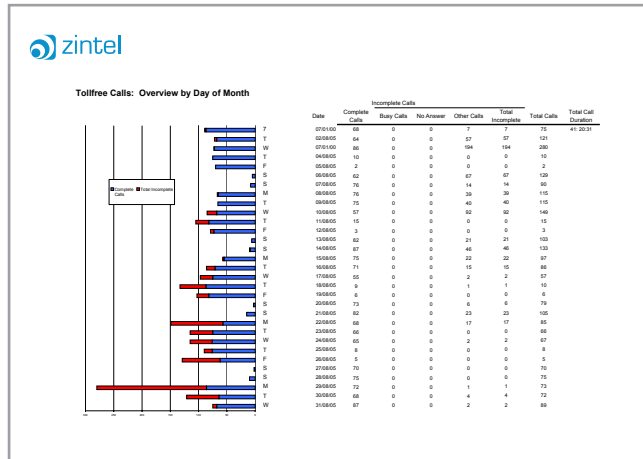


Monthly Overview by Day of Month



Call patterns at a glance:

The Monthly Overview report provides you a graphical snapshot of your call activity by day for the whole month. The one page overview allows you to see your performance at a glance. Where are the peaks? What are the trends? When are the missed calls?

Missed calls means missed business. You can not only identify that you are missing calls, you can quickly highlight the days when your business is unable to meet your customer demand. This way you can accurately assess the need to employ alternative call completion options.

The Monthly Overview by Day report also allows you to break down your call volume at a daily level. It is easy to identify what days you need to have extra staff answering your phones and what days you can afford to use your resources elsewhere. This detail enables you to plan your resourcing level. Combined it with your staff numbers to understand your productivity.

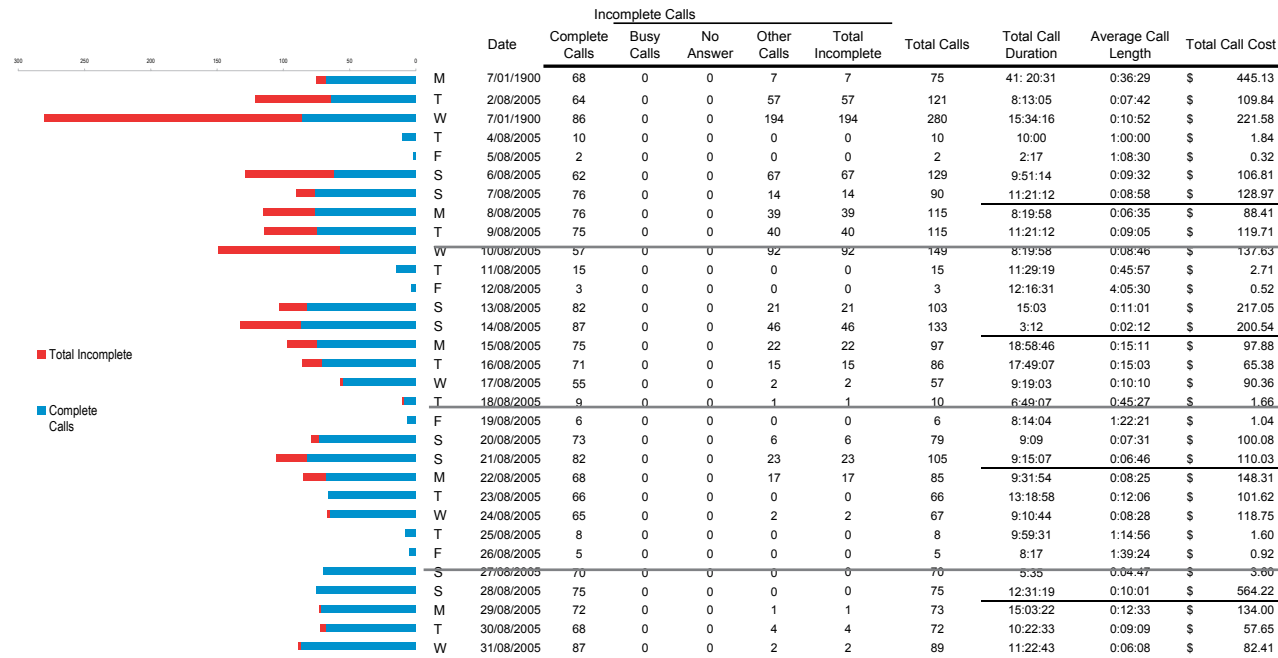
Likewise, use your Monthly Overview report to measure the success of your marketing campaigns. A successful campaign will show a peak in activity. Did it work? Did you allocate sufficient resources to respond to your call influx? Monitoring these performance indicators will help you to maximise your ROI and improve your business outcomes.

