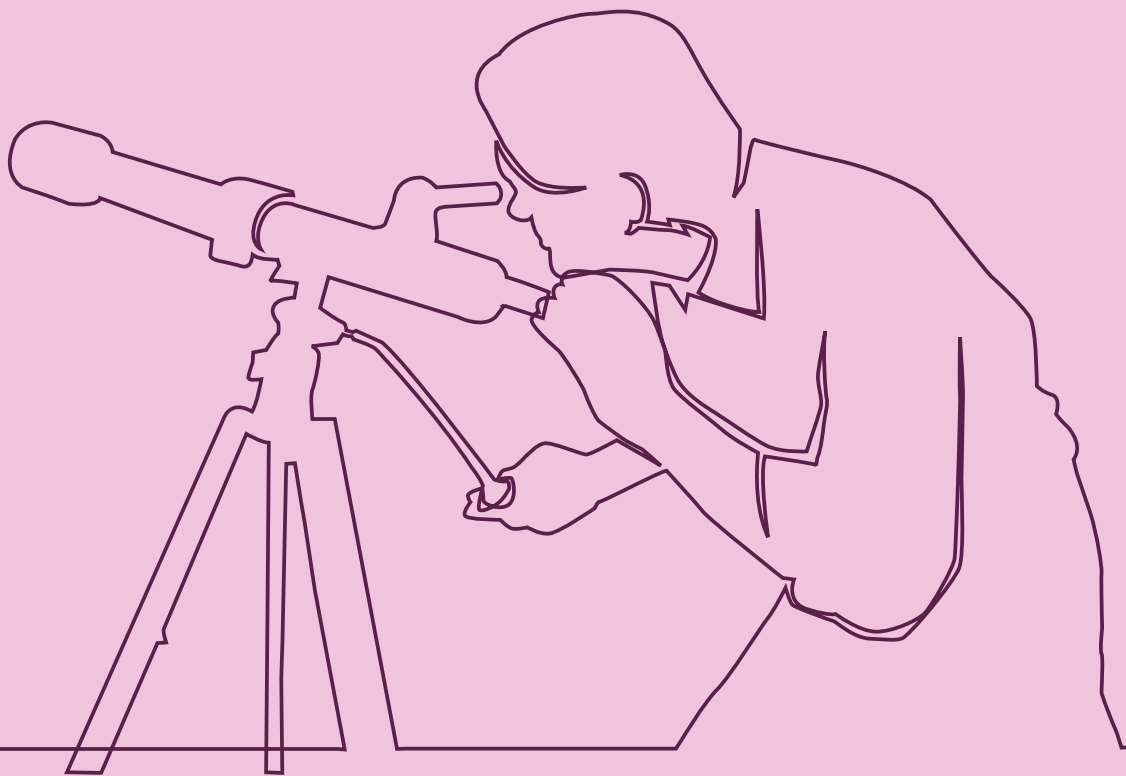


Vision Generate management information quickly, which will enable effective call management, which means an improved customer experience and increased business efficiency



t+tem

dedicated to
inbound

Vision

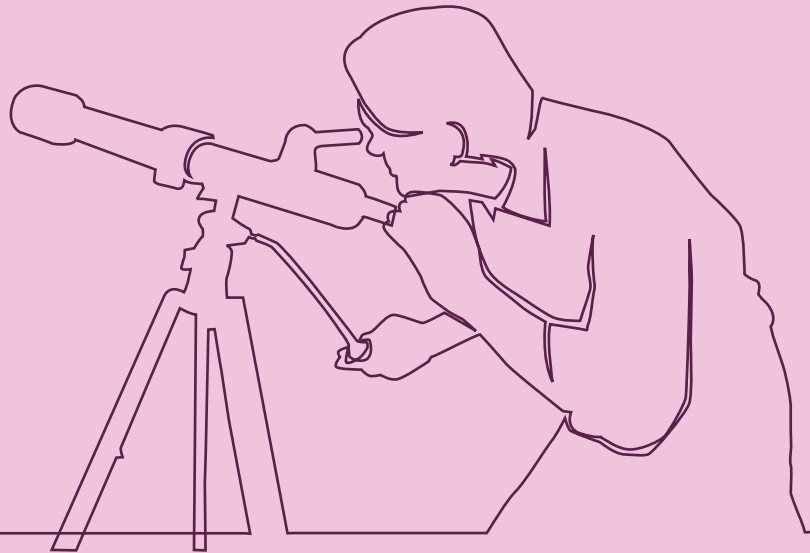
Manage your telephone infrastructure using Vision, resulting in accurate line resource allocation. This means you should never miss a sales opportunity!

Vision, Totem's industry leading Management Information System, provides near real time access to both inbound and outbound call information via the internet.

Vision includes the following features:

- > Insert a description against each number, making it easier to select calls that require special analysis. This is particularly useful for measuring campaign effectiveness across various numbers and media
 - > The target summary report indicates the number of calls answered and unanswered, including the number of unique callers for the specified time period. The ability to identify unique callers is useful as it excludes individuals using redial button. For example, you could have 50 missed calls, but only one unique number, so you've only missed one person.
 - > View the number of successful callers and lost calls against the dialled number as well as the specific target or site.
 - > The target overflow report identifies the number of calls that were unanswered or engaged, helping highlight drop offs as the call attempts to flow to different targets. This is particularly useful for planning the ring time, no reply overflow when using Totem's Divert Plan or Homeworker solution.
 - > The daily report helps to identify call flow, such as when the busiest time of the day is, which are the busiest days in a month and how many calls are received out of working hours. This allows you to plan for these periods, maximising the resources available to answer calls.
- > The day/evening/weekend summary report supplements the daily report, categorising the calls into three commercial time-bands that are generally used for billing purposes
 - > The call originator report provides you with the ability to view successful/lost calls by postcode, TV region, country, county and STD code
 - > The simultaneous call report includes the maximum number of simultaneous calls received and the number of simultaneous calls that got the engaged tone. This allows you to see the maximum number of lines being used throughout the day. The report also calculates how many extra lines you need to cover busy periods!
 - > All reports are retrieved quickly, and displayed in an easy to view tabular format, from which graphical representations can be launched. It is also possible to download these as a "csv" file which can be imported into many packages, such as Excel.

Many of these features are unique to Vision



The benefits

- > Improve your customer's experience by identifying potential areas of weakness. These can be resolved, ensuring calls get to where they need to quickly.
- > Identify which adverts work and where, even down to the caller's postcode! This prevents costly marketing mistakes and ensures value is maximised from your campaign investment by improved targeting.
- > Verify time-based professional fees by tracking call activity.
- > Manage your calls more effectively by identifying when your peak periods are and how many lines you require to reduce missed calls. Missed calls mean missed sales opportunities!
- > The ability to manage your telephone infrastructure also works the opposite way round. ie: reduce the number of lines required, saving costs and poorly utilised resources.
- > If calls are overflowed to a bureau during marketing campaigns you are able to measure their calls, ensuring accurate charges are applied
- > Analyse different call groups and their performance, encouraging maximised workforce efficiency.
- > Generate management information quickly, allowing you to react rapidly where required.
- > Management information can be exported into other applications, such as an excel spreadsheet allowing you to present reports in your organisation's chosen format.

For more information on how we can help you, please visit us at:
www.totemcomms.com

Or call our customer services line on:
08000 199 199

Totem Communications Limited
Trident One, Styal Road, Manchester, M22 5XB
Tel: 08000 190 190 Fax: 08000 190 195