

INBOUND CALL STATS & RESPONSE ANALYSIS PRESENTATION

By

Smart Numbers Ltd

CALL STATS & RESPONSE TRACKING - Executive Summary

- Basic & detailed reporting options to suit your preference & needs. Fast & easy to use. Download to Excel.
- A choice of Real Time stats or more advanced functionality updated every 24 hours.
- Multiple numbers grouped together for fast-tracking & ROI / cost per call comparisons.
- Name numbers & create groups to represent the adverts/products/brands/areas they appear in.
- Group numbers more than once to track multi ad/classification/product or regional response.
- Track answered / unanswered / busy calls to increase your future opportunities to sell & reduce missed sales enquiries.
- Monitor traffic by day of the week & hour of the day to help predict workflow & ensure call demand is planned for.
- Itemize calls by group or by number, by cost per call – we also distribute the cost of the advert between the branches advertised to identify key areas, emerging markets & new opportunities.

TOTALLY FLEXIBLE TO MEET THE NEEDS OF YOUR BUSINESS

*** Call to sale conversion & projected billed revenue – NOW AVAILABLE!**

CALL STATS...monitor any number across any date range...

View Stats by Number

Site / Number:

On or After:

On or Before:

View:

View Stats in Tables:

View Stats as Graphs:

Group numbers together for fast-track analysis...

Site	Answered	No Answer	Busy	Minutes
YP Reading	691	41		1224
YP Slough	749	41		1353
YP Watford	251	31		492
YP Croydon	8			6
YP Gatwick	242	31		462
YP High Wycombe				
YP Romford	455	24		904
YP Oxford				
YP East London	532	43		1235

Name individual numbers for instant recognition...

Number	Answered	No Answer	Busy Minutes
0118 373 3012 (Reading)	292	25	471
01491 699 707 (Henley-on-Thames)	77	3	162
01635 318 743 (Newbury)	191	10	260
0118 373 3028 (Wokingham)	131	3	332
01753 709 893 (Slough)	268	14	420
01628 439 717 (Maidenhead)	209	10	447
01753 709 885 (Windsor)	98	8	201
01344 609 504 (Bracknell)	174	9	286
020 8528 2094 (Borehamwood)	8	1	14

Monthly Totals...

Day	Answered	No Answer	Busy Minutes
January 2007	1		1
February 2007	84		127
March 2007	307	11	580
April 2007	534	48	1063
May 2007	654	50	1353
June 2007	758	54	1551
July 2007	641	57	1092

Calls into the business by day of the week...

Day	Answered	No Answer	Busy	Minutes
Monday	517	34		1018
Tuesday	497	13		964
Wednesday	447	35		944
Thursday	480	27		950
Friday	553	23		1005
Saturday	485	35		
Sunday		53		

...right down to every hour
of the 24 hour clock.

Time	Answered	No Answer	Busy	Minutes
8:00	4			16
9:00	5			5
10:00	6			15
11:00	6			10
12:00	4			5
13:00	5			7
14:00	5			4
15:00	7			15
16:00	8			4
17:00	2			7

Break down calls by day...

Date	Answered	No Answer	Busy	Minutes
1st May 2007	14	1		19
2nd May 2007	22	1		37
3rd May 2007	18	1		24
4th May 2007	26			52
5th May 2007	28	2		94

Advertising Response Reports help you understand the performance from your entire advertising portfolio – download all to Excel.

Month	Calls	Ad Cost / £	Ad Cost per Enquiry / £	Enquiries / £1k	Value of Leads / £	ROI
Oct 2007	71	210.50	2.96	337.29	3,897.90	1752%
Nov 2007	73	210.50	2.88	346.79	4,007.70	1804%
Dec 2007	63	210.50	3.34	299.29	3,458.70	1543%
Jan 2008	47	210.50	4.48	223.28	2,580.30	1126%
Feb 2008	45	210.50	4.68	213.78	2,470.50	1074%
Mar 2008	49	210.50	4.30	232.78	2,690.10	1178%
Apr 2008	58	210.50	3.63	275.53	3,184.20	1413%
May 2008	70	210.50	3.01	332.54	3,843.00	1726%
Jun 2008	48	210.50	4.39	228.03	2,635.20	1152%
Jul 2008	61	210.50	3.45	289.79	3,348.90	1491%
Aug 2008	58	210.50	3.63	275.53	3,184.20	1413%
Total	711	2,596.17	3.65	273.87	39,033.90	1403%

See the calls into the business by month. The advertising spend allows comparison of "Cost per Enquiry" from different months.

