

ThreeSixty Call Analytics

Make sense of your call data to maximise your marketing investment.

As consumers increasingly use their smartphones to research, browse, and connect with businesses, brands are developing a newfound respect for the inbound call as an integral part of the conversion path. Call analytics can enhance call center representatives, performance by identifying knowledge gaps and areas that may require more training. Call analytics can also optimize call-handling times and improve first-contact resolution.

Welltel Call Analytics software measures and manages inbound phone calls, from initially assigning call tracking numbers to measuring, monitoring, analyzing and reporting the resulting caller data. It also helps identify which offices are busiest and which need greater support. To enable these functions, the solution provides call tracking, recording, routing and attribution tools.

"The key benefits have been a menu system to distribute our inbound calls, better visibility on our advertising with monthly marketing reports, friendly and efficient customer care and a reduced monthly phone bill." - Simon Dowling, Managing Director - Giraffe Childcare & Early Learning

Your Complete Call Handling Service

Save your business thousands in marketing and advertising expenditure.

What is the cost? To find out within 24 hours an exact cost of your Phone System, please email sales@welltel.ie or call +353 1 254 1800

CHALLENGES

- Unable to track outbound sales calls by extension
- No visibility on calls inbound by branch/office
- Unable to track which marketing campaigns are working best
- Have no idea which are the busiest days of the week, or hours of the day
- Lack of information on who are your most busy phone agents
- Having difficulty measuring return on investment for advertising expenditure





Welltel ThreeSixty Call Analytics	Benefits
Real-time call statistics from across your entire network	Get a better return on your advertising spend, by knowing who is calling and from where
Call volume notifications	Helps you make the correct decisions about your company's day to day operations – assign and adjust agent resources to best distribute your inbound calls
Call Reports, CDR Reports, Bespoke Reports, Self-Service Query Monitor	Better visibility of marketing campaign results - maximise profits by focusing on the campaigns which are working best
Easy integration to existing phone system	Low investment & management cost - managed remotely by Welltel support team
Completely scalable solution, suitable for SME's as well as corporates	Scales as your business scales - add new offices, immediately and cost-effectively

About Welltel

Twice winners of Deloitte Fast 50 awards, Welltel has established itself as a leading provider of business communications solutions across cloud-based and on-premise Phone Systems, Voice over IP, ISP services and Unified Communications. Our company provides and manages these solutions to over 550 businesses across Ireland, Europe and the US. We collaborate with a number of leading hardware suppliers to ensure

your business is at the cutting-edge of communications technology. The company has built up a wealth of experience and technological expertise to help businesses increase productivity and reduce costs without having to compromise on quality.



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