- ✓ Pinpoint the exact days you are missing incoming calls.
- ✓ Visualise your call traffic over the month at a daily level.
- ✓ Understand the breakdown of complete, incomplete and missed.
- ✓ Utilise your staffing resources around your incoming activity.

Monthly Overview by Day of Month



Tollfree Calls: Overview by Day of Month

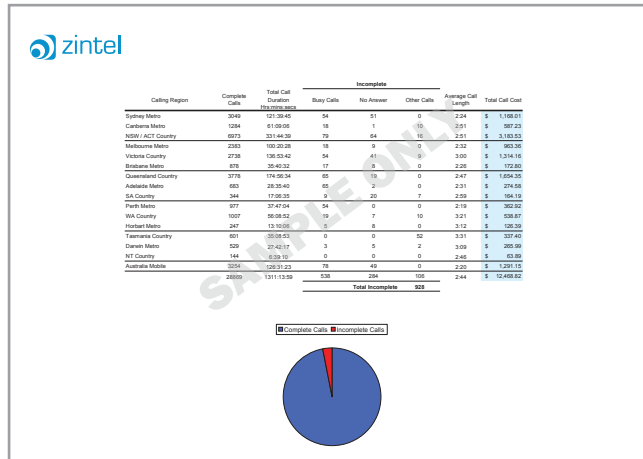


When am I missing calls?
Are there any patterns? Events?

What caused the spikes in activity? Were they expected?

Where do I have the capacity for more calls? Where do I need to employ alternate call completion options

Summary By Calling Region



Hit your targets

The Summary By Calling Region report lets you know the exact region from where your incoming calls originate. By knowing which regions generate calls, you can then tailor your campaigns to maximise the return on your marketing dollar.

Knowing which geographical regions your customers are calling from also enables you to have your resources deployed effectively. Combining this information with knowledge of the regions where you experience a high customer conversion rates gives you a higher possibility of opportunity. At the same time you should be aware of regions where you are spending a lot of marketing resources, and consider whether you are getting the call volume to justify your expenditure.

This information can also be used to assess where you should be expanding your presence in the market through the addition of new branches, outpost staff or satellite offices. This way you can be assured that you have sufficient resources to cope with demand in potential growth markets. If your customers are predominately located in WA, and you are located in NSW you might want to make sure you are resourced to take calls past standard business hours.

Also note missed calls for each region to ensure you have a complete understanding of your regional activity.

- ✓ Know where your calls are coming from.
- ✓ Know the campaign response you achieve by geographic areas.
- ✓ Customise campaigns to suit your target audience.
- ✓ Measure your response rate.

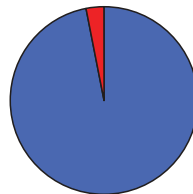
Summary By Calling Region

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Calling Region	Complete Calls	Total Call Duration Hrs.mins.secs	Incomplete			Average Call Length	Total Call Cost
			Busy Calls	No Answer	Other Calls		
Sydney Metro	3049	121:39:45	54	51	0	2:24	\$ 1,168.01
Canberra Metro	1284	61:09:06	18	1	10	2:51	\$ 587.23
NSW / ACT Country	6973	331:44:39	79	64	16	2:51	\$ 3,183.53
Melbourne Metro	2383	100:20:28	18	9	0	2:32	\$ 963.36
Victoria Country	2738	136:53:42	54	41	9	3:00	\$ 1,314.16
Brisbane Metro	878	35:40:32	17	8	0	2:26	\$ 172.80
Queensland Country	3778	174:56:34	65	19	0	2:47	\$ 1,654.35
Adelaide Metro	683	28:35:40	65	2	0	2:31	\$ 274.58
SA Country	344	17:06:35	9	20	7	2:59	\$ 164.19
Perth Metro	977	37:47:04	54	0	0	2:19	\$ 362.92
WA Country	1007	56:08:52	19	7	10	3:21	\$ 538.87
Horbart Metro	247	13:10:06	5	8	0	3:12	\$ 126.39
Tasmania Country	601	35:08:53	0	0	52	3:31	\$ 337.40
Darwin Metro	529	27:42:17	3	5	2	3:09	\$ 265.99
NT Country	144	6:39:10	0	0	0	2:46	\$ 63.89
Australia Mobile	3254	126:31:23	78	49	0	2:20	\$ 1,291.15
	28859	1314:13:59	538	284	106	2:44	\$ 12,468.82
			Total Incomplete		928		

