

CALLER FIRST ANALYTICS

KEY BENEFITS

Voice User Interface Reports

- Track hang-ups, visits, time spent on a page, and other indicators of trouble spots in your voice application.

Application

Performance Reports

- Measure and track task completion metrics, automation and containment rates, and transferred call statistics.

Customizable Views

- Customize reports by sorting columns, removing columns and filtering data, then save the reports in a “My Reports” folder so they can be accessed later or subscribed to.

Funnel Analysis

- View the path callers take through the system and identify entry and exit points, which areas are accessed most frequently, and hang up points.

Export and Share

- Schedule reports to be delivered via email to all major stake holders, or export reports to Excel for further analysis.

Historical Reporting

- Pull reports based on call parameter to see how your call metrics change over time.

Anywhere Access

- Angel is on-demand and all reports can be accessed online wherever there is an internet connection.



DRILL-DOWN BUSINESS INTELLIGENCE REPORTING

Overview

An industry first, Angel delivers embedded, drill-down Business Intelligence reporting to the phone. At the core of all business decisions is the need to analyze and understand data. Gaining insight into key business applications such as an IVR or Call Center solution allows you to make better business decisions on one of the more prevalent business/customer touch points. Through Caller First AnalyticsSM, Angel gives business-centric analysis of call data with increased insight into the performance of voice applications. Utilizing MicroStrategy Business Intelligence software, Angel gives you detailed reporting of application performance, call data, Voice User Interface elements, and more.

CALLER FIRST ANALYTICS BENEFITS

When implementing IVR and Call Center solutions, businesses should always keep in mind to put the Caller First. Angel's goal through Caller First Analytics is to help companies understand their current application and allow businesses to analyze this data to make iterative changes which enhance the caller experience to the benefit of the business goals.

- **Increase customer satisfaction.** Gain deep insight into how your voice application is being used and utilize this information to iteratively improve the application to give your customers the best caller experience.
- **Detect application performance issues through a funnel view.** Drill down to calls and recordings. Find out where callers are dropping off in an IVR system and quickly make positive changes to the call flow.
- **Increase containment.** Identify what your customers are commonly calling about and address those issues more reactively through automation, effectively reducing the load on live agents and increasing customer satisfaction by addressing caller needs quickly.
- **Meet and exceed SLAs.** View a dashboard of all core call metrics, including total calls by time-of-day and average call duration, allowing you to structure agent scheduling accordingly.

1.

Home	Voicemail	Site Builder	Reporting	Account
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Caller First Analytics

[History List](#) | [Subscriptions](#) | [My Reports](#)

Call Volume Reports
Track the call volume and containment rates of applications by hour, date, day, week, and month.

- [Hour](#)
- [Date](#)
- [Day of Week](#)
- [Week of Year](#)
- [Month](#)

Application Performance Reports
Measure automation rates in your application using tasks.

- [Task Analysis](#)
- [Task Detail](#)
- [Average Task Length](#)

[Task Dashboard: Percentages](#)
[Task Dashboard: Totals](#)
Interactive charting of task outcomes over a period of time.

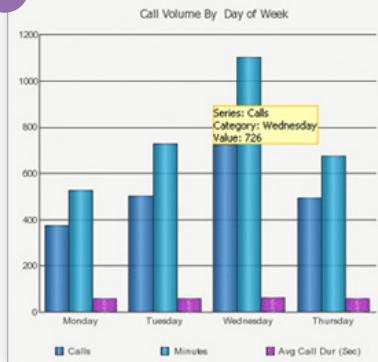
VUI Analysis Reports
Measure the health of your application with page hit counts, hang-ups, and entry/exit points.

- [Page Hits](#)
- [Hang-ups](#)
- [Page Errors](#)
- [Page Entry / Page Exit](#)
- [Path Analysis](#)

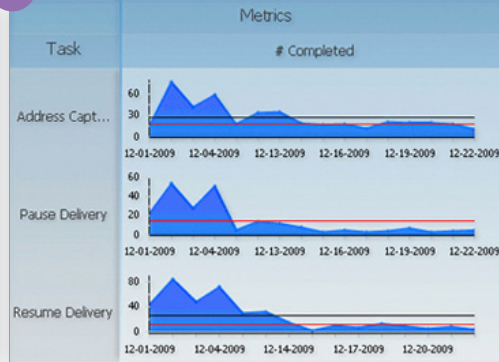
Call Data Reports
Call records, recordings, variable data, page events, and task outcome for each call.

- [Call Report](#)
- [Site Variables](#)

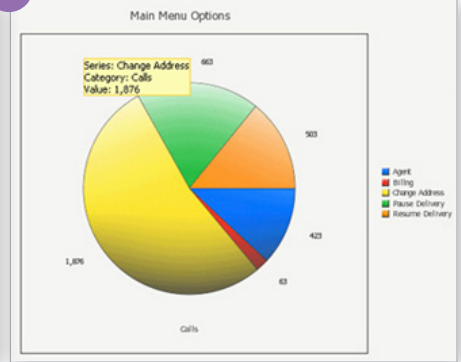
2.



3.



4.



1. Report Templates Dashboard

Start with a report template, customize your reports and save them in the “My Reports” section to access later, or schedule them for export and distribution.

2. Call Volume Reports

Allow you to drill into core metrics and turn this data by various time frames.

3. Performance & VUI Analysis Reports

Give a deep dive into caller paths, task completion rates, speech errors and more.

4. Call Data Reports

Give insight into custom application data and voice page utilization.

ABOUT ANGEL

Angel is a leading provider of on-demand contact center voice automation solutions. The Angel solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>.

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