



Optimize Your IVR And Enhance The Self-Service Experience With Advanced Analytics And Intuitive Management Tools From ViA



Bringing Intelligence to Customer Self-Service

*Millions of Times a Day*





# ViA: Best-In-Class Analytics With An Ultra-Advanced KPI Dashboard

## Make Informed Decisions Using ViA's Sophisticated IVR Analytics, KPIs And Reporting

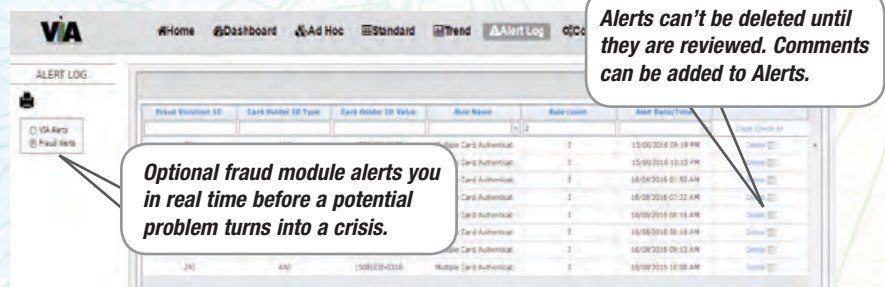
ViA is ENACOMM's IVR analytics tool featuring a host of real time monitoring and advanced reporting services. ViA provides IVR reporting and alerts as well as CTI, call quality reporting and fraud control optional modules. Plus, ViA is cost-effective and easy to deploy. In addition, ViA provides IVR usability feedback, pro-actively helps make informed decisions, improves customer satisfaction and identifies key IVR trends — all helping to increase self-service success and improve caller satisfaction.

### ViA Offers A Full Suite Of Comprehensive Call Reporting Tools

ViA offers real time IVR and application quality reporting, monitoring and alerting through an impressive dashboard, ad hoc reporting and more than 30 standard reports and unlimited user-configurable alerts.

### ViA Provides Customizable Intelligence

ViA is customizable and allows organizations to define which metrics are important to the business and then monitor those metrics to significantly improve self-service



ViA fraud module keeps you informed to address issues before they become a problem

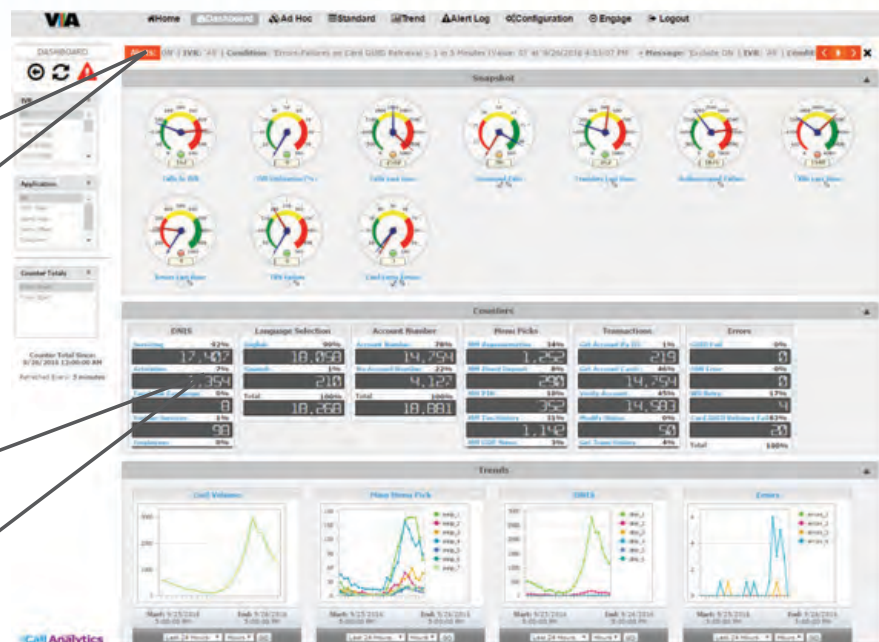
success and first call resolution. With the detailed call data collected by ViA, users can better understand how customers are interacting with the voice self-service channel and easily identify ways to improve the customer experience and limit caller frustration.

### ViA Can Be Up And Running In Days - Not Months!

Creating an internal monitoring and reporting system often overloads internal resources, requires months - or even years - to obtain results and usually creates onerous maintenance and enhancement headaches. Instead, by using ViA, you can quickly and cost effectively turn your organization's IVR into a powerful, customer focused self-service system that will enhance customer satisfaction and reduce call center costs.

