

“No, the phone’s fine. Just wondering when the next ferry is due?”



## Inference Locator Module Reports

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### Background

One of the key benefits derived from implementing an Inference Locator Module is the business information that is available to the business from the system. The speech recognition service automatically collects a vast quantity of data from each call processed by the system. For example, when is the call made and how long does it last? Which store or location is the caller enquiring about? What is the caller enquiring about, for example opening hours, address details or special promotions?

In addition is it possible to add questions to the service to elicit additional information from the callers using the service or to run special promotions.

All the data collected by the service is available to the Business almost immediately so that business can respond to extraordinary situations very quickly and in an informed manner. See below for example of some of the reports frequently requested.

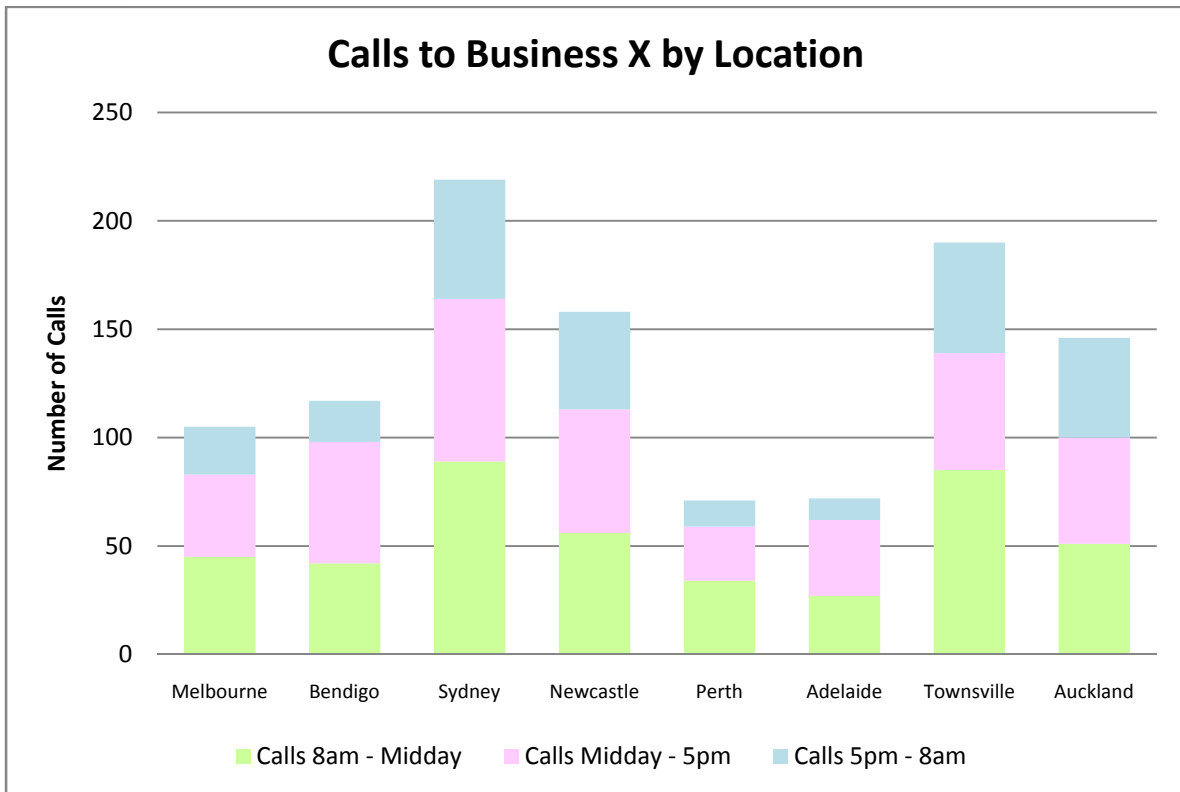
## Sample Reports

If a business publicizes a single number for contacting them, it is possible to report on which offices or store are being asked for by callers, how many times they are asked for a when. Other reports that might be generated include;

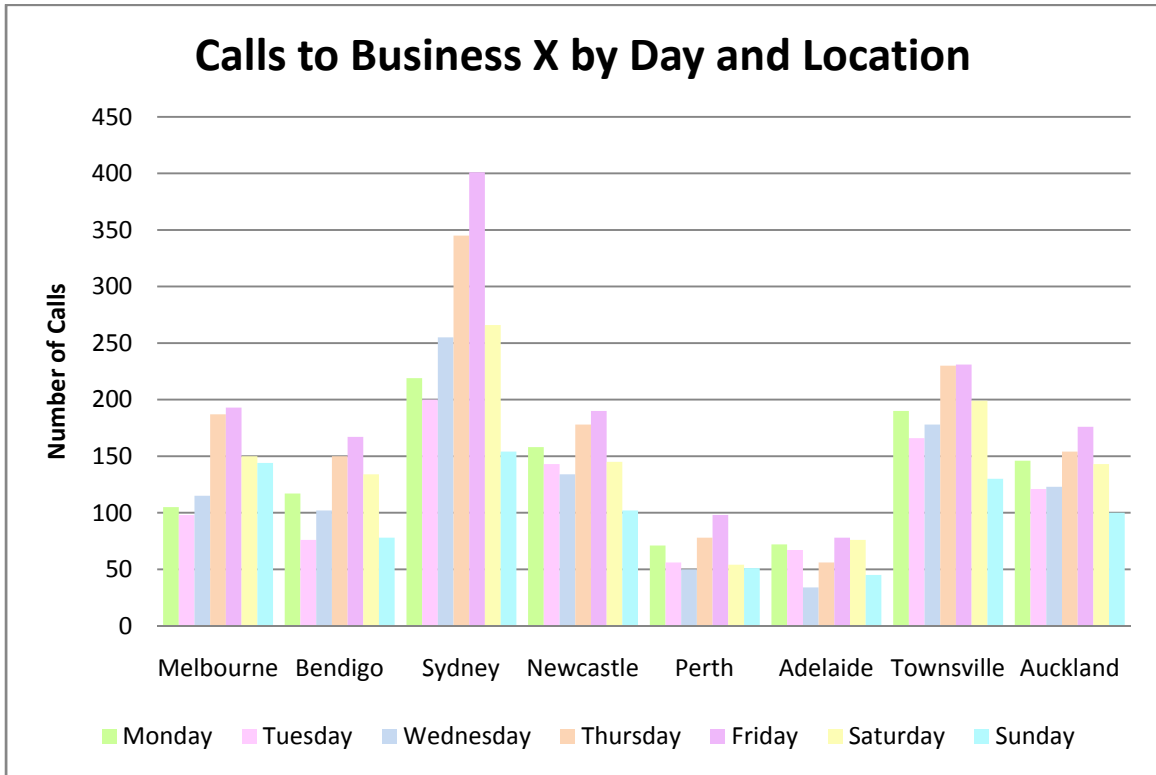
- How many callers ask to be connected to a particular office
- How many times a particular office answers the phone (or not)
- How many callers ask for a particular office at a particular time of the day
- Volume trends e.g. do call volumes increase to particular store on Thursdays, at Sale times or at Christmas time and by how much?

See below for a few example o the types of reports that may be generated by users of the Inference Locator service.

### 1. Calls by Location



## 2. Calls by Day of the Week & Location



## 3. Calls by Category & Location

