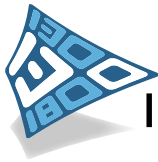


15 Minute Intervals

Service Number:1300 XXX XXX

Period: 13/7/09 - 19/7/09



Inbound Essentials

Ph: 1300 244 200

| Time - 15 minute intervals | No Answer | Busy |
|----------------------------|-----------|------|
| 03:30 | 1 | |
| 06:15 | 2 | |
| 08:00 | 11 | 6 |
| 08:15 | 22 | 9 |
| 08:30 | 16 | 11 |
| 08:45 | 10 | 8 |
| 09:00 | 6 | 3 |
| 09:15 | 3 | |
| 09:30 | 1 | |
| 10:15 | 2 | |
| 10:30 | 1 | 1 |
| 11:15 | 3 | |
| 11:30 | 1 | |
| 11:45 | 4 | 1 |
| 12:00 | 11 | 4 |
| 12:15 | 26 | 17 |
| 12:30 | 38 | 18 |
| 12:45 | 28 | 13 |
| 13:00 | 17 | 5 |
| 13:15 | 9 | 1 |
| 13:30 | 5 | |
| 13:45 | 1 | |
| 14:00 | | 1 |
| 14:15 | 2 | |
| 14:30 | 2 | |
| 15:15 | 1 | |
| 15:45 | | 1 |
| 16:00 | 2 | |
| 16:15 | 1 | |
| 16:30 | 1 | |
| 16:45 | | 1 |
| 17:00 | 1 | 2 |
| 17:15 | 2 | 1 |
| 17:30 | 2 | |
| 17:45 | 1 | |
| 18:15 | 1 | |
| 19:15 | 1 | |
| 19:30 | 1 | |
| 21:30 | 1 | |
| 22:45 | 1 | |
| Total | 238 | 103 |

85% of unanswered calls occur between 8am - 9am and 12pm - 1.30pm.

Options:

- do nothing, lose sales and frustrate customers
- instruct stores to have staff start earlier and stagger lunch breaks to cope with peak periods
- use time and day manager and/or call overflow to route calls to central location or call centre

Opportunities:

- resource one store or establish call centre to take overflow calls for 2.5 hours per day