

Call SWEET! Live and ROI

ROI = (Gain from Investment minus Cost of Investment) divided by Cost of investment

You don't need the finance guy to tell you money is tight. Making informed decisions about your expenditures and maximizing your assets is more essential than ever. You need quantitative tools to achieve this, and there are several to choose from. To find the best fit, you need to consider which will apply to your particular needs, and which will provide ROI.

While organizations have different needs, there are areas where money can be used wisely to create additional return. Some of these include customer satisfaction, human resources, and marketing.

The Customer Satisfaction Perspective...

How long will your customer wait before they hang up and call a competitor? Considering what it cost to get that potential customer to call you, how much do you lose when no one is available to help them? In an internal help desk scenario, what is the cost of downtime?

Call SWEET! Live's Service Level Reports will provide you with detailed information showing how quickly your agents are answering calls. These reports include adherence to defined thresholds, and details of any abandoned calls. In addition, the Outbound Dialer tool can be programmed to dial those phone numbers as soon as the call is abandoned. This hastens the process of recapturing that customer, as well as alleviates the issues of agent procrastination and misdialing.

Hunt Group	Total Calls	Answered		Ans. In SL		Ans. Out SL	
		#	%	#	%	#	%
2005-HelpDesk	1265	317	25.06	259	20.47	58	4.58
3-1-2009	38	16	42.11	14	36.84	2	5.26
8:00 AM	1	1	100.00	1	100.00	0	0.00
8:15:00 - 8:29:59	1	1	100.00	1	100.00	0	0.00

Answer Time		Abandoned		Ab. In SL		Ab. Out SL	
avg	max	#	%	#	%	#	%
0:00:06	0:00:18	948	74.94	27	2.13	921	72.81
0:00:06	0:00:16	22	57.89	2	5.26	20	52.63
0:00:09	0:00:09	0	0.00	0	0.00	0	0.00
0:00:09	0:00:09	0	0.00	0	0.00	0	0.00

The Human Resources Perspective...

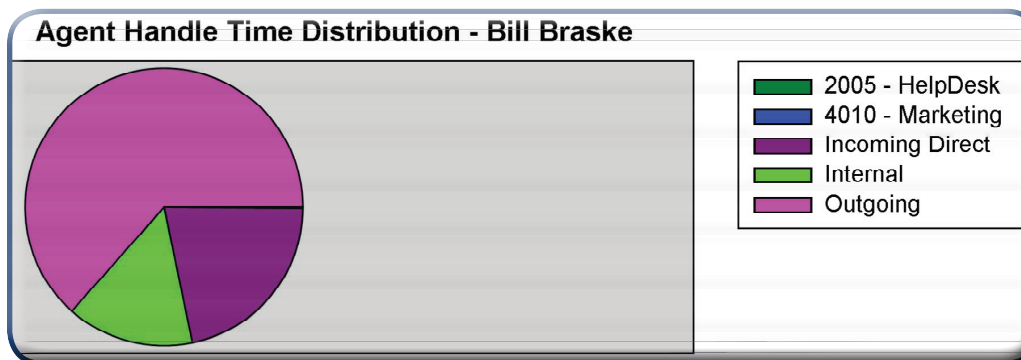
What is the value of a good employee? How do you define and replicate exceptional behavior? What is the value of optimizing the number of employees available per shift?

Call SWEET! Live's Agent Status report shows, both numerically and graphically, how an agent spends their time between their call queues and different types of calls. This enables a supervisor to better understand their agents' performance and compare that to their requirements. It also gives visibility into talk, hold and handle time outlining the customer's experience. Reports are also available to compare agents based on their answer time and handle time, as well as reports showing which agents are ignoring calls. These are essential tools for a supervisor, allowing them to best manage their agents.

The Marketing Perspective....

	Total Calls	Talk Time		Hold Time		Handle Time		
		avg	max	avg	max	avg	max	total
Annabelle Clark	0	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00
Bill Braske	911	0:02:08	0:56:06	0:00:07	0:01:39	0:02:16	0:56:06	34:31:56
2005 - HelpDesk	2	0:00:28	0:00:48	0:00:58	0:01:39	0:01:26	0:02:27	0:02:54
		Date Time	Calling Number		Talk	Hold	Handle	
		a 3/31/2009 3:00:21 PM	954-377-6430		0:00:09	0:00:16	0:00:26	
		a 3/31/2009 3:40:14 PM	678-987-5853		0:00:48	0:01:39	0:02:27	
4010 - Marketing	0	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00
Incoming Direct	312	0:01:03	0:06:14	0:00:22	0:01:32	0:01:26	0:07:27	7:27:19
Internal	542	0:00:33	0:02:55	0:00:00	0:00:00	0:00:33	0:02:55	5:07:00
Outgoing	55	0:23:52	0:56:06	0:00:01	0:00:08	0:23:54	0:56:06	21:54:43
Voicemail	0	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00	0:00:00

Do you utilize different marketing avenues? What are these avenues actually generating for you in terms of inquiries and sales? Would being able to better focus the marketing dollars you have make your job easier?



Call SWEET! Live will provide metrics defining how many calls are received per marketing avenue. Additional metrics can delineate if the calls are fruitful or unsuccessful. Customer defined Account

Codes can be used to further analyze the value of the call.

Positive ROI will be achieved if one of two things happens - either marketing spending is reduced, or sales are increased by targeting the marketing dollars better. The other metrics which come into play are timing and cost. Timing will depend on how often ads run and how frequently numbers are reviewed. Call SWEET! Live's affordability will keep your costs under budget. This, combined with the beneficial insight provided, will make ROI achievable.