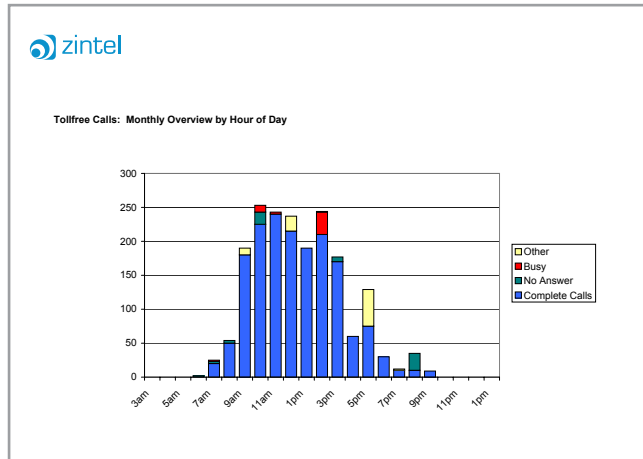
■ Complete Calls ■ Incomplete Calls



- Where are your calls originating? Are you targeting these areas?
- Are you missing calls in a particular area?
- Have you matched your regional presence with potential growth markets?

Monthly Overview by Hour of Day

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Know your call distribution:

The Monthly Overview by Hour of Day report aggregates the call activity for every day of the month, to provide a profile of your average calls by hour of day.

At a glance you are able to tell what times of the day your activity peaks and troughs, when you are missing the most calls, and where there is additional capacity. The Monthly Overview by Hour of Day report also clearly shows you when your customers are calling.

If your customers are calling you from 7am, but your business doesn't open until 8:30am then you need to ensure you have backup methods on hand to capture any calls that aren't picked up by a live operator. Whether this is a simple setup such as voicemail or a more advanced solution such as call overflow to an outsourced contact centre, you can easily ensure your customers aren't getting the busy signal when they try to contact you.

This report provides the detail that enables you to manage your resourcing levels and activities so that you know your customer calls are being answered. This ensures your business is easily accessible to your customers and prospects.

Then, encourage customers to call by listing your inbound number on your website and by including it on all customer communications. This way your customers will always have your number on hand.

- ✓ Know what times of the day you receive the most calls.
- ✓ Organise your staff resources around these levels.
- ✓ Deploy back up methods to make sure you capture all incoming calls.
- ✓ Ensure your customers know how to reach you no matter when they call.

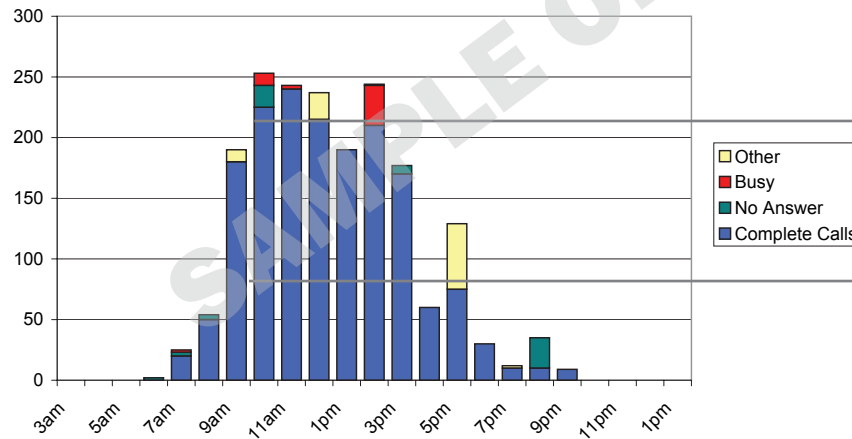
Monthly Overview by Hour of Day

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FOR THE ATTENTION OF
John Citizen
ABC Company Limited

Tollfree Calls: Monthly Overview by Hour of Day



- What are your patterns of call activity? When is it the busiest? When can I plan my training?
- Have you got sufficient resources available?
- When are my customers calling?

Please note that all prices are GST exclusive

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