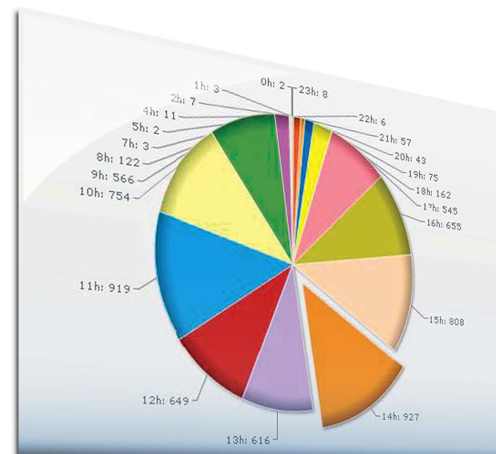
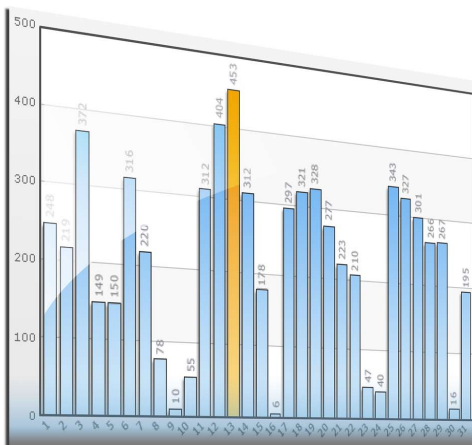




On-Demand Reporting

Using CoreTraffic, Corebridge's on-demand reporting module, generic and customised reports can be created based on information in Corebridge call logs. This information is enhanced by data from Corebridge's contact directory which draws together contact information from disparate line-of-business applications or databases, within an organisation.



Data may be segmented by customer type, business vertical and other variables with greater granularity than is available from traditional PBX applications. These data sets may be refined using criteria such as company, caller location, call direction, fixed line or mobile calls, preset and custom data ranges or time periods.

Filters can be applied to CoreTraffic so that users can visualise selected data only. For example, outgoing calls that were successful, calls from a particular phone, or even those phone calls exchanged between callers by colleagues can be represented graphically by CoreTraffic.

CoreTraffic provides preconfigured and custom report options which can be saved as templates. These can be loaded and updated dynamically, making data available to all who need them at the click of a button.

Agent name	Total Call Duration	Number of calls	Failed/Missed	Succeeded	Diverted
Manuel Pereira	07h08min	156	59 (37.8%)	97 (62.2%)	0 (0%)
Incoming calls (Total)	00h47min	74	44 (59.5%)	30 (40.5%)	0 (0%)
Incoming calls from mobiles	00h00min	0	0 (-)	0 (-)	0 (-)
Incoming calls from fixed phone sets	00h47min	74	44 (59.5%)	30 (40.5%)	0 (0%)
Outgoing calls (total)	06h20min	82	15 (18.3%)	67 (81.7%)	0 (0%)
Outgoing calls to mobiles	00h00min	0	0 (-)	0 (-)	0 (-)
Outgoing calls to fixed phone sets	06h20min	82	15 (18.3%)	67 (81.7%)	0 (0%)
Marie Bertrand	05h53min	483	179 (37.1%)	303 (62.7%)	1 (0.2%)
Thomas Hardy	03h22min	153	77 (50.3%)	76 (49.7%)	0 (0%)

Report Filters

- Call direction - inbound or outbound
- Call type – internal or external
- By agent
- By caller
- By company
- By agent group
- Call state – answered calls, missed calls, transferred calls
- Call subject – support request, new business, VIP call, complaint

Business Benefits

CoreTraffic uses dynamic web pages and displays the most current information provided by the company's PBX. This is retrievable from anywhere via Internet connection.

Case Study

A global investment management group benefits by using this tool to analyse inbound and outbound call traffic - who calls whom, which hours are the busiest and so on. Each analysis generates a report that can be saved as a template and run at any time to reflect the most up-to-date data. In working hours these reports, which can be exported, filed, and e-mailed, are viewed on a large screen in the middle of the office floor and refreshed on demand.

CoreTraffic can show:

- Analyses of agent productivity
- Measures of telesales campaign effectiveness
- Historical resource usage, call centre loads and bottlenecks
- Indications of telephony costs
- Measures of call-handling effectiveness



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