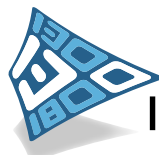


# Fixed Versus Mobile

Service Number: 1300 XXX XXX

Period: 1/7/08 - 30/6/09



## Inbound Essentials

**Ph: 1300 244 200**

	Fixed Calls	Fixed %	Mobile Calls	Mobile %	Total Calls
Jul-08	82,546	80.5%	20,014	19.5%	102,560
Aug-08	84,598	78.9%	22,598	21.1%	107,196
Sep-08	83,584	78.4%	23,004	21.6%	106,588
Oct-08	85,213	77.0%	25,439	23.0%	110,652
Nov-08	82,331	74.7%	27,840	25.3%	110,171
Dec-08	81,599	73.2%	29,875	26.8%	111,474
Jan-09	80,147	71.3%	32,266	28.7%	112,413
Feb-09	81,489	72.1%	31,554	27.9%	113,043
Mar-09	83,588	72.7%	31,445	27.3%	115,033
Apr-09	80,025	70.2%	33,969	29.8%	113,994
May-09	81,625	69.5%	35,741	30.5%	117,366
Jun-09	81,014	68.9%	36,591	31.1%	117,605
<b>Total</b>	<b>987,760</b>	<b>73.8%</b>	<b>350,336</b>	<b>26.2%</b>	<b>1,338,096</b>

Mobile calls have increased 83% over 12 months, resulting in more calls being sent to head office to be re-routed to stores.

**Options:**

- do nothing, lose sales and frustrate customers
- activate an IVR to prompt the customer to enter a postcode
- add speech recognition to prompt the customer to say a suburb
- route to a call centre for re-routing

**Opportunities:**

- activate SMS to Inbound to cater for growing mobile market and better customer service