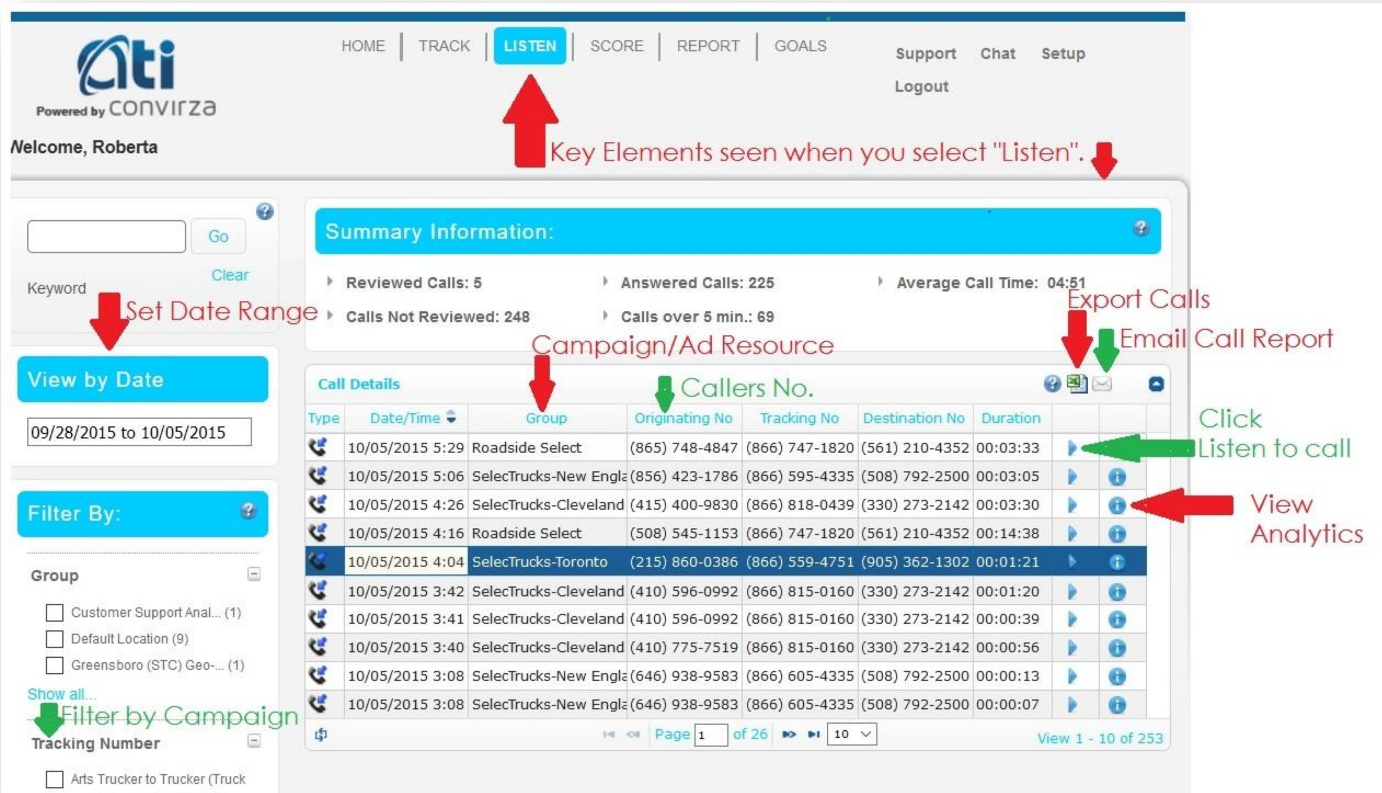
ATTS-II GOLD

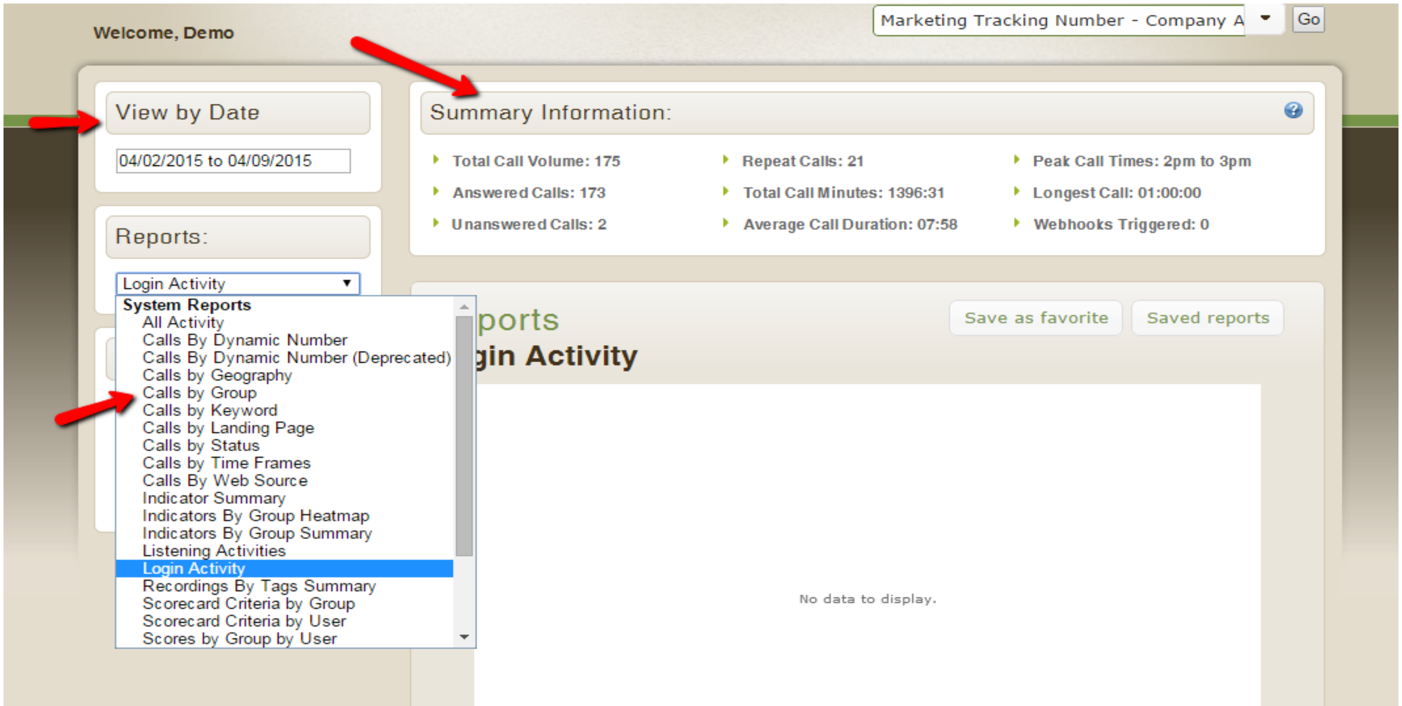
Quick Overview

1.Go to www.aticalltracking.com **2**. Login with your email and password **3. Select "Listen"**
From there you may listen to the calls, and see you a quick overview of the incoming call data.



