# CoreTraffic 3.9

CoreTraffic is a powerful web-based statistics tool for analyzing company telecom activity. CoreTraffic improves managers' visibility, optimizes resources, increases productivity and transforms knowledge into actionable intelligence.

CoreTraffic enables managers and supervisors to efficiently create generic and customized web-based enterprise reports based on information gathered from corebridge call logs. This information is enhanced by the data maintained within the Corebridge meta-directory, or from line-of-business applications or databases, within an organization.
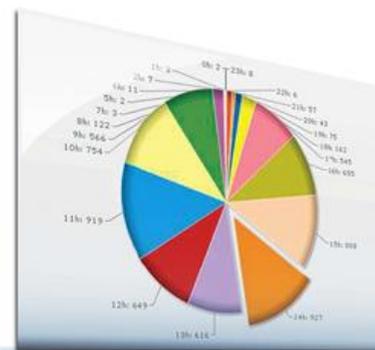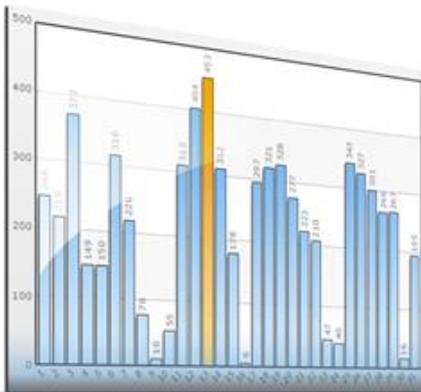
Data may be segmented with a greater degree of granularity than is available from traditional PBX applications. Data sets may be refined using criteria such as company segment, caller location, call direction, landline or mobile calls, present and custom data ranges or time periods.

Filters can be applied to CoreTraffic so that users can visualize selected data only. For example, display successful outgoing calls, calls from a particular phone numbers, exchanged calls between particular customer and specific internal employees …etc. additional filters could also be applied to generate statistics focused on device type, call type, call state, call reasons, smartphone calls, international calls, unidentified calls, hidden numbers, country, region …

CoreTraffic provides preconfigured and custom report options which can be saved as templates. Templates can be loaded and updated dynamically, emailed at any time to reflect the most up-to-date statistics.

Agents Reporting

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, outbound calls
- Call type: internal and external calls
- Device type: desk phone, smart phone …
- Call state: answered calls, missed, busy, routed …
- Ringing duration
- By agent, By group of users, By Extension …
- By caller phone number, by correspondent, VIP…
- By company
- By Call subject
- By Call qualification (call reasons, criteria …)
- By Telephony networks
- By Call Destination (national, international)
- Call center agents activity (agents states, Logon, Logoff, wrap-up, busy reasons …)
- … and many other filters

CoreTraffic is an optimal, sophisticated statistic tool which meets the needs of modern enterprises for everyday data analysis and telephony requirements.

Main Benefits

CoreTraffic improves managers' visibility and enables them to perform fast analysis of the company telephony performance and transforms knowledge into actionable intelligence. Each analysis generates a report that can be saved as template and run, emailed at any time to reflect the most up-to-date data.

- CoreTraffic uses dynamic web pages enabling access to the company telephony information (provided by PBXs ad mobile phones) retrievable from anywhere via Internet connection.

- CoreTraffic helps company to generate new revenues by increasing customer satisfaction and encouraging repeat business.
    - Analyses of users and agents productivity
    - Measures of telesales campaign effectiveness
    - Historical resource usage, call center loads and bottlenecks
    - Indications of telephony costs
    - Measures of call-handling effectiveness

- CoreTraffic is built on Corebridge platform and uses standard ODBC database such as Microsoft SQL server, DB2, MySQL delivered by customer care.

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Integrated communications

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