

Ultimate! CALL ACCOUNTING



Software for Maximizing Communications and Productivity
by Increasing Accountability



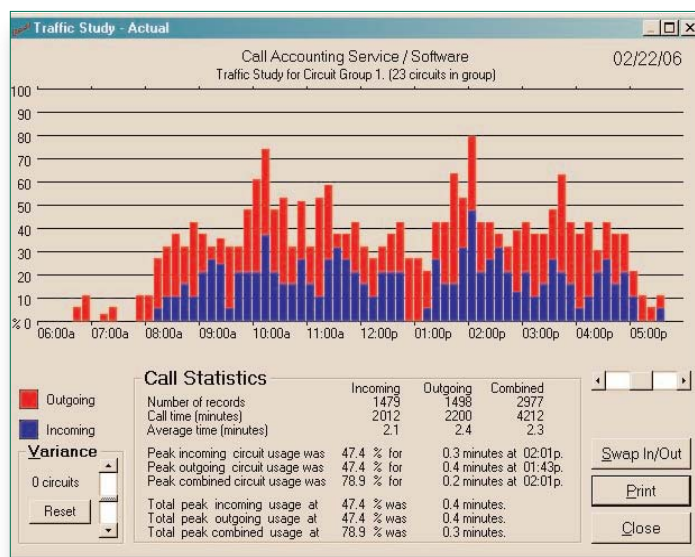
Let Ultimate! Call Accounting:

- ◆ **Equip** your managers with timely information about employee telephone usage
- ◆ **Display** precise information about your telephone line usage
- ◆ **Identify** positive and negative telephone trends
- ◆ **Allocate** telecom expenses to each department
- ◆ **Deliver** reports automatically to your desktop
- ◆ **Install** quickly and with limited staff training
- ◆ **Expose** misuse of time on the telephone

This keeps profits going up and your expenses under control.

90% of telephone systems have 20% too many lines. Let the *Ultimate!* Family of Call Accounting Products fix this and other communications issues for you.

The traffic analysis (illustrated to the right) provided by *Ultimate!* can save your company money if it shows you're paying for phone lines you don't need. The same analysis can also lead to increased sales if it shows customers are getting a busy signal because there aren't presently enough lines to handle all their calls. *Ultimate!* is capable of providing additional information to help you find out how long all phone lines were busy and what percentage of the calls during that time were incoming versus outgoing.



***Ultimate!* Call Accounting is the only service that delivers:**



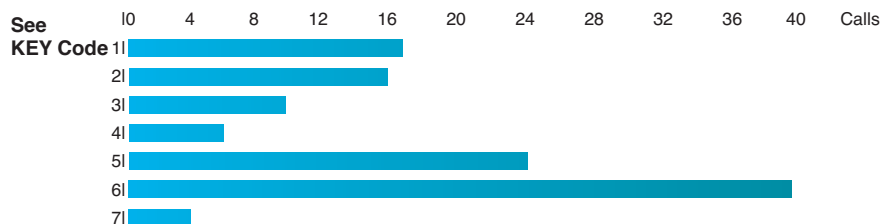
- ◆ **Real Time Call Analysis** - *Ultimate!* Call Accounting processes the data in real time eliminating the need to wait to determine who dialed 911 emergency.
- ◆ **Blended reports for Multi-site Installations** - Centralized Call Accounting generates real-time reports for an entire network.
- ◆ **An Authorized Network** of 250 dealers in 430 locations nationwide. *Ultimate!* Call Accounting integrates with over 250 models of telephone systems and property management software systems.
- ◆ **True Traffic Studies** - Only *Ultimate!* Call Accounting displays precise times if and when all of your circuits are in use. You need to know when new callers will be given a busy signal or when it's time to remove costly circuits.
- ◆ **Custom Developed Applications** such as: *Ultimate! CareGiver* that monitors and reports on the safety of elderly residents; special cost programs for hotels in other countries; reports on hold, talk and ring time for approved phone systems; and tracking the effectiveness of various advertising campaigns with *Ultimate! AdTracker* as illustrated below**WHAT CAN WE DESIGN FOR YOU?**

Ultimate! AdTracker helps you make wise decisions as consumers respond to new trends (e.g., internet, cable programming and regional economic changes). *Ultimate!* helps keep your finger on the pulse of the public.