Scrolling information bar provides alerts in real time.

If you want more information on any dashboard element, just click to drill down for complete information.



With ViA you can identify ways to improve the customer experience



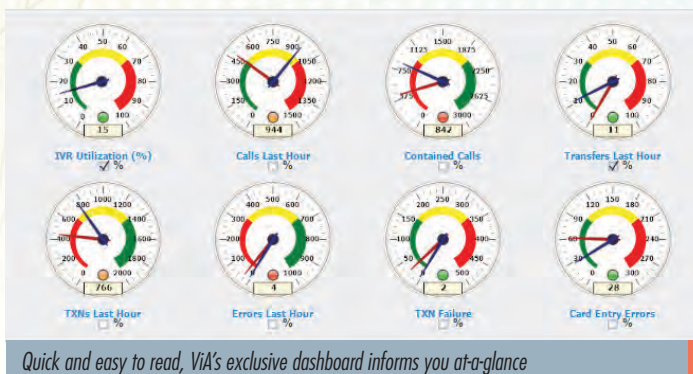
# ViA Reporting: Real Time, End-To-End Measurement & Alerts

## Manage and Measure The IVR's Self-Service Performance

Traditional IVR reporting tools only show “volumetric” information regarding IVR performance. Quality monitoring and speech analytic systems only reveal agent activities. Neither system provides the critical information needed to truly understand what callers are experiencing when using the IVR. To design and maintain an exceptional customer service experience, your organization needs the powerful features and functions of ViA.

## ViA Alerts - Real Time Crisis Reduction

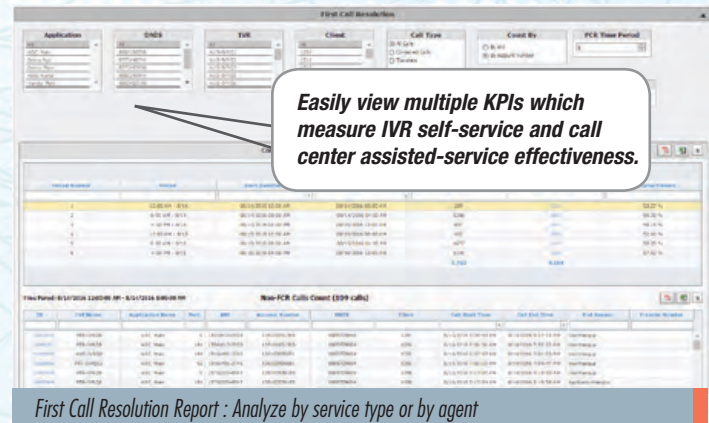
ViA sends alerts to allow potential problems to be addressed before they become critical. Alerts appear in the ViA dashboard, an alerts management page and may also be emailed automatically. Alert thresholds, messages and time periods are definable and may be sent based on a variety of criteria.



## Use Real Time End-To-End Customer Information

ViA is truly customer focused. It logs every call to the IVR system and provides information-rich reports, charts, graphs and statistics detailing how callers are using each IVR application. ViA's dashboard provides up to the minute status of IVR applications as well as platform performance. ViA alerts provide early warning of potential IVR and application performance issues.

The ViA dashboard displays IVR monitoring information in the systems' snapshot, counter and trend sections.



All sections are updated at user-defined intervals, as frequently as once per minute. *The snapshot section* details each caller's current self-service success and also depicts the overall health of the IVR applications at-a-glance, including errors and contained calls. *The counter section* displays call counts by language selection, account lookup success, menu picks, transactions, errors and DNIS. *The trend section* graphs daily, weekly, monthly or quarterly call counts, menu picks, transactions, errors and calls by DNIS.

With ViA, users can see exactly how customers are interacting with the voice self-service system and identify ways to improve the customer experience and reduce caller frustration.

## ViA Is Flexible

ViA works with any IVR platform and is available as an on-premise solution or software-as-a-service (SaaS). ViA can be deployed using single or multiple servers and can log calls for one or multiple IVR servers. A single instance of ViA can log from multiple IVR applications or each application can log to its own instance of ViA.

***"The bottom line is that ViA paid for itself in a matter of months with improved automation."***

***- CIT Senior Business Development Manager for Call Center Technologies***



# More Than 30 Standard Reports Provide Valuable Insights

In addition to ViA's custom filtering for the creation of ad-hoc reports, ViA provides a variety of standards reports that can be customized by using collapsible filters.