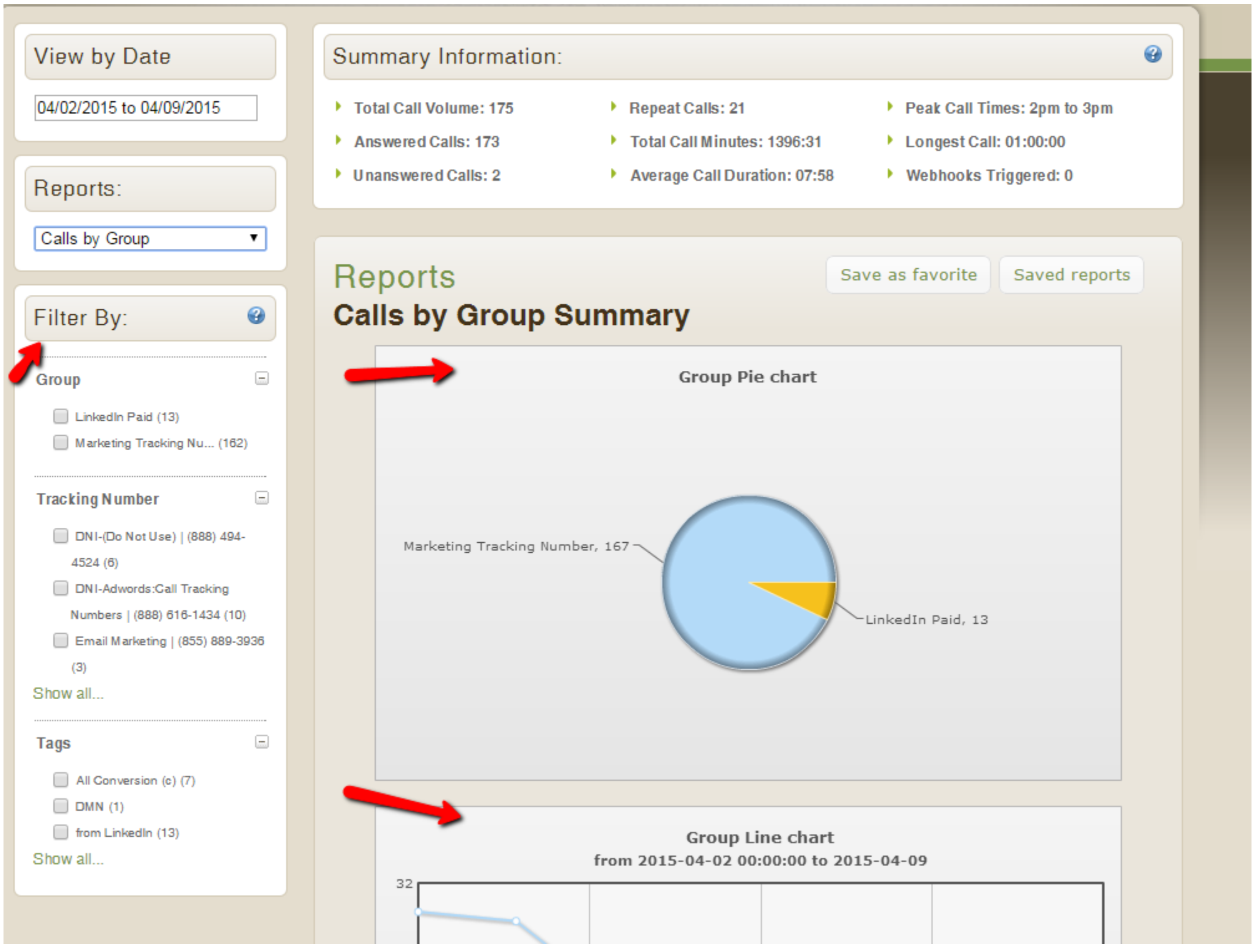
After logging in to the application, navigate to the Reports page by clicking on one of two links from the home page as shown below.

The reports page will automatically pull up a login report and display a summary of your calls for the date range