Ultimate! AdTracker
KEY CODE

- Drive-time Radio Ads (1)
- Website Call Request (2)
- Bill Board (3)
- Cable News Ads (4)
- Sports Page Ads (5)
- City Bus Ads(6)
- Yellow Page Ads(7)

Dialed Number Information Service (DNIS) Call Count Comparison Reports
W2. Productivity / Evaluation - Extension Incoming Call Count Comparison
From 06/1/2000 12:01 to 06/30/2000 23:59



In the example above if you spend \$500.00 per month for a **Yellow Page ad**, the cost per response is \$125.00. If the **City Bus ads** cost \$1,000.00 per month then the cost per response is about \$26.00 with 39 calls that month. This is the data you need to set priorities for your advertising budget.



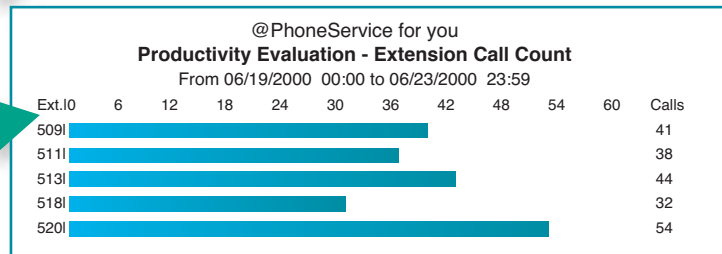
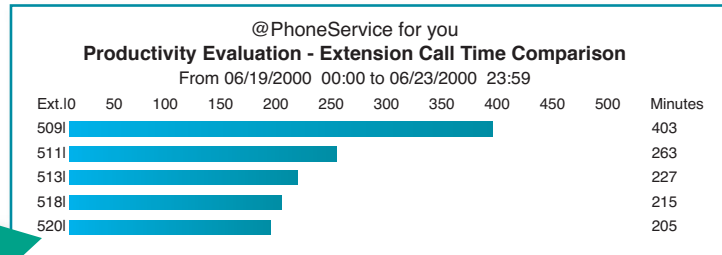
Profits go up as you: Identify Positive Trends in Production

PRODUCTIVITY GRAPHS

Extension call time & count report

Compare salespeople by the amount of *time on the phone* or by the *number of calls* made for the same time period.

In our example we find that extension 520 spent the least amount of time on the phone but made the highest number of calls. 520 happened to be a new employee in need of additional training while 509 happened to be a salesperson in need of additional training while 509 made fewer calls but spent more time on the phone making the most sales.



Profits go up as you: Identify Potential Negative Trends in Production



@PhoneService for you Caller Abuse/Misuse - Frequently Dialed Numbers From 06/19/2000 00:00 to 06/23/2000 23:59

1.	7999494	121 calls
2.	2784126	60 calls
3.	5428036	55 calls
4.	12627349171	43 calls
5.	4824410	38 calls
6.	17158342046	38 calls
7.	2973565	29 calls
8.	16082770610	29 calls
9.	4625470	25 calls
10.	4616740	22 calls
11.	17158425577	20 calls
12.	12626364971	20 calls
13.	4499191	18 calls
14.	4470270	17 calls
15.	3727200	16 calls

CALLER ABUSE – Frequently dialed numbers report

This report can detect potential caller abuse and misuse of the business lines. The most frequently dialed number in this example is 799-9494, which happens to be a local radio station. With an additional report (not shown here) we discovered two hourly employees spent an hour making the majority of these calls. At fifteen dollars an hour that is \$30.00 of lost productivity for this week. Over a month that could exceed \$120.00 plus phone service charges.



Profits go up as you: Expose misuses of time

CALLER ABUSE – Directory Assistance calls report

At the end of this monthly report it shows the total number of directory assistance calls made. At one dollar per call that means an additional \$113.00 that month on the phone bill.

Department : Warehouse

Ext. 107 Bischoff, Nicholas

Totals for ext. 107 : 6 call(s) . 0 hours , min . \$6.00

Dept. Warehouse had 6 call(s) .

Totals: 0 hours, 3 min. \$6.00 Averages : 0 min., 22 sec. \$1.00

Total Calls:	113
Total Length of Calls:	1 hours, 37 minutes
Total Cost of Calls:	\$113.00

Average Length of Calls:	0 minutes, 33 seconds
Average Cost of Calls:	\$1.00

