



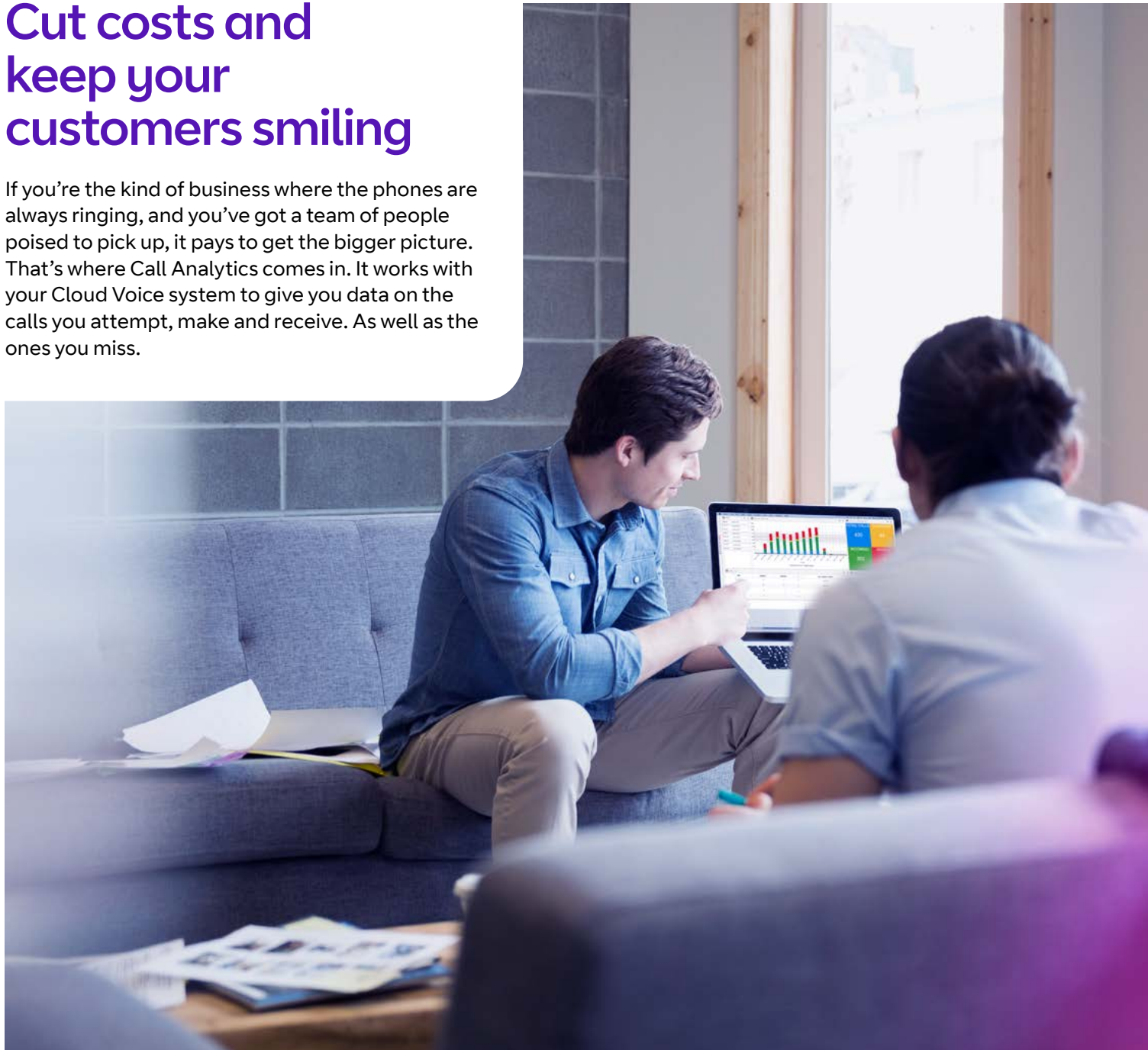
More information. Better decisions.

Get the true picture of your business' calls with BT Cloud Voice Call Analytics



Cut costs and keep your customers smiling

If you're the kind of business where the phones are always ringing, and you've got a team of people poised to pick up, it pays to get the bigger picture. That's where Call Analytics comes in. It works with your Cloud Voice system to give you data on the calls you attempt, make and receive. As well as the ones you miss.

