

September 2008

*Did you know?*

The ShoreTel system can help leverage your company's *marketing dollars* by allowing you to track phone inquiries related to specific marketing campaigns. This feature can be used when combining both custom workgroups as well as Direct Inward Dial (DID) numbers.

Marketing campaigns take time, are costly, and without the right processes it can be hard to track their progress. With so many different forms of advertising media, companies may decide to run campaigns in just about anything imaginable.

For instance, a company with \$100,000 in marketing funds decides for one year to run ads in the Kansas City Star, the local Business Journal and over the local radio. The KC Star cost \$50,000, the Business Journal cost \$20,000 and the radio cost \$30,000. After one year of running the ads, the KC Star brings in revenue of \$500,000, the Business Journal \$2,000 and the radio \$100,000. With the ability to track this progress, the company would understand the need to shift the \$20,000 from the Business Journal to another profit-yielding medium such as the KC Star or the radio. On the other hand, without the ability to track, the company would continue blindly spending advertising dollars in the Business Journal that could have been better dispersed to other mediums.



In legacy PBX days, the only way to track a marketing campaign was to ask every caller inquiring about a specific product or service where and/or how they heard about it. With calls ranging in the hundreds to thousands, this method became very cumbersome and tedious for employees, as well as annoying to incoming callers.

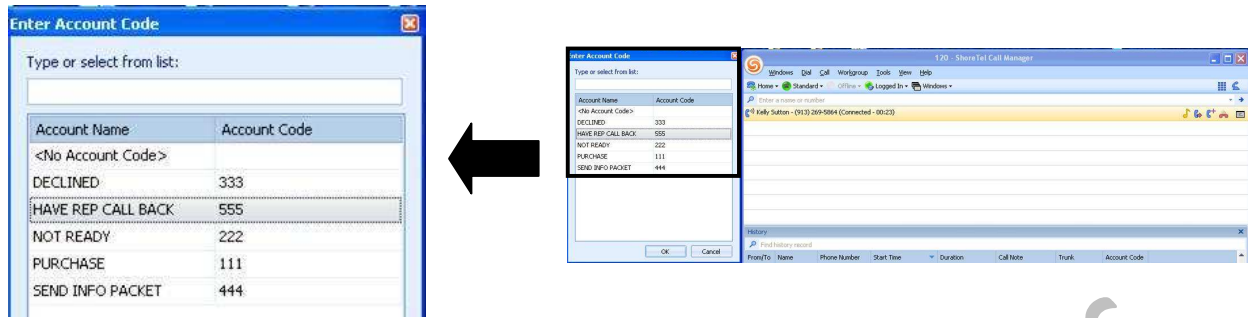
With the ShoreTel phone system, you can now better utilize your company's marketing strategies by leveraging not only the ability to track all calls, but apply account codes to them as well. Tracking calls can not only illustrate whether a campaign produced new inquiries, but it can also tell you how many of them led to sales, were placed in pending, weren't interested, etc. With account codes, sales representatives are able to categorize active calls based on fields that you, the administrator, create.

For example, a bank is marketing a new CD rate to all existing customers. Customers call in to a specific workgroup called *4.75% CD RATE KC STAR* that has an available DID attached specifically to it.

Name	Extension	Agents	On-Hours
<a href="#">4.75% CD RATE BUS JOURNAL</a>	158	33	<a href="#">On-Hours</a>
<a href="#">4.75% CD RATE KC STAR</a>	157	43	<a href="#">On-Hours</a>
<a href="#">4.75% CD RATE RADIO</a>	159	33	<a href="#">On-Hours</a>
<a href="#">Accounting</a>	202	1	
<a href="#">Bob Bob Test</a>	123	1	

As a call comes in, anyone within the workgroup can see a pop-up in Personal Call Manager (PCM), or on their phones that displays *4.75% CD RATE KC STAR*. Now, they will instantly know what the call pertains to.

Once the call is answered, the representative highlights the call, right clicks and selects Attach Account Codes (or by pressing Ctrl + L) allowing the pre-defined Account Codes fields to display. Lastly, they choose whether the call has led to a purchase, decline or pending.



Use Account Codes for categorizing outbound/inbound calls

With these account codes the bank can easily create reports by utilizing ShoreWare Director's built-in *Call Detail Reporting* function to help it decide whether to continue with a campaign, take a different approach or start a new one altogether.

Account Code Detail Report					
Start: 6/17/2008		End: 6/17/2008			
Start: 12:00:00AM		End: 11:59:59PM			
	Date	Time	Dialed Number	Calling Extension	Duration
111 (PURCHASE)	6/17/2008	11:27:57AM	+19132695864	120	00:00:09
<b>Total</b>	<b>1 Call(s)</b>	<b>Total Duration: 00:00:09</b>	<b>Average Duration: 00:00:09</b>		
333 (DECLINED)	6/17/2008	11:27:50AM	+19132695864	120	00:00:06
<b>Total</b>	<b>1 Call(s)</b>	<b>Total Duration: 00:00:06</b>	<b>Average Duration: 00:00:06</b>		
444 (SEND INFO PACKET)	6/17/2008	11:27:34AM	+19132695864	120	00:00:06
	6/17/2008	11:27:43AM	+19132695864	120	00:00:05
<b>Total</b>	<b>2 Call(s)</b>	<b>Total Duration: 00:00:11</b>	<b>Average Duration: 00:00:05</b>		
<b>Grand Total</b>			<b>4 Call(s)</b>	<b>00:00:26 Total</b>	<b>00:00:06 Average</b>

With blocks of 100 DID's priced around \$16 a month, as well as coming standard with most VOIP deployments, your company may already have them available for use or it can afford to purchase extras. Using this approach will lead to faster, more efficient conversation between your employees and potential customers with regard to marketing campaigns. With incoming callers being managed more professionally than before, and with the ability to make more intelligent decisions regarding campaigns, there is no reason to not take advantage of this feature.



**Information Desk**  
 Teledata Communications  
 10620 Widmer Rd  
 Lenexa, KS 66215  
 (913) 647-9134