

Calls per minute

Service Number:1300 XXX XXX
Period: 22/6/09 - 28/6/09



Inbound Essentials
Ph: 1300 244 200

Time of day	Successful Calls	No Answer	Busy	Total Calls
08:00		1		1
08:01	1	2		3
08:02		1		1
08:03	2	3	1	6
08:04		4		4
08:05	1	1		2
08:06	1	2	1	4
08:07		2		2
08:08	1	1		2
08:09		1		1
08:10	1	2	1	4
08:11	2		2	4
08:12	1	2		3
08:13		2		2
08:14		3		3
08:15	2	1	1	4
08:16	2	1	2	5
08:17		2		2
08:18	1			1
08:19		2		2
08:20	3	1	2	6
08:21	1			1
08:22	1	2		3
08:23	2	1		3
08:24		2		2
08:25	3	1	1	5
08:26	2	2		4
08:27	3	1		4
08:28	3		1	4
08:29	4	2		6
08:30	2	1		3
08:31	4	1	2	7
08:32	5		2	7
08:33	3	1	1	5
08:34	4			4
08:35	4	2	1	7
08:36	5	1	1	7
08:37	1			1
08:38	4			4
08:39	6		2	8
08:40	6			6
08:41	4		1	5
08:42	2	1		3
08:43	4	2	1	7
08:44	2			2
08:45	2		1	3
08:46	4	1	1	6
08:47	3			3
08:48	4			4
08:49	4	1		5
08:50	2	1		3
08:51	4		1	5
08:52	3			3
08:53	5	1	1	7
08:54	9		4	13
08:55	3			3
08:56	6		1	7
08:57	4			4
08:58	7	1	2	10
08:59	3			3
09:00	3			3
Total	159	59	34	252

Stores have staggered opening hours between 8am - 9am. During this time 93 calls, or 37% are not answered.

Options:

- do nothing, lose sales and frustrate customers
- activate message bank to allow callers to request a call back
- use time and day manager to route calls to central location or call centre

Opportunities:

- activate call overflow to permanently end busy or unanswered calls to alternate locations.