

## Vertical InstantOffice™ MultiSite Reporter

# Extract the business intelligence hidden within your calling data to manage your business more effectively



With MultiSite Reporter, managers can make business decisions based on data that is timely, accurate and relevant to their roles and responsibilities.

**Whether it's investment capital, physical infrastructure or human resources, most executives wouldn't dream of letting a valuable asset sit idle. Yet, in retail environments, one asset is still widely under-utilized: the business intelligence buried within a company's call data. With Vertical InstantOffice MultiSite Reporter, you can put that resource to work for your business. MultiSite Reporter lets you measure the effectiveness of your call-handling infrastructure and the quality of your customers' calling experience - across your network and for individual locations, departments and agents. In turn, you can harness that information to enhance staff productivity and customer service, increase sales and optimize your facilities infrastructure.**

### WHAT YOU DON'T KNOW CAN HURT YOU

Studies of retail environments show that 20% to 30% of all inbound calls are mishandled, with callers experiencing long hold times, excessive transfers and associates who are unable to answer questions, often because the call has been misdirected.

Unfortunately, most retail organizations have little or no visibility into their customers' calling experience. They have no idea who called, when they called, where they called from or which department they tried to reach — information that could be of great value in allocating staff, stocking inventory and evaluating marketing programs. Further, most stores have no way of telling how often customers got a busy signal, how long they waited in call queues, whether the call was directed to the right resource, or how many callers abandoned the call — factors that can have a direct influence on short-term sales and customer satisfaction and loyalty.

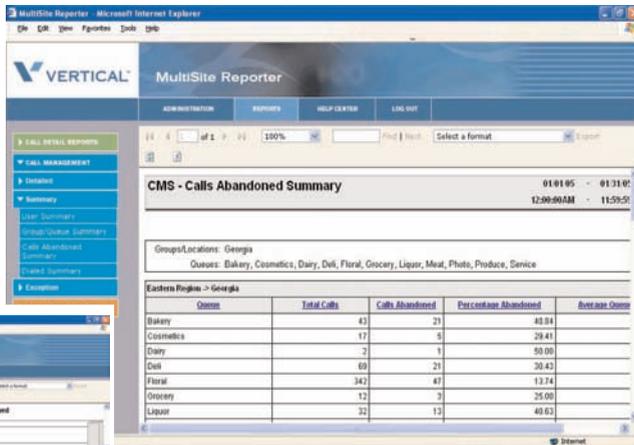
Lacking such vital information, many retail organizations are operating "blind." They cannot recognize potential problems in the calling environment until the problem is visibly affecting customers and undermining business. Making matters worse, they cannot accurately measure the extent of a problem or the impact of corrective actions intended to address it.

### ENJOY UNPRECEDENTED VISIBILITY

Now there's a solution — MultiSite Reporter from Vertical Communications — that lets retail organizations extract the rich business intelligence that lies hidden within their call data. MultiSite Reporter is an application that works in conjunction with Vertical InstantOffice IP-PBX platforms and draws on the extensive data collected by InstantOffice. MultiSite Reporter gives you unprecedented visibility into store communications, providing information on caller behavior, the quality of the caller experience and the effectiveness of voice applications, as well as employee productivity and facilities usage.

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Powerful, flexible reporting capabilities automate the capture, presentation and distribution of this information to the appropriate line-of-business and functional managers. In turn, managers can look across your entire network of stores or view data at the level of regions, individual stores, departments or even specific employees and phone lines.



## A SOLUTION THAT BENEFITS YOUR ENTIRE BUSINESS

With access to this wealth of information, you can manage your phone system and related operations in a way that benefits virtually every aspect of your retail business.

**Sales:** Convert more of your callers into buyers by verifying that calls are being handled promptly and are directed to the best resource.

**Marketing:** Assess the effectiveness of marketing campaigns — as reflected in call volumes — and fine-tune your strategies accordingly.

