



Should we be analyzing phone calls?

Essential business tools for effective call management

Discover how call analytics can help you allocate resource, engage teams, and transform customer experience.



ideas that change everything

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Manage resources



Many organizations recognize the power of real conversation when it comes to building client relationships, but struggle to manage calls and allocate appropriate resource, resulting in frustrated customers and stressed staff. Call analytics provides the intelligence needed to manage calls and resources more effectively.



“Use live wallboards to see business activity at a glance”



Key performance metrics

Call analytics collects, collates and interprets call data so you can track call and user activity, including the number of calls waiting, average wait times, call duration, and staff availability. You can set sales and service targets, monitor progress via wallboards, and generate filtered reports.



“A timely response nips problems in the bud and keeps you in control”



Identify and respond to trends

Call analytics allows you to identify changes in call activity quickly, such as an influx of interest following a campaign, or as a result of your website being down, software malfunctioning or even fraud. You can respond before an issue escalates by bringing more staff on board or creating messaging to inform customers that the problem is being resolved.



“Improve customer service and reduce cost”



Improve resource allocation

Call reporting will help you understand patterns in call activity, so you can become more adept at allocating human resources, network connectivity, extensions and itemized bills. By optimizing the resource you have, you are better able to control costs.

Discover call center analytics with Evolve

Evolve is a tightly integrated, real-time application for frontline services. Providing live data on agent and call activity, Evolve empowers managers to respond more effectively in the moment as well as improving longterm performance.



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Empower your team

Call analytics are typically deployed in contact centers, helpdesks and reception areas, where answering calls is a priority with a dedicated manager overseeing activity. But often there are knowledge workers elsewhere in the business who also interact with customers. Call analytics can be deployed across an organization to help promote a consistently high standard of customer service.



“An engaged workforce is an effective one”



Motivate employees

Live wallboards and dashboards are designed to help employees to manage their own performance and activity. It's a visual reference point that encourages staff to prioritize tasks, meet quotas and maintain service levels. It needn't be about pressurizing staff, but rather encouraging a sense of teamwork necessary to succeed.



“Assisting staff on calls is part of resolving customer queries”



Support staff on calls

Live dashboards can help to identify calls that have been in progress for a long time, allowing supervisors to check and provide assistance where necessary. Supervisors can listen to conversations to support new starters and staff handling challenging calls; they can then 'whisper' advice or 'intrude' on a call if necessary.



“Modern day contact centers don't operate in isolation from the rest of the business”



Encourage collaboration

Call analytics isn't just for frontline services. Deployed for internal helpdesks and back office departments, it encourages a shared responsibility for providing service to customers, helps identify resource needs, and makes it easier to bring in specialists or additional staff during busy periods.

If you also rely on knowledge workers to interact with customers, they may not prioritize answering calls or have the tools available to manage their time effectively.



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Improve customer experience

In an online world where news travels fast, customer experience counts. By helping organizations to understand and proactively manage interaction, call analytics benefits the customer by reducing wait times and improving the perception and reality of good service.



“Reducing wait time is fundamental to providing a good customer experience”

Fewer queues, faster resolution

We've all experienced the irritation of queuing for half an hour on the phone. By responding to call activity in the moment, bringing more agents online or creating a recorded message, managers can keep wait times to a minimum as well as identify and resolve trending problems.



“Working through lost call lists is a great way to make quiet periods more productive”

Recover lost calls

Calls that are ended before a member of staff can answer them are known as 'lost calls'. By capturing lost call information, staff can call customers back to recover business opportunities and provide great service.



“Create a 360° customer experience solution”

Integration options

Call analytics can be integrated into almost any business telephony or contact center environment. When deployed alongside call recording and CRM integration, a powerful solution is created to transform service, quality and workflow.

In conclusion

Call analytics has long played a crucial role in an organization's ability to manage calls on a day to day basis, as well as setting and progressing service targets. At a time when customer experience is paramount and everyone in the businesses shares responsibility for the service they deliver and the brand reputation they create, call analytics promotes consistency, fosters engagement and empowers the workforce.

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