

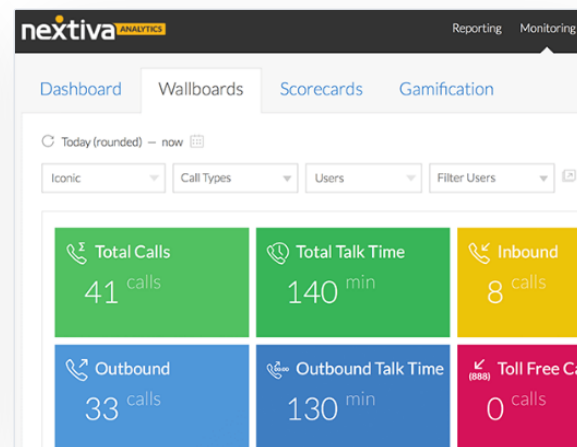
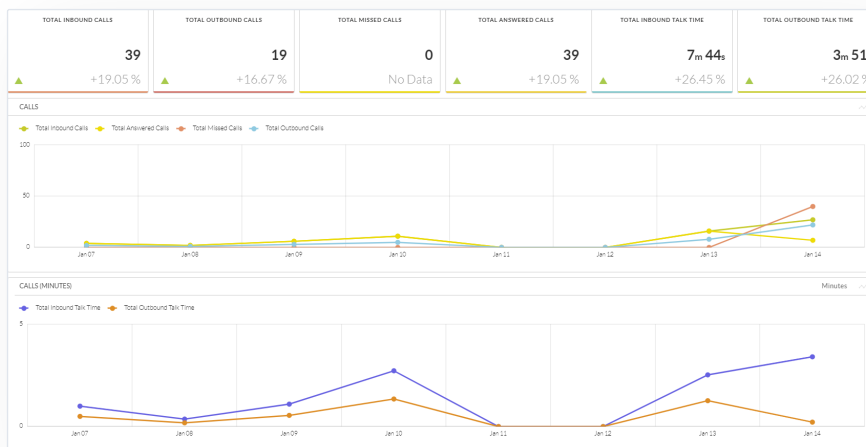
Voice analytics

Make better decisions, faster.

Making business decisions can be difficult when you don't have all the information.

Get built-in business intelligence.

Nextiva voice analytics provides unprecedented visibility into your call data and employee activity. Track both historical and real-time information in easy-to-read graphs or traditional tables.



Interact with your data.

Interactive maps and graphs let you drill down to see the data you need.

Get the full story.

You can access call recordings directly from reports, rather than digging around to find them elsewhere.

See the big picture.

Get a real-time overview of call activity across your organization, as a summary or broken down by data type or unit of measure.

See it side-by-side.

Compare activity data based on user, data type, or time period to measure performance of individual employees, locations, and even marketing campaigns.

Identify and resolve issues faster.

Wallboards can be displayed around your office to share real-time information with teams.

Monitor your critical metrics in one place.

Customizable dashboards let you keep all the reports you care about most on one screen, to keep a finger on the pulse of your business.

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Analytics provides us with reports that have helped us adjust our staffing needs. We are receiving real-time information that is irreplaceable, and vital to our success.

Dale Sturgill

Contact Center Director
DirectBuy

Improve overall performance.



Compare the number of calls that teams or users in a department answer per day to determine activity and performance.



Generate custom reports to compare the number of inbound calls and call duration for specific users or teams in a department, to monitor call handling levels and speed of resolution for customer requests.



Monitor the number of inbound, outbound, and missed calls during specific times of day to identify high and low call volume periods for staffing needs.



View reports and call metrics for the entire department, different teams, and specific users on custom dashboards to get a clear understanding of department, team, and user performance.

Measure marketing efficiency.

- ✓ Track performance of campaigns and promotions based on inbound call volume to specific phone numbers used in marketing materials over a specified period of time.
- ✓ Determine lead quality based on call duration to a specific phone number used in a campaign.
- ✓ View various reports for different campaigns and sales teams on one screen using custom dashboards.
- ✓ Find the hot spots in the U.S. that generate the most leads for a marketing campaign based on inbound call origin. This helps you know where to increase advertising or when to reallocate spending to another market.
- ✓ Identify where lead traffic and sales are coming from by analyzing call volume for phone numbers used on specific web pages, brochures, event signage, etc.

Increase sales activity.

- ✓ Evaluate overall talk time, average call duration, number of outbound calls, and number of inbound calls for sales representatives, teams, and locations to understand their daily activity, how many prospects they're speaking with, and the quality of their conversations.
- ✓ Monitor the data and metrics you need with custom dashboards that combine custom reports, gamification, and call thresholds on one screen. This is ideal for managers who need to see multiple reports and metrics side-by-side.
- ✓ Track performance and instill friendly competition in your sales team with gamification screens that display rankings based on desired metrics.
- ✓ Compare the call activity for a team that is spread across multiple locations to get a better understanding of how many calls they're handling and the duration of each call.
- ✓ Analyze and compare call volume and activity for different periods of time to identify seasonal trends and uncover areas of opportunity in the sales organization.

Learn more

channel.nextiva.com