**Customer Service:** Earn customer loyalty and repeat business by continually measuring and enhancing your customers' calling experience.

**Human Resources:** Identify calling patterns, such as peak calling times and the most frequently called departments, so you can optimize staffing levels and increase agent productivity.

**Telecommunications:** Monitor, analyze and optimize use of trunks and lines to eliminate unnecessary infrastructure costs.

**Business Planning:** Get a clear and detailed picture of your communications environment to enhance business planning and guide investment decisions.

## MANAGE YOUR OPERATIONS MORE EFFECTIVELY

### Enhance decision-making, measure results

With MultiSite Reporter in place, managers can make strategic and operational decisions based on data that is accurate, timely and relevant to their responsibilities, rather than extrapolating from aggregated corporate data or basing estimates on prior-year operations. Equally valuable, the system provides a means to immediately measure the impact of changes in staffing, voice applications, infrastructure and call-handling procedures to evaluate whether those changes are achieving the desired results.

### Maximize revenue

Your existing call flows represent an untapped source of revenue. Simply by increasing the accuracy and efficiency with which you handle calls, you can convert a larger percentage of phone inquiries into completed transactions while turning prospects into repeat customers. Additionally, by utilizing resources more efficiently, you can expand your call volume and thereby increase revenues, without increasing operations costs.

### Improve service quality

MultiSite Reporter gives you insight into your customers' call experience, as reflected in such factors as time spent in queues, time spent on hold, the frequency of inter-department transfers and the percentage of calls that are abandoned. With this information in hand, you can identify areas of strength and weakness, reinforce best practices, and correct problems that may otherwise undermine service quality and customer satisfaction.

### Optimize staffing and infrastructure resources

MultiSite Reporter provides the information you need to measure the timeliness and efficiency of your call-handling resources and then clarify staffing requirements, enhance the productivity of your agents, and optimize your facilities infrastructure to reduce telecommunications costs and related support costs.

## BEST-IN-CLASS REPORTING

Due to its tight integration with the InstantOffice IP-PBX, MultiSite Reporter offers some of the richest and most flexible reporting capabilities available today for retail environments. Administrative personnel no longer need to manually consolidate and condense data into summary views for executives and other audiences, such as store managers. Instead, a robust scheduling feature allows any report to be automatically generated at specified intervals (daily, weekly, annually, etc.) and sent to a predefined distribution list. Authorized users can also access reports on demand or create ad hoc reports, and any report can be printed out or e-mailed. Further adding to the convenience and flexibility of MultiSite Reporter, reports can be exported into widely used formats such as Microsoft Excel, Portable Document Format (PDF) and XML.

### Call Detail Reporting

By analyzing incoming and outgoing calling patterns, you can extract valuable information about your customers' needs and calling experience and adjust your operations accordingly. Some examples:

- If certain stores are receiving more calls than others, it may indicate the need for increased staffing - either in the call center or out on the floor.
- By tracking how frequently different departments transfer calls, you can determine whether your auto attendant is efficiently routing calls to the most appropriate resources, thereby minimizing the rate of abandoned calls.
- To assess and enhance the effectiveness of marketing campaigns, you can measure increases in call volumes - across all stores and on a regional basis - and fine-tune your strategies based on accurate, timely data.

### Call Management Reporting

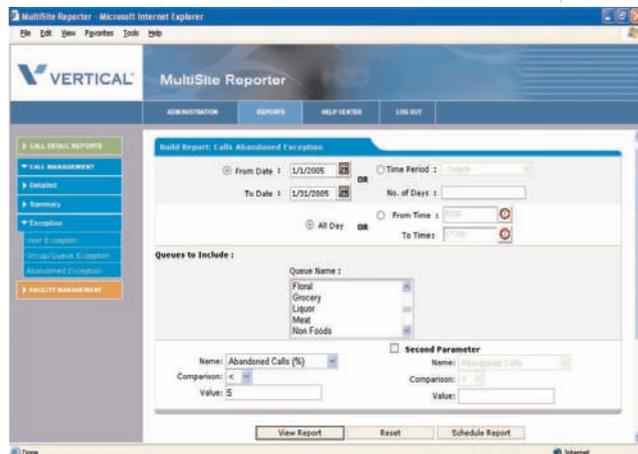
With MultiSite Reporter, you can analyze the performance of your call center and identify opportunities to improve service, reduce costs and optimize staffing levels to better support fluctuating call volumes. The system lets you

