term look at call patterns and trends, we've made it easier than ever. For instance, no one wants a reputation for not calling their clients back. The unreturned calls report not only displays calls that you've missed but those that you haven't called again later. It also filters out those calls your wider team have already rung back, saving you time and effort.

With an up to the minute view of what's going on, you can get more hands on deck and bring down response times when it really matters. And by knowing what your calls look like in a typical month, or year-on-year, you can plan ahead the right way. Move staff to handle demand as it changes, coach them based on their individual stats, or use data to guide investments. It all builds towards a better business.

# A plan for every business.

Every business is different, so we've put together three different plans to choose from, depending on the data you need and the size of your operation. From a single office with a small team, right through to a large contact centre operation across lots of sites, we've got you covered.

## Insight

If you need to understand your business' call trends and patterns, but don't need real-time data, Insight's an ideal choice. You'll get data on things like missed and unreturned calls, incoming call volume and percentage answered, and call ringtime and duration.

With Insight, you can:

- get key call insights at a glance with pre-built dashboards
- keep up to speed with data that updates every 15 minutes
- get reports for individual direct lines (DDI), users or your whole business
- access up to 12 months of historical call data
- create and email PDF or CSV report data in a snap.

## Report

If you need detailed insights instantly and want to configure your reports, Report is for you.

Along with all the features of Insight, you can:

- select from a catalogue of report templates and customise your own
- customise My Dashboard and My Wallboard to display your KPIs
- get real-time data on how many calls your people make, receive or miss
- schedule reports to send by email and create high level executive summaries
- see a full history of your call data
- break down reports by individual direct lines (DDI), users, business, department, cost centre and more
- drive productivity, using SLA-based dashboards.

## Report Premier

If you're running a contact centre operation and need live information to see things like how many calls are waiting, Report Premier has you covered.

Along with all the features of Insight and Report, you can:

- see live data on queues and agents
- get real-time information on calls waiting and calls in progress
- create and customise wallboards to show teams' productivity and groups' performance
- use supervisor tools to review performance and plan future shifts for your people
- give your people access to their own personalised call analytics dashboards so they can monitor their own performance and customer service.

# Picking your package.

We've pulled out the key parts of each package below so you can see how they stack up.

	Insight	Report	Report Premier
<b>On-demand call analytics</b>			
Mobile web app	✓	✓	✓
Real-time call data	Every 15 mins	✓	✓
Restrict supervisor access by role (site, division, department, cost centre)		✓	✓
Option to select landing page to be displayed on login		✓	✓
<b>Facilitate GDPR Compliance</b>			
GDPR compliance management; archive user, mask customer number	✓	✓	✓
Audit trail to retain and display history of all reports that have been run, by whom, and with full history of edits to users and departments	✓	✓	✓
<b>Visualise and measure customer KPIs and staff productivity</b>			
Insight dashboard showing KPI summary	✓	✓	✓
High level Executive Summary Report (multiple reports consolidated into one single report)		✓	✓
KPI-driven business productivity dashboards detailing call and callback performance by user, DDI and department		✓	✓
Customisable dashboard to display business KPIs on tiles with 'snap to grid' functionality		✓	✓
Configurable wallboard to display filtered data on tiles with optional transitions, docking panel, links to external URLs and threshold alarms		✓	✓
<b>Customise and manipulate data to share critical business insight with colleagues and customers</b>			
Reports catalogue of pre-configured reports		✓	✓
Extensive report filtering to customise reports and add to favourites by: date/time/trading hours, user, business level, DDI, campaign, call type/destination/duration/ring time	By date/time only	✓	✓
Use column headers to sort reports in ascending or descending order	✓	✓	✓
Export reports in PDF and CSV formats	✓	✓	✓
Email reports direct from portal to one or many (PDF/CSV)	✓	✓	✓
Schedule reports (PDF/CSV/HTML) to be automatically sent to key management or personnel by the system at user-defined intervals		✓	✓

	Insight	Report	Report Premier
<b>Analyse and measure performance across the business</b>			
Historical trend analysis and reporting	12 months	✓	✓
Call traffic reports by hour/half hour to understand busy times	By hour	✓	✓
Detailed call activity reporting by subscriber and by duration	✓	✓	✓
Multi-level reporting by site, division, department, cost centre		✓	✓
<b>Understand customer interaction</b>			
Upload customer contacts to understand frequency of customer interactions for customer retention (by customer number/campaign)		✓	✓
Analyse call flows by customer to understand the customer journey		✓	✓
Report by area for geographical call profiling of customers		✓	✓
Report on incoming business/campaign-specific numbers (DDI) to measure the effectiveness of campaigns	✓	✓	✓
<b>Keep an eye on costs</b>			
Upload call tariffs for simple call rating to charge on the cost of a call		✓	✓
Call accounting reports by department or user		✓	✓
<b>Meet service levels and maximise revenue</b>			
Monitor and compare incoming call trends (call volumes, targets, unanswered calls)	✓	✓	✓
Report on Percentage of Calls Answered (PCA) within the target response time	✓	✓	✓
Report on Percentage of Calls Answered across the business (percentage answered)	✓	✓	✓
Report on Grade of Service (GoS) across all calls into the business	✓	✓	✓
Understand how long a customer is prepared to wait to be answered using Caller Tolerance to manage peak times and avoid missed calls		✓	✓
Monitor unreturned missed calls by caller	✓	✓	✓
Define the value of a call to report on the estimated value of calls and the financial opportunity if missed calls are returned		✓	✓
Report on call ring time, duration and missed calls by DDI	✓	✓	✓
Cradle-to-grave reporting to track calls through the business and gain insight into the customer journey		✓	✓

	Insight	Report	Report Premier
<b>Track individual performance</b>			
User activity reporting to review customer interactions and time on calls; incoming, outgoing and missed calls and average call duration	✓	✓	✓
User personal call history	✓	✓	✓
Optional access to own call statistics or team analytics	✓	✓	✓
<b>Monitor customer-facing team performance</b>			
ACD wallboard; calls in queue, average handling time, expected/longest call waiting time, agents assigned/staffed/idle/unavailable/busy and total answered/offered calls			✓
KPI-driven contact centre productivity dashboards detailing call and callback performance by group and agent			✓
Report on call ring time, duration and missed calls by call group			✓
Manage call queues with live reporting on queues and longest queue time now			✓
Report on bounced calls		✓	✓
<b>Manage agent activity*</b>			
Agent busy reporting*			✓
Agent availability live updates and status analysis*			✓
Agent activity reporting*			✓
Reporting on agent activity by call centre queue*			✓
View live call status (showing on call, free, on DND)*			✓
Duration in status*			✓
Availability reporting (on-break reason code)*			✓
Caller/caller party details (own call or other user)*			✓
Active status control (DND, log in/out of queue)*			✓

\*Requires View Agent licence add on



# Find out more

Whether you're already using Cloud Voice or you're giving your phone system an overhaul, we're here to help.

Find out more about Cloud Voice at  
[bt.com/business/cloudvoice](https://bt.com/business/cloudvoice)



You'll need BT Cloud Voice in order to take BT Cloud Voice Call Analytics. Call Analytics can also be used with BT Cloud Voice SIP, but the reporting will be at SIP trunk level only, so will affect the detail of information available to you. You can find our standard terms and conditions at [bt.com/terms](https://bt.com/terms). You'll find the terms and conditions for BT Cloud Voice under 'IP communications'.

## Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2021. Registered office: 81 Newgate Street, London EC1A 7AJ.  
Registered in England No. 1800000.

August 2021