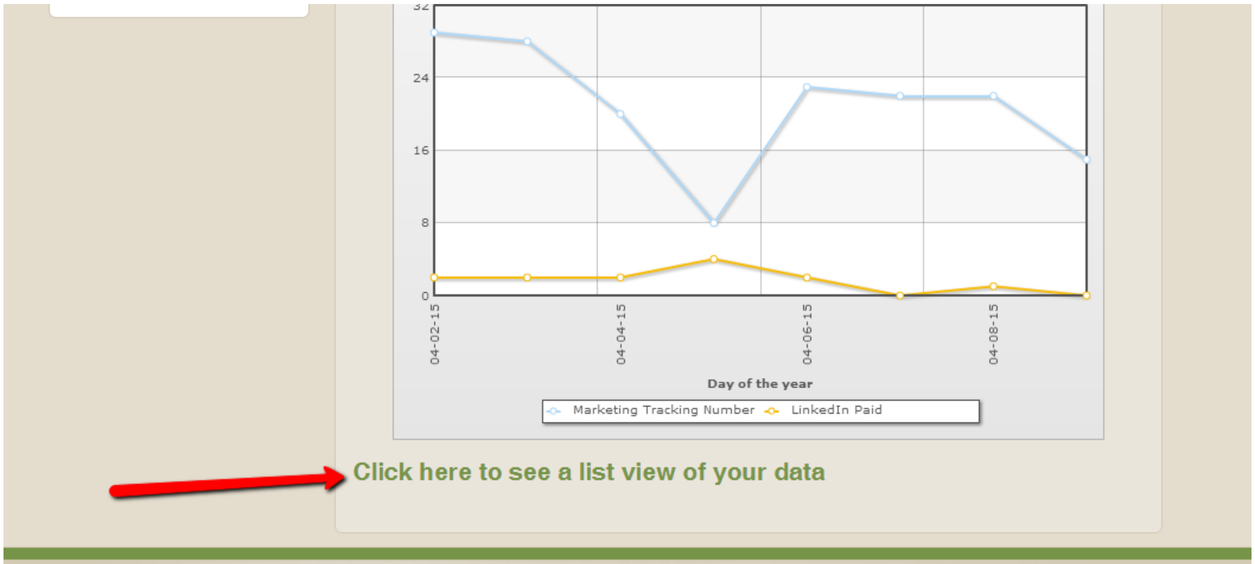


shown in the view by date field. The default view by date range is the last 7 days but can be changed by clicking on the date field. This date range will be the dates for the reports as well. Select the drop down and choose the desired report, the two most common reports used are Calls by group and calls by time frame depending on role and the data needed.

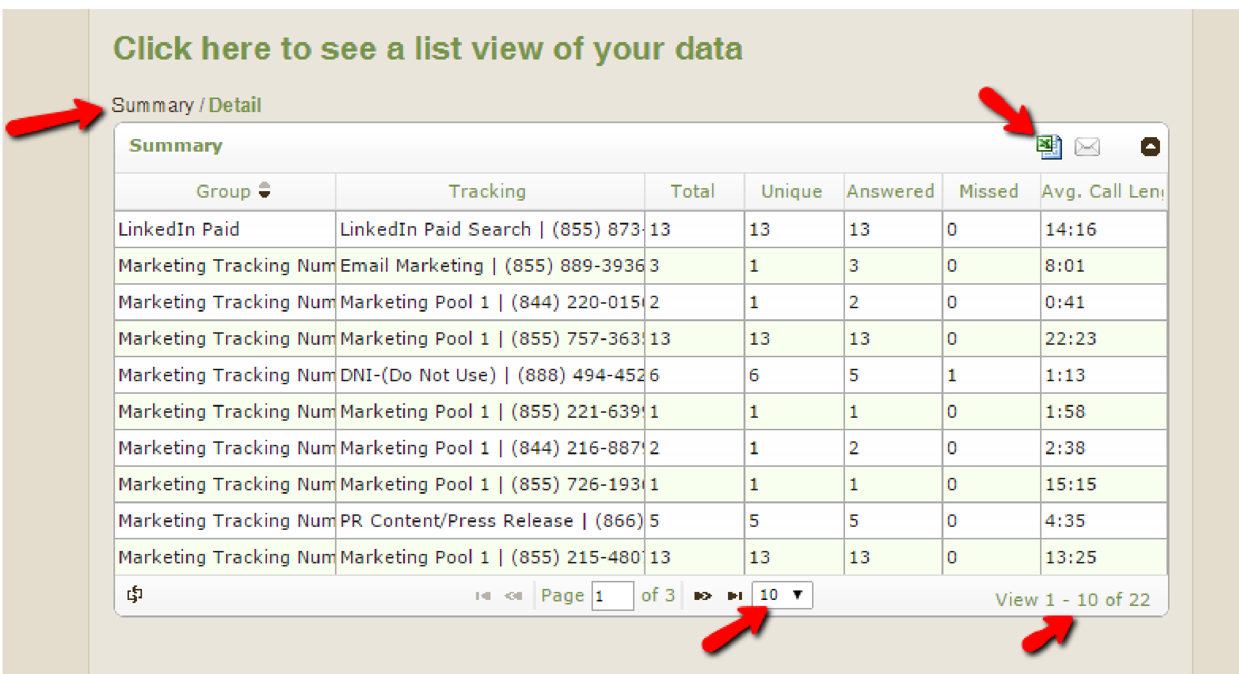
After selecting the report, you can use the filter by function to focus in on different portions of your calls based on the criteria you select such as tracking numbers or groups. The report will display a few visual representations of your data which vary based on the report type.