view recent activity and historical trend data across all locations, at individual stores or for specific groups, queues, agents and callers.

- If customers are consistently experiencing long queue waits at certain times of the day, you may need to add staff during peak hours to ensure customer satisfaction levels.
- When call durations for certain groups or agents exceed customary averages, this may indicate that your staff requires additional training.
- If queue times and call durations are acceptable yet your agents are handling fewer calls than usual, it may mean you can reduce staffing levels without undermining service quality.

### Facility Management Reporting

For your retail locations, trunk lines represent a significant annual cost. Store managers must balance the need to ensure a positive calling experience for customers - by providing adequate capacity for incoming calls - against the



imperative to aggressively manage operations costs by ensuring the company is not paying for resources that are sitting idle much of the time. MultiSite Reporter provides the information that's needed to strike just the right balance.

The system reports on trunk usage statistics, such as the number of inbound and outbound calls, total number of all calls, percentage of time all trunks are busy and the number of trunks out of service. You can analyze system performance and operations, identify over- and under-capacity situations and optimize trunking

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at the local level to save money while ensuring your stores are always accessible.

## *Adapting to your unique needs*

MultiSite Reporter includes 60 standard report templates that can be easily customized for your specific needs. With a wide array of exception reports, you can define threshold values that indicate a problem may be imminent, so it can be further analyzed and promptly addressed. For example, you can define an exception report that will flag instances where the percentage of calls abandoned exceeds a certain level, whether in particular departments, an entire store or across the network.

## **INTEGRATING MANAGEMENT AND REPORTING**

MultiSite Reporter works in tight integration with MultiSite Manager. This powerful application allows IT staff to manage dozens, hundreds or even thousands of InstantOffice systems by logical groups - all from a single location. You can easily perform backups, upgrade software and implement store changes remotely and at pre-scheduled times, enabling highly efficient management at a greatly reduced cost of ownership.

With InstantOffice, reporting and management of your communications infrastructure can be tightly integrated. For example, if data from MultiSite Reporter suggests that your auto attendant system is routing calls inefficiently - resulting in excessive call transfers in all your stores - you can use MultiSite Manager to implement a change across the entire network and then use MultiSite Reporter to quickly determine whether the problem has been satisfactorily resolved.

## **DESIGNED FOR THE RIGORS OF RETAIL**

MultiSite Reporter is designed for the needs of fast-growing retail companies with widely dis-

tributed locations. The software supports hundreds of simultaneous users and, like MultiSite Manager, scales to support thousands of sites. MultiSite Reporter is built on scalable Microsoft technologies including the .NET architecture and Microsoft SQL Server. A database star schema facilitates faster queries and the flexible addition of new reports over time. Web access enables authorized users to view reports from any browser on your corporate network. The ability to control user access via permissions enables you to safeguard sensitive data while providing convenient access to decision makers.

## **KNOWLEDGE IS POWER**

MultiSite Reporter gives you new insights into your retail operations so you can manage your business more responsively, productively and profitably. We welcome the opportunity to show you how.

## **ABOUT VERTICAL COMMUNICATIONS, INC.**

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes — from small to large and distributed — and include CVS/pharmacy, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass. and delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

**For more information about InstantOffice or other solutions from Vertical Communications, please call us at 800.914.9985 or visit our website at [www.vertical.com](http://www.vertical.com).**



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