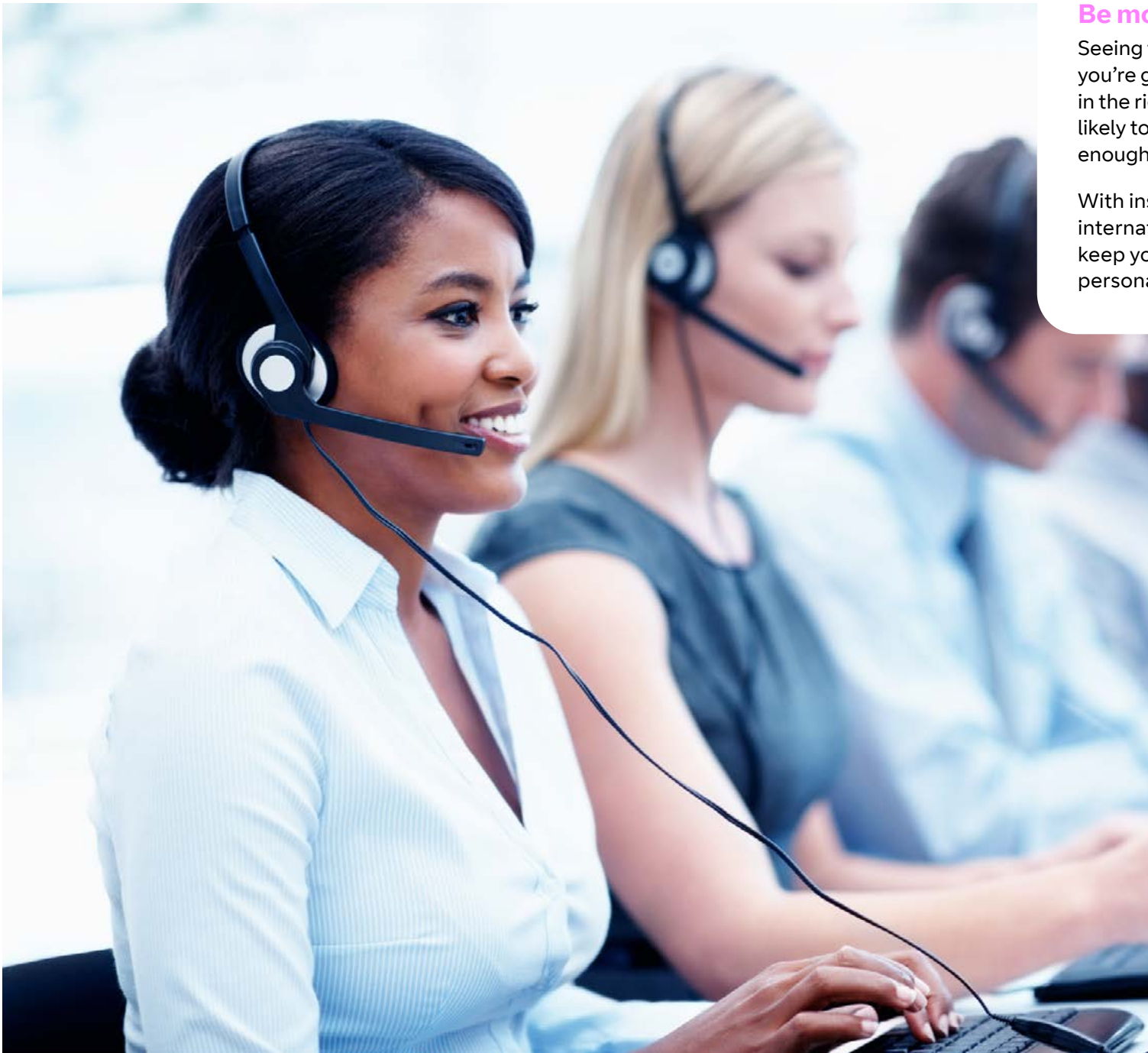


Whether you're using a smartphone or a PC, viewing your call data is easy with our online portal. But we can also provide training, so you can learn to use Call Analytics anyway you want. You can choose how detailed you want your reporting to be – at a company, department, team or employee level. It'll even analyse them and show trends. With wallboards showing you real-time information, you can make better business decisions, spot ways to cut costs and keep your customers happy.

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. 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, like ones to international and premium rate numbers, you can keep your team on track – and even charge back personal calls to keep costs low.

