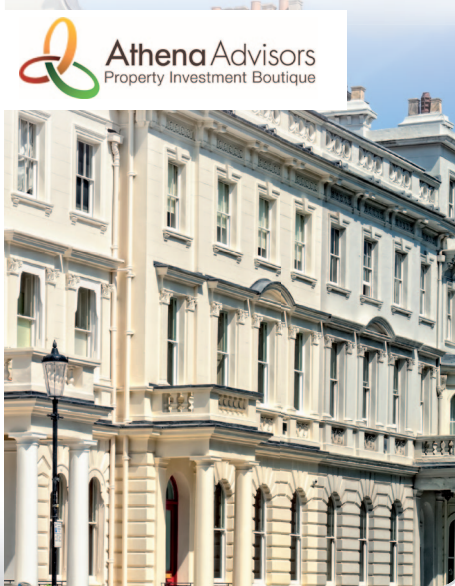


Athena Advisors

Admiral Secures Property Sales Performance Management

The Challenge:

London based property investment company Athena Advisors were concerned over two key aspects of their operation that impacted upon both their productivity and profitability – making sure they were getting accurate billing and value for money from the telephone calls supplier and effectively managing the performance of their 12-strong sales team. Without measurement there could be no management!
www.athenaadvisors.co.uk



case study in a nutshell

Industry:

Property Investment

Client:

Athena Advisors

Partner:

Admiral Voice & Data

Challenge:

To reconcile telephone usage billing and to measure sale team performance on outbound and incoming calls.

The Solution:

Oak Telecom value added reseller Admiral Voice and Data recommended the deployment of reportX, a call logging and management software application that would provide Athena Advisors with the ability to produce telephone usage reports at the press of button. This enabled telephone bills to be easily reconciled with suppliers. Furthermore, reportX separately reported local, international and mobile call charges which enabled Athena to negotiate better call rates.

Sales Managers were delighted with reportX as for the first time they could see on a daily, weekly or monthly basis, the volume of outbound sales calls that each member of the sales team was making against the targets they were set. Likewise, Athena could identify the time taken to answer incoming calls and, significantly, the number of calls they were missing by not answering in time. With the missed call telephone numbers being recorded this meant Athena could return the missed calls. Amongst the three sales teams, reportX encouraged a better spirit of competition as performance increased.

Solution: reportX

About CommsSuite: Easy to install and use, Comms Suite X provides the building blocks that will support your business - growing with it and changing with you and with the times to provide an instant window on your business. All applications can be accessed all via a simple to use desktop or web interface.

The Benefits:

- According to Ewelina Stachowicz, Office Manager at Athena, the key benefits of using reportX included;
- A reduction in call charges for international calls
- Greater company awareness of where call charges occurred
- Accurate measurement of sales team member performance
- The ability to call back missed sales calls
- Graphical representation of call types to identify trends
- Easy to use and compile management reporting of operations

Reports Preview

Extension	Total Score	Max Possible Score
203 David Hedges	66.67%	
18/05/2010 16:38:01	60	90
19/05/2010 16:08:22	60	90
1 Calls Evaluated	66.67%	
210 Pardo Pardo	64.44%	
17/05/2010 10:29:17	39	90
17/05/2010 14:57:04	77	90
17/05/2010 15:34:23	123	90
18/05/2010 09:52:39	52	90
18/05/2010 09:55:43	38	90
18/05/2010 11:16:05	80	90
18/05/2010 11:46:13	61	90
19/05/2010 09:19:23	45	90
20/05/2010 09:12:27	3	90
2 Calls Evaluated	64.44%	
218 Paul Chewitt		
17/05/2010 10:29:17	46	90
17/05/2010 14:57:04	63	90
17/05/2010 15:34:23	56	90
18/05/2010 09:52:39	52	90
18/05/2010 09:55:43	38	90
18/05/2010 11:16:05	80	90
18/05/2010 11:46:13	61	90
19/05/2010 09:19:23	45	90
20/05/2010 09:12:27	3	90

Preview reports on-screen, print, save as PDF or export as CSV. A full range of customisable reports for cost control, response management, traffic analysis, account code billing and much more is included as standard.

For more information about...

how oak can help you secure business like this, call 0800 9889 625 or visit oak.co.uk