



CallTower Analytics for Webex Calling

CallTower Analytics enhances Cisco Webex calling CX essentials by offering deeper, more customizable insights into call activity, agent performance, and customer interactions. CallTower Analytics also helps businesses optimize contact providing actionable analytics for improved efficiency and customer outcomes.

Key Features:

Advanced analytics

Real-time wallboards & leaderboards

Agent utilization insights

Workforce management

Enhanced reporting

Role-based access & permissions

Cross-organizational use

Full Feature Set

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In Depth Analytics:

- 400+ metrics
- 16 chart styles
- 12 Months data

Real-Time (<1 Sec) Visibility Of:

- Active Calls
- User Presence
- Agent Status
- Live Queue activity

Report Call Activity Against:

- Users
- Devices
- Hunt Groups
- Call Queues
- Agents
- Auto Attendants
- Voicemail
- Disposition/reason codes
- Custom intervals (15 minutes > 1 Month)
- Telephone Numbers & DNIS
- Call Legs (Historical Call Logs)

Filter Reports By:

- Users
- Devices
- Hunt Groups
- Call Queues
- Agents
- Auto Attendants
- Voicemail
- Disposition/reason codes
- Custom Timeframes (up to 12 months)
- Telephone Numbers
- Call direction Internal/external
- ACD/Non-ACD Call and Call Leg end reason

Report Consumption (All reports):

- Real-Time reports & Dashboards in portal
- Scheduled Emails
- API Downloads

Analytics Role Based Access Control

- Fully Granular

Flexible Analytics Permission Scope

- Full

Analytics for Healthcare

Enhancing Patient Support and Resource Management

Business Context: A mid-sized healthcare provider manages a high volume of patient inquiries, scheduling, and follow-ups through a centralized call center.

Operational Workflow: The provider relies on call data to ensure patients are attended to promptly and that resources (such as staff and on-call doctors) are optimally allocated.

How CallTower Analytics Helps: Analytics' real-time wallboards and dashboards display active call statuses and queue times, helping manage patient flow efficiently. The granular data on agent performance enables optimized workforce planning, ensuring high-traffic hours have adequate staff, reducing patient wait times.

Benefits:

- ✓ Real-time insights into call wait times, queue management, and agent status improve patient satisfaction.
- ✓ Customizable metrics allow the provider to track call patterns and schedule additional resources during peak times.
- ✓ Enhanced reporting ensures compliance with healthcare regulations by tracking call and queue logs for auditing purposes.



Analytics for Retail

Boosting Customer Experience and Sales Efficiency

Business Context: A national retail chain with multiple locations receives high call volumes for customer support, product inquiries, and orders.

Operational Workflow: The company's customer support team manages calls for various departments, such as sales, support, and order tracking, needing insights into customer satisfaction and efficiency.

How CallTower Analytics elps: With customizable filters for reports by department, the retail chain can monitor performance metrics like call duration, abandonment rates, and response times across all stores. Analytics' cross-location tracking helps benchmark individual store performance and identify trends in customer interaction.

Benefits:



Real-time visibility across multiple stores aids in setting service benchmarks, motivating teams, and improving customer service consistency.



Customizable reports reveal trends in product inquiries and order-related calls, allowing proactive inventory and marketing adjustments.



Scheduled report automation ensures data on customer interactions is accessible to regional managers for swift action, aiding the company's commitment to exceptional customer service.



Analytics for Finance

Managing Client Communications and Compliance

Business Context: A financial advisory firm uses phone communication for consultations, client follow-ups, and investment updates.

Operational Workflow: Client calls need close monitoring for compliance, call duration, and outcomes to ensure service quality and regulatory adherence.

How CallTower Analytics Helps: Analytics' role-based access controls allow managers to monitor call logs, conversation outcomes, and agent activity without compromising client confidentiality. Real-time analytics help advisors manage their client interactions, ensuring timely responses and reduced call wait times.

Benefits:

- ✓ Advanced filtering by agent, call type, and outcomes provides clear insights into service quality and regulatory compliance.
- ✓ Comprehensive reports help track call times, engagement rates, and case outcomes, valuable for compliance audits and client satisfaction metrics.
- ✓ Automated reporting ensures secure data handling and timely sharing of insights with stakeholders, improving transparency and adherence to industry regulations.



