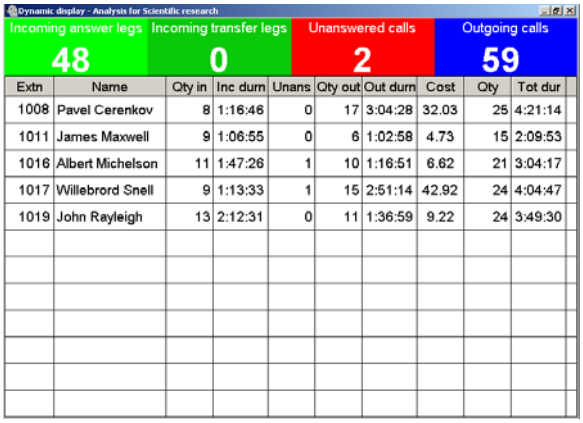
WCGL Bulletin B - 002

How an Elephant can help you open doors.

It has long been an assumption that Call Management is a peripheral sale alongside a PBX rather than an initial offering to establish a relationship with a new or existing client. Fully featured reports such as incoming call handling and outbound call statistics provide just a fraction of the business efficiencies that can be realised by **Elephant Call Management**. When you demonstrate to your client features such as Trunk Utilisation, Fraud Detection and Dynamic Display they quickly realise that Elephant can help them recover their outlay in a short period of time.

Trunk Utilisation – how many companies are still receiving calls from their customers informing them that when they called all they heard was busy tone? Do they have enough inbound lines? Could they be buying additional lines/equipment from you? Conversely, are they still paying for the same number of ISDN trunks they originally ordered when they purchased their PBX a few years ago? By running a free 21 day trial of Elephant they can check whether all of those trunks are being fully utilised. Just cancelling a few unused ISDN trunks can pay for **Elephant Call Management** in a few months. The vast majority of Elephant trials are converted to full installations.

Telephone Fraud & Abuse – out of hours telephone calls may not be confined to a quick call home to say you'll be late. Many companies employ contractors who work outside standard office hours and cannot resist making that quick international or premium rate call. Elephant can be configured to send an email when preset, custom thresholds have been reached; alerting a system administrator that unusual call activity has taken place. Subject to their Mobile carrier the alert can be sent by SMS to alert the customer when they do not have access to email allowing them to react swiftly to prevent unauthorised, high cost calls. Telephone fraud (phreacking) is more widespread than you would think and is very rarely reported. Anyone and everyone is vulnerable but people and companies feel embarrassed to report it. It's fair to say that it's a crime that largely goes unpunished.



Extn	Name	Qty in	Inc durn	Unans	Qty out	Out durn	Cost	Qty	Tot dur
1008	Pavel Cerenkov	8	1:16:46	0	17	3:04:28	32.03	25	4:21:14
1011	James Maxwell	9	1:06:55	0	6	1:02:58	4.73	15	2:09:53
1016	Albert Michelson	11	1:47:26	1	10	1:16:51	6.82	21	3:04:17
1017	Willebrord Snell	9	1:13:33	1	15	2:51:14	42.92	24	4:04:47
1019	John Rayleigh	13	2:12:31	0	11	1:36:59	9.22	24	3:49:30

Dynamic Display Wallboards – one of the key features of Elephant is Dynamic Display Wallboards. These offer performance measurement statistics and incoming and outgoing telesales analysis against benchmarks customised to the clients business. These allow the client to 'drill down' and measure the effectiveness of staff. Additionally, lost calls identified by CLID allow the client to contact potentially lost sales. In short they offer a one stop, accumulative, visual display of inbound & outbound call statistics.

As you can see above, three great examples of how your customer can realise business benefits from the installation of **Elephant Call Management** and swiftly get a return on their investment.

For further information;
t: +44 (0) 20 3371 3333 e: info@wcgl.co.uk w: www.wcgl.co.uk
France Paris +33 (0) 172 292 919 Germany Hamburg +49 0402 999 9171 Italy Napoli +39 0810 560 034 Holland Amsterdam +31 (0) 208 903 656 Spain Madrid +34 91 771 9678