Project response by Enquiries per £1000 of ad spend every month.

Identify the VALUE OF LEADS from the months response.

Reports configured by numbers or adverts.

Track individual adverts, departments or regions used within your campaigns.

Identify your key areas, emerging or declining markets.

formulate intelligent strategies for future advertising.

Campaign	Calls	Ad Cost / £	Ad Cost per Enquiry / £	Enquiries / £1k	Value of Leads / £	ROI
YP Man Ctrl 08/09 1/2col Mono - K2	315	1,110.00	3.52	283.78	17,293.50	1458%
YP Man Ctrl 07/08 1/4p 3clrWKO - K2	711	2,596.17	3.65	273.87	39,033.90	1404%
Total	1026	3,706.17	3.61	276.84	56,327.40	1419%

Create **“Advertising Campaigns”** that monitor your different advertising and marketing initiatives.

* Name every number with-in the Advert.

* Our system allocates an equal share of the ad cost every month to all numbers.

* Reports then track every numbers performance within the overall advert response.

Number	Description	Calls	Ad Cost / £	Ad Cost per Enquiry / £	Enquiries / £1k	Value of Leads / £	ROI
01565 849136	K2 Car Hire Knutsford	16	420.96	26.31	38.01	878.40	109%
0161 210 2411	K2 Car Hire Manchester	375	456.09	1.22	822.20	20,587.50	4414%
0161 210 2412	K2 Car Hire Trafford	70	421.01	6.01	166.27	3,843.00	813%
0161 210 2413	K2 Car Hire Didsbury	82	456.09	5.56	179.79	4,501.80	887%
0161 210 2414	K2 Car Hire Stretford	111	421.01	3.79	263.65	6,093.90	1347%
0161 210 2415	K2 Car Hire Stockport	57	421.01	7.39	135.39	3,129.30	643%
Total	...	711	2,596.17	3.65	273.87	39,033.90	1403%

Itemize calls by Number, Time, The Area of the dialler or the branch that answers the call....

Number	Time	Other Party Number	Location	Duration / s	Cost / p	Answering Number	Answering Location
0151 244 1052	06/11/2009 12:59	07515725508	Mobile O2	10	1.50	01565757721	Knutsford
0151 244 1052	09/11/2009 12:26	07855240008	Mobile Orange	43	2.11	01565757721	Knutsford
0151 244 1053	01/11/2009 15:30	07798581858	Mobile Vodafone	19	1.50	01565757721	Knutsford
0151 244 1053	02/11/2009 12:40	01512210557	Liverpool	39	1.92	01565757721	Knutsford
0151 244 1053	03/11/2009 09:40	01695573761	Rainford	41	2.02	01565757721	Knutsford
0151 244 1053	03/11/2009 13:44	01517346243	Liverpool	20	1.50	01565757721	Knutsford
0151 244 1053	03/11/2009 16:11	01515259432	Liverpool	21	1.50	01565757721	Knutsford
0151 244 1053	05/11/2009 13:01	07907010878	Mobile O2	16	1.50	01565757721	Knutsford
0151 244 1053	06/11/2009 12:35	01512816408	Liverpool	24	1.50	01565757721	Knutsford
0151 244 1053	08/11/2009 15:34	07765874785	Mobile Vodafone	51	2.51	01565757721	Knutsford
0151 244 1053	10/11/2009 10:50	01512843385	Liverpool	61	3.00	01565757721	Knutsford
0151 244 1053	11/11/2009 08:39	01517224353	Liverpool	21	1.50	01565757721	Knutsford
0151 244 1053	11/11/2009 09:16	07791291176	Mobile Orange	57	2.80	01565757721	Knutsford
0151 244 1053	11/11/2009 20:11	01512865040	Liverpool	9	1.50	01565757721	Knutsford
0151 244 1053	12/11/2009 09:37	07533222163	Mobile Hutchison 3G	33	1.62	01565757721	Knutsford

The report can be sorted by each column header and down loaded into Excel.

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