At the bottom of the page you will find an option to view a list view of your data, clicking on it will expand it.



The default view will display summary information of the report with an option for downloading the data to excel. You can change the number of rows displayed and view the total number of records at the bottom of the chart.

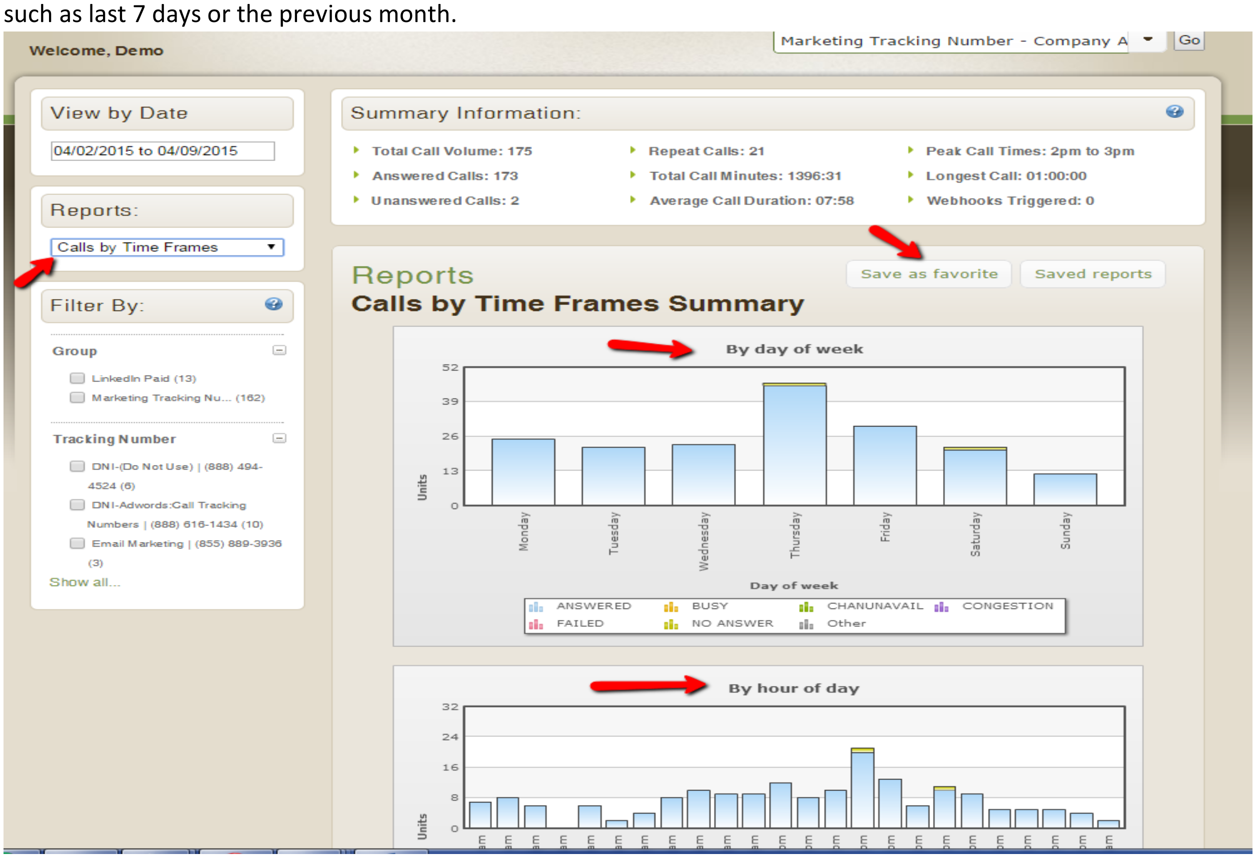


Group	Tracking	Total	Unique	Answered	Missed	Avg. Call Len
LinkedIn Paid	LinkedIn Paid Search | (855) 873	13	13	13	0	14:16
Marketing Tracking Num	Email Marketing | (855) 889-3936	3	1	3	0	8:01
Marketing Tracking Num	Marketing Pool 1 | (844) 220-015	2	1	2	0	0:41
Marketing Tracking Num	Marketing Pool 1 | (855) 757-363	13	13	13	0	22:23
Marketing Tracking Num	DNI-(Do Not Use) | (888) 494-452	6	6	5	1	1:13
Marketing Tracking Num	Marketing Pool 1 | (855) 221-639	1	1	1	0	1:58
Marketing Tracking Num	Marketing Pool 1 | (844) 216-887	2	1	2	0	2:38
Marketing Tracking Num	Marketing Pool 1 | (855) 726-193	1	1	1	0	15:15
