



Answer Point

Service Number: 1300 XXX XXX
Period: 13/7/09 - 19/7/09

Inbound Essentials
Ph: 1300 244 200

Answer Point	Successful Calls	No Answer	Busy	Total Calls	% No Answer / Busy
02 1234 5678	105			105	0.0%
02 2345 6789	185	21	6	212	12.7%
02 3456 7890	174	11		185	5.9%
02 4567 8901	86			86	0.0%
02 5678 9012	129		1	130	0.8%
02 6789 0123	97	1	11	109	11.0%
02 7890 1234	118			118	0.0%
02 8901 2345	152	3		155	1.9%
02 9012 3456	746	142	42	930	19.8%
03 1234 5678	133			133	0.0%
03 2345 6789	77	14	6	97	20.6%
03 3456 7890	125	2		127	1.6%
03 4567 8901	87			87	0.0%
03 5678 9012	113		1	114	0.9%
03 6789 0123	141		9	150	6.0%
03 7890 1234	126			126	0.0%
03 8901 2345	72	3	5	80	10.0%
03 9012 3456	117		1	118	0.8%
04 1234 5678	81			81	0.0%
04 2345 6789	98	1		99	1.0%
04 3456 7890	102			102	0.0%
04 4567 8901	79			79	0.0%
04 5678 9012	61		1	62	1.6%
04 6789 0123	65	12	16	93	30.2%
04 7890 1234	71			71	0.0%
04 8901 2345	41	3		44	6.8%
04 9012 3456	26	25	4	55	52.7%
Total	3408	238	103	3749	9.1%

9.1% of calls are not answered.
Call overflow is set up on some stores to direct calls to Head Office (02) 9012 3456
Head office is unable to cope with peak call volume.
Options:
- do nothing, lose sales and frustrate customers
- install multiple lines or answer points for busy stores
- activate call overflow for all stores to permanently send busy or unanswered calls to next closest store or alternate locations
Opportunities:
- resource one store per state to take all overflow calls.