## Standard Reports

- **First Call Resolution Report:** Easily measure IVR self-service and contact center assisted-service effectiveness, this customizable report provides an additional key performance indicator (KPI)
- **Call End Summary Report:** Pinpoints where and why callers exited the self-service application
- **Call Duration Report:** Shows what's happening on your too-short and too-long calls
- **Call Summary by Area Code:** Illustrates geographic differences by area code and state for call counts, total talk and average call time
- **Error Report:** Learn which areas of your applications have the most caller interaction errors
- **Menu Picks Report:** See what happened at any menu including invalid input or no input
- **Frequent Caller Report:** Determine root cause of habitual callers, fraud attempts, high cost customers
- **Contained Calls and Authenticated Call Summary Report:** Easily track the most common IVR application KPIs
- **Transfer by Extension Summary Report:** Identifies where calls go after the IVR and the resources used
- **Prompt Summary Report:** Identify what prompts are most/least visited
- **Other Reports:**
  - Trend Graphs
  - Elapsed Time
  - Monthly Summary by Week and Day
  - Trend Data can be presented as a percentage of total calls or as call counts
  - Daily, Weekly, Monthly and Yearly Call Count charts and reports
  - Payments
- Plus many more standard reports, which can be saved, customized and automatically emailed

## Call Containment Report

Counts by day, week or month

**Call Containment Report**

Application: All  
DNIS: All  
Start Date/Time: 07/01/2014 12:00:00 AM  
End Date/Time: 09/25/2014 11:59:59 PM  
Preset Dates: Last 90 Days  
Group By: Day Week Month

**Call Summary**

Call Period	Total Calls	Call With Account Number	Transferred Calls	Contained Calls	Account Number Percent	Contained Calls Percent
7/13 - 7/19	49,291	0	0	49,291	0.00 %	100.00 %
7/20 - 7/26	123,834	0	0	123,834	0.00 %	100.00 %
7/27 - 8/2	154,373	0	0	154,373	0.00 %	100.00 %
8/3 - 8/9	76,859	0	0	76,859	0.00 %	100.00 %
8/10 - 8/16	85,053	0	0	79,163	49.56 %	93.07 %
8/17 - 8/23	79,015	0	7,024	71,191	71.99 %	90.10 %
8/24 - 8/30	131,235	0	11,864	119,371	72.24 %	90.96 %
8/31 - 9/6	85,654	57,380	10,870	74,784	66.97 %	87.31 %
9/7 - 9/13	83,459	58,788	7,926	75,533	70.44 %	90.50 %
9/14 - 9/20	77,174	54,954	7,665	69,509	71.21 %	90.07 %
9/21 - 9/25	86,838	62,388	6,736	80,102	71.64 %	92.24 %
<b>Total</b>	<b>1,032,785</b>	<b>427,328</b>			<b>Average=43.11 %</b>	

Customize over 30 different standard reports to give you the information you need in the form you want



# ViA: Feature-Rich, User Friendly Tools To Increase Containment

## Reporting

- **First Call Resolution Report:** Provides KPI for easily measuring IVR self-service and contact center assisted-service effectiveness.
- **Concurrent Calls History Visualization:** Contact center managers can better optimize call center staffing and capacity planning by looking at inbound call and call transfer patterns.
- **Errors Trend Graph:** Allows contact centers to easily detect insidious, long-term IVR, application and back-end error trends.
- **Optional Fraud Control Module Alerts Integration:** ViA can optionally display fraud alerts, along with regular IVR and IVR application alerts, allowing call center personnel to “triage” fraud alerts before forwarding them to risk management.
- **IVR Performance Reports:** ViA’s IVR performance reports filter out callers that transferred to the contact center but never spoke with a CSR, resulting in more accurate call containment rates.
- **Trend Graphs:** ViA users can easily compare IVR performance across different time periods. Trend data can be presented as a percentage of total calls or as call counts.
- **Counter Stacks:** Provides call counts by client for users in a multi-tenant environment plus menu pick and transaction counts.

## Dashboard

The ViA dashboard provides a colorful, configurable overview of KPI for your IVRs.

