



More information. Better decisions.

Get the complete picture with Call Analytics
for Wholesale Hosted Communications

In partnership with





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

Businesses don't want their clients left waiting because there aren't enough people answering calls in the office at lunchtime. They don't want to pay for people to sit idle while the phones remain silent.

Frustrated customers. Missed calls. High costs. They can do without that kind of drama, and they can't run their businesses on guesswork.

That's where Call Analytics comes in. It works with Wholesale Hosted Communications (WHC) to give your customers the data and analysis they need to run an effective business, helping them maintain a laser focus on the calls they make, attempt, receive and miss. By giving them total visibility of what's going on, Call Analytics brings business insight to call management.

Whether your customers are using a mobile device or a desktop, they can view their data

easily with our online portal. We also offer training for you and your customers, so they can get the most out of Call Analytics without having to work it out themselves.

Call Analytics users can choose how granular they want their reporting to be – company, department, team or employee – giving them the insights and trend visibility they need to make incisive business decisions, spot ways to cut costs and keep their customers happy.

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





Boost your customer service

When teams are firing on all cylinders, they're more likely to have happy customers – who are then far more likely to recommend that business to other people.

With the right analytics, your customers can see how their clients view them. They can get insights into how long people wait to speak to them, how long calls last and who hangs up. Then they can use that data to better train their staff, cut down on call queue bottlenecks and make sure they're giving the best possible service. They can even send reports to clients to show how fast they're answering calls.

Be more efficient

Seeing the types of calls they're getting (and when they're getting them) can help your customers put their people in the right places at the right times. By knowing when the phone's likely to ring off the hook, they 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, Call Analytics users can keep their team on track – and even charge back personal calls to keep costs down.

Enhance your reputation

Every business wants to be reliable and responsive when it matters most. By combining real-time stats with the tools they 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. Our unreturned calls report not only displays calls that businesses have missed but also those who haven't been called back later. It also filters out any calls the wider team have already rung back, saving time and effort.

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

A package for every business

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

Insight

If your customers need to understand their business' call trends and patterns but don't need real-time data, our Insight package is an ideal choice. They'll get data on things like missed and unreturned calls, incoming call volume and percentage answered, as well as call ring time and duration.

With Insight, they can:

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

Report

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

Along with all the features of Insight, they can:

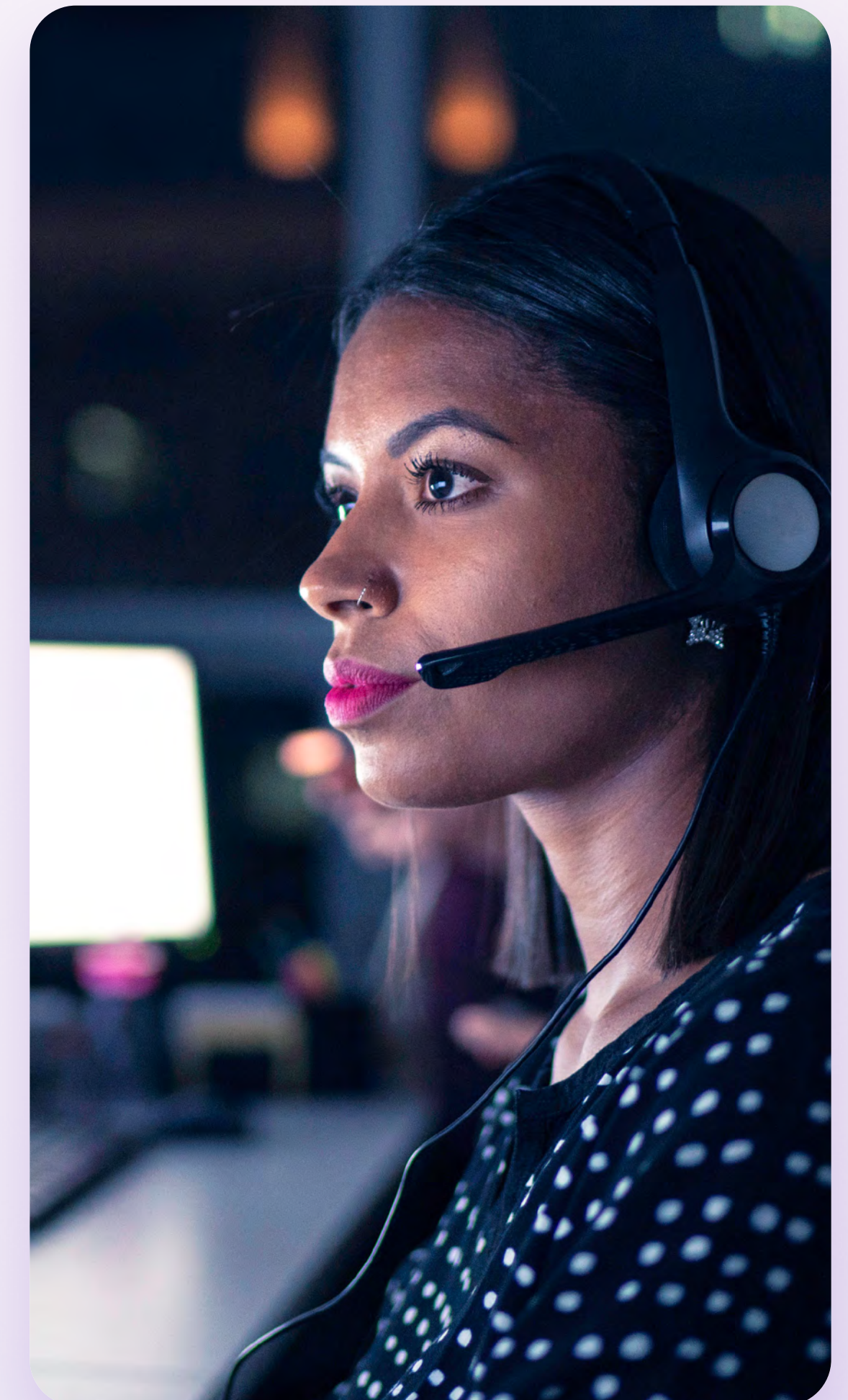
- Select from a catalogue of report templates and customise their own.
- Customise My Dashboard and My Wallboard to display their KPIs.
- Get real-time data on how many calls their people make, receive or miss.
- Schedule reports to send by email and create high-level executive summaries.
- See a full history of their 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 they're running a contact centre operation and need live information to see things like how many calls are waiting, Report Premier has your customers covered.

