



## Wave Global Reporter

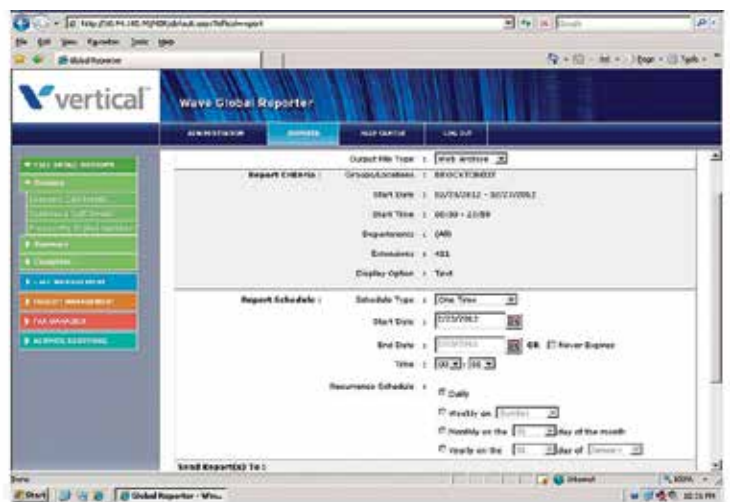
**Untap the business intelligence hidden within your call data for unprecedented visibility into new sales opportunities.**

Wave Global Reporter gives you new insights into retail operations so you can manage your business more responsively, productively and profitably. Wave Global Reporter draws on the extensive data collected from your Wave IP business communications system to provide unprecedented visibility into store communications, including information on caller behavior, quality of customer service and effectiveness of voice applications, as well as employee productivity and facilities usage.

### Best-in-class reporting

Wave Global Reporter offers some of the richest and most flexible reporting capabilities available today for retail environments, eliminating the need for manually consolidating and condensing data into summary views for store management. A robust scheduling feature allows any report to be automatically generated at specified intervals (e.g., daily, weekly, etc.) and sent to a pre-defined distribution list. Authorized users can also access reports on demand or create ad-hoc reports for printing or e-mailing. Reports can be exported into widely used formats such as Microsoft Excel, Adobe PDF and XML.

Wave Global Reporter includes 60 standard report templates that can be easily customized for your specific needs. With a wide array of exception reports, you can define threshold values that indicate a problem may be imminent so it can be analyzed and promptly addressed, as well as identify opportunities to improve service, reduce costs and optimize staffing levels to better support fluctuating call volumes. Wave Global Reporter enables you to view recent activity as well as historical trend data across all locations, at individual stores, or for specific groups, queues, agents and callers.



## Improve the customer experience while maximizing revenue

Your incoming call flow represents an untapped source of revenue. By simply increasing the accuracy and efficiency with which calls are handled, you can convert a larger percentage of phone inquiries into completed transactions and turn prospects into repeat customers. By utilizing resources more efficiently, you can expand your call volume and increase revenues – without increasing operational costs.

Wave Global Reporter provides details on incoming and outgoing calling patterns, and gives you insight into your customers' call experience by tracking time spent in queues and on-hold, the frequency of inter-department transfers and the percentage of abandoned calls, so you can identify areas of strength and weakness, reinforce best practices and quickly adjust your operations to ensure service quality and customer satisfaction.

For example:

- If certain stores are receiving more calls than others, it may indicate the need for increased staffing, either in the call center or out on the floor.
- By tracking how frequently different departments transfer calls, you can determine whether your auto attendant is efficiently routing calls to the most appropriate resources, thereby minimizing the rate of abandoned calls.
- If customers are consistently experiencing long queue waits at certain times of the day, you may need to add staff during peak hours.
- When call durations for certain groups or agents exceed customary averages, it may indicate additional staff training is required.
- If queue times and call durations are acceptable yet your agents are handling fewer calls than usual, you may be able to reduce staffing levels without undermining service quality.
- To assess and enhance the effectiveness of marketing campaigns, you can measure increases in call volumes – across all stores and on a regional basis – and fine-tune your strategies based on accurate, timely data.

## Facility management reporting

To help ensure a positive calling experience for customers while keeping an eye on operational costs, Wave Global Reporter also provides information on trunk usage statistics, such as the number of inbound and outbound calls, total number of calls, percentage of time trunks are busy and the number of trunks out of service. With it, managers can analyze system performance and operations, identify over-and-under-capacity situations and optimize trunking at the local level to save money while ensuring your stores are always accessible.

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**For more information or to place an order, contact your Authorized Wave IP Business Partner, call Vertical Communications® at 1-877-VERTICAL (1-877-837-8422), or visit [www.vertical.com](http://www.vertical.com).**

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