- User friendly interface
- Customizable workspace: Users can toggle off navigation, footer and the left menu column off or on to customize the workspace
- Cross-browser compatible
- Up to 10 gauges, seven of which are user-defined
- Dashboard scrolling ticker of new alerts for early warning of potential IVR and application performance issues

- Counter stack that displays an unlimited number of user-definable error types
- Responsive design resizes screens to fit your desktop or tablet browser
- Easily “drill down” on all summary data for more information

## Scheduling

- Desired reports can be scheduled to automatically run at pre-selected dates or times
- Reports may be emailed to one or more individuals, providing information when and where it is needed

## Alerts

Alerting lets you address potential problems before they turn into crises. Alerts are noted on the dashboard and can be automatically sent to any email address. Alert thresholds, messages and time periods are user-defined and can be sent based on any user-defined criteria including:

- Percentage of Calls Failing Authentication
- Menu Picks
- Transaction Counts
- Language Selection
- Errors
- Transaction Failures
- Contained Calls
- Calls by DNIS
- Transfers Per Hour
- IVR Utilization
- Calls Per Hour
- Calls in the IVR
- Define Your Own Custom Alert

***“ViA not only helped us reduce customer frustration, it vastly decreased our agent costs.”***

**- Sr. VP PrePaid Cards & Call Center Engagement**



# ViA Answers Virtually All Of Your Organization's IVR Questions

- How satisfied are my callers with the IVR self-service?
- What IVR functions do my callers use most?
- What self-service functions are potentially missing?
- What factors contribute most to excellent performance?
- If callers did not complete a critical transaction, what did they do instead?
- Where and why do my callers transfer out of the IVR system?
- Which campaigns are most profitable?
- Which callers call excessively and why?
- What was the impact, good or bad, of recent IVR application changes?
- Why do callers start self-service but never finish?
- What areas of the IVR application give customers the most trouble?
- How do you get an early warning that customer satisfaction (e.g., excessive hang ups, errors, or transfers) is degrading – before it's a crisis?
- How can I measure the ROI and caller impact of IVR changes?
- What did the customer press or say instead of on the call?
- What calling or usage trends are developing?
- What is the IVR load and how much capacity does it have left?

## Ad-Hoc Reporting Example

The screenshot displays the ViA Ad-Hoc Reporting interface. On the left, there's a sidebar with 'ADHOC Report' and 'Current Filter Selection' sections. The main area is titled 'Ad Hoc Report' and contains various filter categories like IVR Call ID, Payload, IVR, Port, DNIS Group, DNIS, Application, Event, End Reason, Transfer Number, Client, Start Date/Time, End Date/Time, Preset Dates, and Records to Return. A callout bubble points to the 'Display Type' section, stating: 'All reports can be saved and scheduled to run automatically and emailed to any number of recipients.' Another callout bubble points to the 'Records to Return' field, stating: 'All reports can be exported to PDF or XLS.' Below the filters, a table titled 'Ad Hoc (top 200 of 1,552 calls)' shows a list of call records with columns: ID, IVR Name, Application Name, Port, ANI, Account Number, DNIS, Client, Call Start Time, Call End Time, Call Length, End Reason, and Transfer Number. The table lists several calls with details like IVR Name (PER-IVRQ11), Application Name (ABC Main), Port (93), ANI (901330-6227), Account Number (136107763890), DNIS (8885729604), Client (1212), Call Start Time (8/27/2016 11:54:48 PM), Call End Time (8/26/2016 12:00:37 AM), Call Length (00:05:50), End Reason (ApplicationHangUp), and Transfer Number (9181253-5161).

Ad-hoc reports give you the information you need to make your customer's IVR experience the best it can be



# ViA Collects A Host Of Valuable Data For Reporting

## Robust Reporting That Is Easy To Use

Calls can be filtered by any combination of call date and time, caller input, prompt visited, application name, IVR name, IVR port, transfer number, client, ANI, DNIS or call end reason. Once a report has been defined it can be saved for future use or reference.

In addition to capturing the call start and end date/time, IVR port, IVR name, IVR application name, account number, prompts and call end reason, ViA also captures the following key elements in the call record:

- Every IVR prompt/application location the caller visited and the time stamp
- All events including back-end transactions, hang ups and errors
- All user-entered data such as menu choices, language selections and account numbers
- Extension or phone to which the call is transferred
- Transfer reason(s)
- DNIS (Dialed Number Identification Service)
- ANI (Automatic Number Identification - Caller ID)
- Call end reason

## ViA Reporting Quickly Provides Key Information

- Number of timeouts, invalid entries, hang-ups and transfers
- Calls by main menu selection and by language selection
- Total call counts
- Average call duration
- Average agent call duration
- Number of calls transferred
- Concurrent inbound calls & transferred calls
- Number of calls authenticated
- How long any self-service function takes (i.e., user authentication)
- Total duration for all calls
- Main menu pick counts
- Transaction and payment counts
- DNIS counts
- Error counts by type
- Caller utterances and speech recognition slot values

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*Millions of Times a Day*



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