Better your reputation

Every business wants to be reliable and responsive when it matters most. By combining real-time stats and the tools to take a longterm 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 even 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

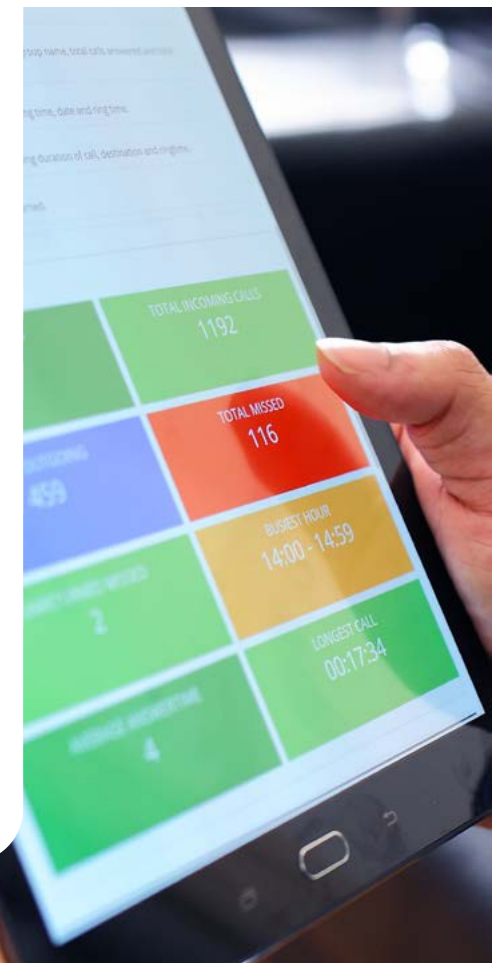
If you need detailed insights instantly and want to configure your reports, Report is for you. Along with all the features of Insight, you can:

- select from a catalogue of reports or customise your own and create wallboards with real-time information
- 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.

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 how teams and groups are performing
- 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.

What you will get	Insight	Report	Report Premier
On-demand call analytics			
Mobile web app	✓	✓	✓
Real-time call data	Every 15 mins	✓	✓
Configurable dashboards	Predefined	✓	✓
Wallboard with customisable tiles	Predefined	✓	✓
Complying with GDPR			
GDPR compliance management	✓	✓	✓
Audit trail and reporting	✓	✓	✓
Analyse business performance KPIs			
Historical call analytics	12 months	✓	✓
Reports on call activity by subscriber, area, and duration	✓	✓	✓
Report on incoming business numbers (DDI)	✓	✓	✓
Multi-level reporting by site, division, department, cost centre		✓	✓
Call traffic reports by half hour	By hour	✓	✓
Incoming call analytics (measuring call volumes, targets, unanswered calls)	✓	✓	✓
Report on percentage calls answered (PCA)	✓	✓	✓
Report on grade of service (GoS)		✓	✓
Report on unreturned missed calls	✓	✓	✓
Report on incoming call activity by customer		✓	✓
Call ringtime, duration and missed calls by DDI/hunt group	✓	✓	✓
High level executive summary report (consolidating multiple reports into one)		✓	✓

Picking your package

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

What you will get	Insight	Report	Report Premier
Export, email and schedule reports			
Export reports (in PDF and CSV formats)	✓	✓	✓
Email reports (as PDF or CSV)	✓	✓	✓
Schedule reports to be emailed out		✓	✓
View live business statistics			
Live calls waiting in the business (by DDI)			✓
Live waiting times for calls to be answered (by DDI)			✓
Live calls waiting and waiting time by call centre queue/hunt group			✓
Live list of unreturned missed calls		✓	✓
Live call status (showing on call, free, on DND)			✓
User activity reporting			
User activity reporting (incoming, outgoing, missed calls and average call duration)		✓	✓
User personal wallboard		✓	✓
User personal call history		✓	✓
My console user access to own call analytics		✓	✓
ACD reporting for contact team supervisors			
Restrict supervisor access by role (site, division, department, cost centre)		✓	✓
Report on hunt groups		✓	✓
Call centre calls queuing and longest queue time now			✓
ACD wallboard			✓
Bounce reporting			✓

Picking your package

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

What you will get	Insight	Report	Report Premier
Agent activity reporting			
Agent busy reporting			✓*
Agent availability live updates and status analysis			✓*
Agent activity reporting			✓*
Reporting on agent activity by call centre queue			✓*
Duration in status			✓*
Caller/caller party details (own call or other user)			✓*
Active status (DND, log in/out of queue)			✓

*Requires View Agent licence add on

How to get in touch

Whether you're already using Cloud Voice in your business, or you're giving your whole telephone operation an overhaul, we're here to help. To find out more about Call Analytics, visit 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 www.bt.com/terms. You'll find the terms and conditions for BT Cloud Voice under 'IP communications'.

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 BT plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

Offices Worldwide

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