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

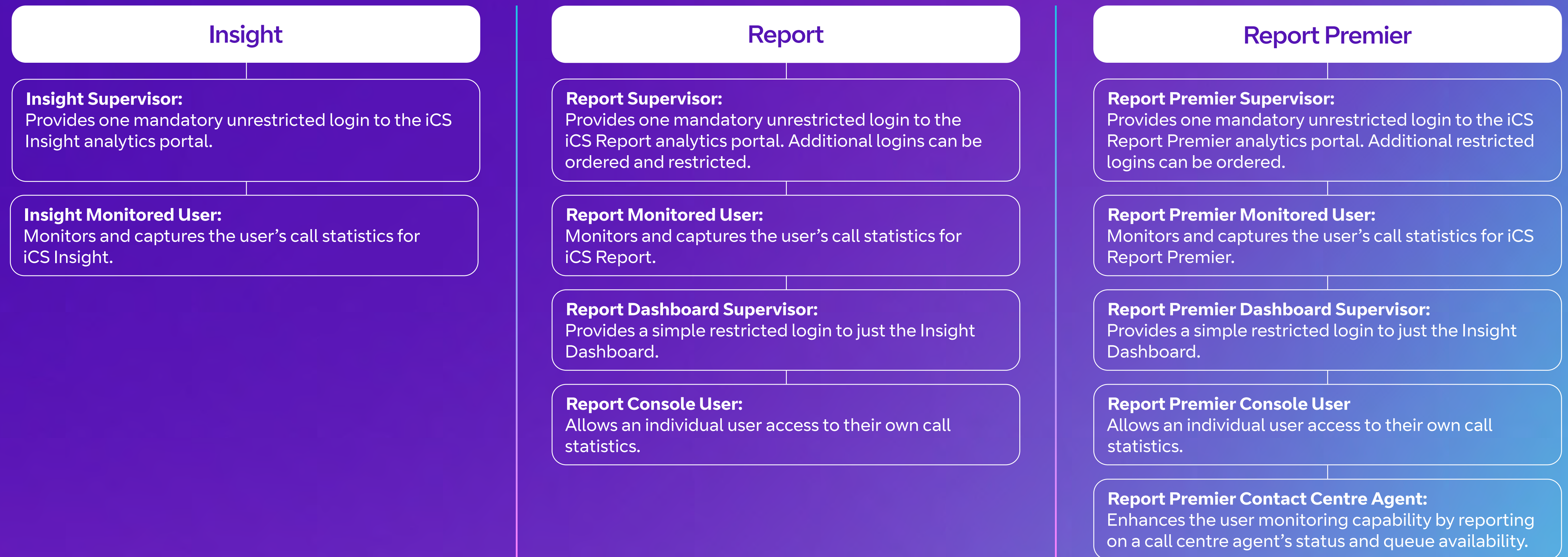
- See live data on queues and agents.
- Get real-time information on calls waiting and calls in progress.
- Create and customise wallboards to show teams' productivity and groups' performance.
- Use supervisor tools to review performance and plan future shifts for their people.
- Give team members access to their own personalised call analytics dashboards so they can monitor their own performance and customer service.



A range of licences

Whichever package you choose, you'll have a range of different licences to select from. With all the packages, you need to have at least one supervisor licence and make sure a monitored licence is given to all users, but then you can pick and mix from the other licence types. Each package comes with a one-time set-up cost.

This is what's available in each package:





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
On-demand call analytics			
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	•	•	•
Facilitate GDPR compliance			
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	•	•	•
Visualise and measure customer KPIs and staff productivity			
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		•	•
Customise and manipulate data to share critical business insight with colleagues and customers			
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
Analyse and measure performance across the business			
Historical trend analysis and reporting 12 months	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		•	•
Understand customer interaction			
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	•	•	•
Keep an eye on costs			
Upload call tariffs for simple call rating to charge on the cost of a call		•	•
Call accounting reports by department or user		•	•
Meet service levels and maximise revenue			
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
Track individual performance			
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	•	•	•
Monitor customer-facing team performance			
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		•	•
Manage agent activity*			
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

Get in touch

Whether your customers are already using Wholesale Hosted Communications or giving their phone system an overhaul, we're here to help.

Find out more at btwholesale.com/whc

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 2024. Registered office: 1 Braham Street, London, E1 8EE. Registered in England No. 1800000.
July 2024

