



Sales Enablement Pack:   
Business Intelligence

Offer customers the best possible ROI from their UC investments and make yourself essential

# Business Intelligence

### Offer customers the best possible ROI from their UC investments and make yourself essential

EXPO.e’s Business Intelligence solution provides your customers with real-time insights into their daily interactions across their entire UC ecosystem, providing actionable opportunities for improvements across the customer journey, and helping you establish their UC solutions as truly essential to their long-term business growth and making you an essential technology parnter.

# Market Conditions

* By 2024, 3 out of 4 enterprise employees will not use a desk phone. It has more than doubled since 2020, when it was just 30%.
* 90% of businesses say their industry has become more competitive over the last 5 years.
* 71% of customer conversations happen over the phone.

# Business Challenges

* Achieving real-time visibility of all customer contact.
* Understanding when customers call, why they call, and how often.
* With a fully remote or hybrid workforce, built on Cloud technology, all companies need to maximise customer engagement across every channel.
* Many businesses use several apps to bring together their UCaaS solution, which is harder to monitor, support, and manage, resulting in a poor user experience and poor visibility of daily metrics.
* Voice-related data can be complex and difficult to understand, limiting opportunities for business improvement and a better customer journey.

# Why EXPO.e for Business Intelligence?

We have an extensive, constantly evolving UC portfolio and are able to offer complete end-to-end, hosted solutions that are futureproof, scalable and fully supported by our own experts. With direct access to our deep experience and expertise delivering bespoke, fully integrated UC solutions, offering your customers actionable insights into their overall customer journey has never been easier.

* Our hosted services are embedded in our self-owned, enterprise-class network, for exceptional quality of service, security and resilience.
* A Cloud-based solution that side-steps the need for costly infrastructure, with no additional capex costs.
* Offer customers optimal flexibility with monthly, per-user pricing, rather than restricting them to traditional long-term contracts.​
* A tailored solution that integrates with our Call Recording solution for more detailed monitoring of inbound and outbound communications, opening potential opportunities for upselling.
* We are a highly trusted provider with nine ISO accreditations, wholly committed to delivering service excellence in all that we do, allowing you to offer every customer complete peace of mind.

## Features and Benefits.

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* **Historic and real-time call statistics:** Provides customers with the data that they need to best support strategic business planning and make informed decisions.
* **Configurable wallboards:** Our digital wallboards are fully customisable and can be configured to display the customer’s key metrics, enabling them to easily identify trends and track performance levels – accessible both on site and remotely.
* **A single pane of glass:** Customers can manage anywhere from 2 to 10,000 users across multiple sites with ease via a dedicated portal.
* **End-to-end reporting:** Enables the customer to see the full journey of any call from beginning to end, including how it was diverted through the business and the wait times it experienced, highlighting opportunities for improvement.
* **Detailed management reports:** Metrics such as time per call, abandoned calls and number of calls are provided, helping to identify areas for improvement and implement changes to optimise resources and reduce costs – such as increasing staff levels during peak times.
* **Real time visibility:** Enables smart call routing according to workloads to manage the call traffic, minimising wait times and avoiding missed calls, improving overall customer satisfaction levels.
* **Flexible trend analysis:** Analyses trends in calls per day, week, month, and year, providing insights into how customers can better prepare and plan for fluctuations.

# Discovery questions to ask your customer

* What voice solution do you currently use?
* Is the current solution used across the whole company?
* Is the current reporting adequate for your organisation?
* Do you struggle with missing a lot of calls?
* How do you continue to monitor your business communications when working remotely?
* Do you find that specific periods can be quieter or busier than others, i.e. not consistent year-round?
* What is the current process for you to be able to find a specific call when in need i.e. conflict resolution or training?
* Is your business dependent on telephone contact? If so what if you could easily view real time stats on the move?
* How do you currently report?
* Do you know how many calls are received or made across the company?
* What is the value of a lost call to your business and how many sales enquiries are you missing on a daily basis?

# Qualification questions to ask your customer

* Do you know how calls are split across a working day?
* Typically, when your incoming calls peak?
* How do you ensure your team is sufficiently resourced to cope?
* How do you decide on your staffing levels and resource allocation throughout the week/month/year?
* Would you benefit from knowing when you receive the most calls in any given period in order to adjust staffing levels?
* Describe how you monitor and report on any lost sales enquiries due to missed calls.
* Do you know who many calls are abandoned and what the call recovery success rate is?
* Would being able to identify how many sales enquiries you are missing every day be useful?
* Would it be useful to be able to trace specific calls and listen to the full recording associated with this call (even if it were transferred)?
* Would wallboards be advantageous showing key metric to your teams?
* Addressing reporting, would a scheduled customisable reporting tool, which emails reports to key people be of use?