CallTower Analytics for Webex Calling

CallTower Analytics User License		WxC Supervisor (Reporting & Monitored User)	WxC Agent (Monitored User)	WxC User (Monitored User)
Use Cases		Cisco WxC License use case: Professional (+ Reporting) CXE Supervisors	Cisco WxC License use case: Professional CXE Agents	Cisco WxC License use case: Workspace & Standard
Features		Typical Use Case: Informal CC Managers Informal CC Team Leaders Call Center Supervisors Call Center Team Leaders	Typical Use Case: CXE Agents Hybrid Worker Knowledge Worker Pro-Services Informal CC User	Typical Use Case: Basic Phone User
Monitored call activity		✓	✓	✓
Access to Web portal		✓	✓	✓
Own Call activity visibility		✓	✓	✓
Activity can be viewed in Real Time by other users		✓	✓	✓
Can see other users in Real Time		✓	✓	✗
Personal Call Control		✓	✓	✗
Create Additional/Unlimited Reports		✓	✗	✗
Configurable Reports		✓	✗	✗
Enterprise-Wide Visibility		✓	✗	✗
Scheduled Reports by Email		✓	✗	✗
Download Reports by API		✓	✗	✗
Insights Dashboard		✓	✗	✗
Live Visibility of other Agent Status		✓ *	✓ *	✗
Agent Queue & N/A activity visibility		✓ *	✓ (Own activity only)*	✗
Agent Queue & N/A activity Reporting		✓ *	✗	✗
Realtime visibility to other users		✓	✓	✓
Historical Data Visibility		12 months of all users	90 Days of own	30 Days own

CallTower Analytics & Webex Analytics Comparison Summary

Value Area	CallTower Analytics CX Analytics	Webex Analytics
Advanced Real-Time Insights	True real-time visibility (<1 sec) into all call activity.	Limited real-time metrics with slower updates.
Comprehensive Metrics	Tracks 400+ metrics, covering cradle-to-grave call journeys.	Limited to ~150 metrics with less granularity.
Customizable Reporting	Fully customizable reports with 400+ metrics, 20 report types and 16 chart styles.	Pre-configured reports with limited customization options.
Real-Time Wallboards & Leaderboards	Large-screen wallboards and customizable leaderboards to track performance.	No wallboard or leaderboard functionality.
Role-Based Access Control (RBAC)	Granular RBAC with multi-level permissions for users and roles.	No RBAC or permission scoping.
Workforce Management Tools	Detailed agent utilization, time tracking, and workforce planning tools.	Minimal workforce management tools.
Multi-Site/Distributed Enterprise Support	Supports multi-site reporting and consolidated data across locations.	Limited visibility for distributed teams.
Extended Historical Data	Up to 12 months of historical data for trend analysis.	Limited data retention (e.g., 30 days).
Enhanced Industry-Specific Use Cases	Customizable filters and metrics can be tailored for healthcare, retail, finance, etc.	Generic analytics with no industry-specific support.

View the difference

		calltower ANALYTICS
In Depth Analytics		
Metrics	>150	450+
Chart Styles	2	16
Data	90 days	365 days
Real-time Visibility of		
Live Queue Stats	✓	✓
Agent Performance	✓	✓
Live Call Metrics	✓	✓
User Presence	✗	✓
Active Call	✗	✓
Agent Status	✗	✓
Report on Call Activity Against		
Users	✓	✓
Devices	✗	✓
Hunt Groups	✗	✓
Call Queues	✓	✓
Agents	✓	✓
Auto Attendants	✓	✓
Voicemail	✗	✓
Disposition/reason codes	✗	✓
Custom intervals (15 minutes > 1 month)	✗	✓
Telephone Number & DNIS	✗	✓
Call Legs (Historical Call Logs)	✗	✓
Flexible analytics permission scope		
Full	✗	✓

Filter Reports by		
Preset Timeframes (Daily/Weekly/Monthly)	✓	✓
Users	✗	✓
Agents	✗	✓
Call Queues	✓	✓
Devices	✓	✓
Hunt Groups	✓	✓
Auto Attendants	✗	✓
Voicemail	✗	✓
Disposition/Reason codes	✗	✓
Custom Timeframes (up to 12 months)	✗	✓
Telephone Numbers	✗	✓
Call direction	✗	✓
Internal/external	✗	✓
Call direction	✗	✓
ACD/Non-ACD	✗	✓
Call and Call leg end reason	✗	✓
Report consumption (all reports)		
Administrator Control hub	✗	✓
Webex app (CX Essentials only)	✗	✓
Scheduled templates	✗	✓
API downloads	3 canned reports	All API downloads
Real-time reports & dashboards in portal	✗	✓
Scheduled Emails	✗	✓
Analytics role based access control		
Fully granular	✗	✓