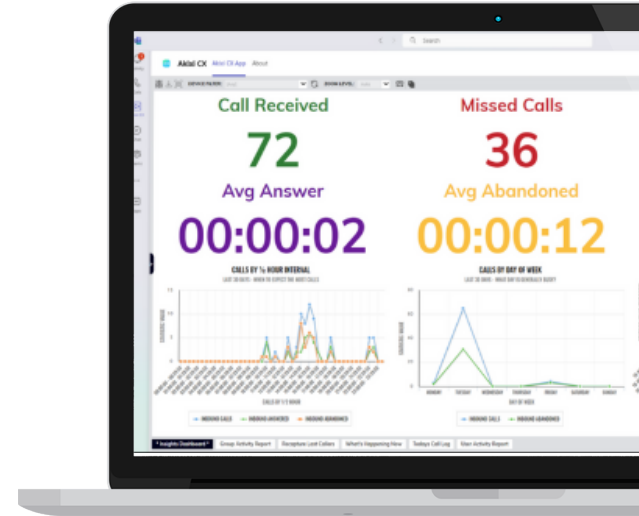


# Benefits of CallTower Analytics for Webex for Retail & E-Commerce



## Key Features

- ✓ Advanced call analytics
- ✓ Teams client integration
- ✓ CRM integration
- ✓ Historic reports
- ✓ Real-time monitoring and reporting
- ✓ Customizable wallboards and dashboards
- ✓ Intuitive user experience
- ✓ Compliance & privacy

### **Sales recovery**

Capture every revenue opportunity by ensuring prompt callbacks and plan call flows during peak periods, preventing lost orders and driving

### **Optimised staffing**

Identify call volume spikes and adjust staffing levels proactively to balance workloads, support agent well-being, and maintain service quality.

### **Customer loyalty**

Strengthen retention by providing consistent, tailored service that reinforces trust and encourages repeat business over the long term.

**Decrease abandoned call rates by**

**40%**

**Decrease call waiting times by**

**32%**

**Decrease call length wait time by**

**20%**

## **Conclusion**

As a key component of a Unified Communication and Contact Center solution, CallTower Analytics for Webex Calling enables retail and e-commerce businesses to streamline customer communication workflows, ensure prompt responses to inquiries and support requests, and ultimately maximise sales opportunities and customer loyalty.