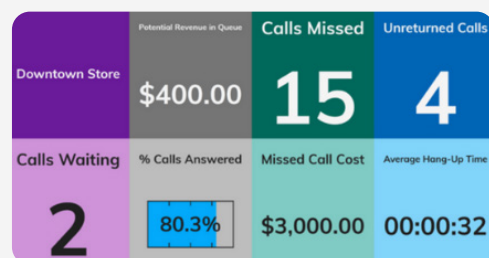
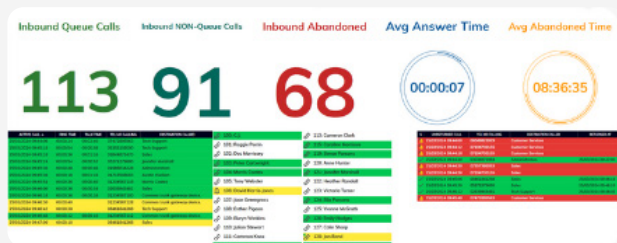
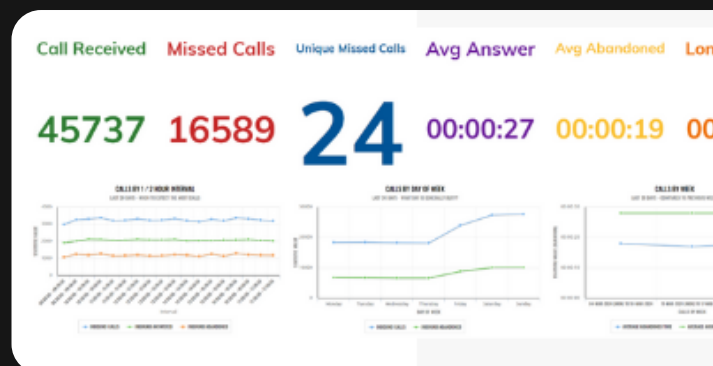


# CallTower Analytics Platform Overview



## Real-Time Call Center Dashboards

- Get the full picture of your call center operations.
- Create custom dashboards using KPIs that matter most to your business.
- Keep detailed track of all incoming, outgoing, missed, rejected and unreturned calls in one place.
- Ensure prompt responses and seamless customer interactions.
- Effectively manage and optimize call centre workloads.
- Prioritize customer requests based on live caller experience.

## Unreturned Lost Calls Report

- Recapture all your missed callers and unreturned lost calls in real time.
- Recover lost sales and retention opportunities to increase revenue and customer satisfaction.

## Active Calls Reports

- See how productive your agents are throughout the day with live and historic data.
- Assess your team workload and adjust as needed.

## Historic Reports

- Make informed decisions using historic data that can be filtered and analyzed across different metrics.
- Find out when your customers contact your business to forecast staffing levels and call capacity.
- Easily identify top and underperforming agents by analyzing KPIs such as calls answered, talk times, hold times, and many more.
- Set benchmarks and performance targets based on historic data and track if agents are meeting those goals - extremely useful for management appraisals.