Marketing Tracking Num	PR Content/Press Release | (866)	5	5	5	0	4:35
Marketing Tracking Num	Marketing Pool 1 | (855) 215-480	13	13	13	0	13:25

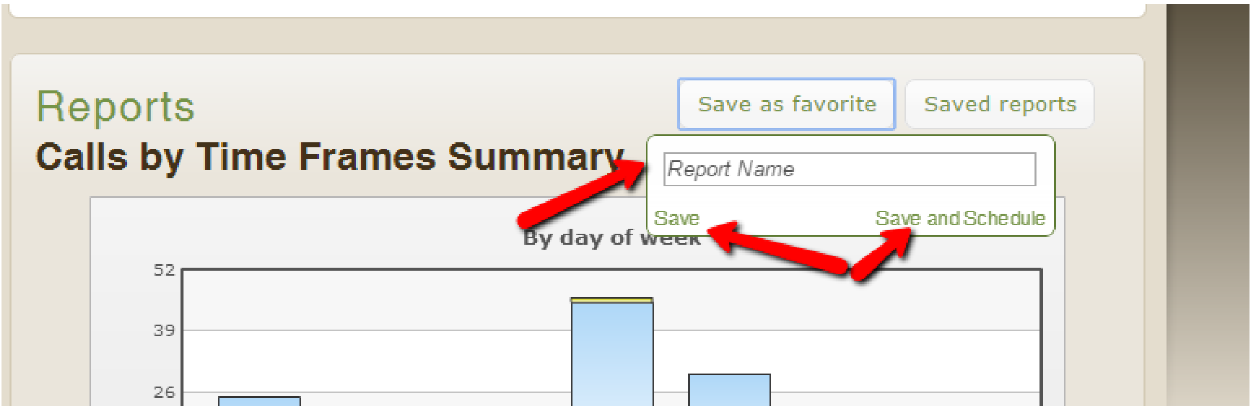
The detail view will look at the data on a call by call basis and also provides the option of exporting to excel and the display info as with the summary view.

Group	Tracking	Total	Answered	Status	Call length	Called ID
LinkedIn Paid		13	13		03:05:23	
	LinkedIn Paid Search | (855) 873-		Y	A	15:18	9549176413
	LinkedIn Paid Search | (855) 873-		Y	A	00:56	9106727540
	LinkedIn Paid Search | (855) 873-		Y	A	15:29	6034336678
	LinkedIn Paid Search | (855) 873-		Y	A	15:31	3159027895
	LinkedIn Paid Search | (855) 873-		Y	A	15:03	4322573947
	LinkedIn Paid Search | (855) 873-		Y	A	15:32	6317065537
	LinkedIn Paid Search | (855) 873-		Y	A	15:32	3156133728
	LinkedIn Paid Search | (855) 873-		Y	A	15:31	2313357491
	LinkedIn Paid Search | (855) 873-		Y	A	59:59	3025260690

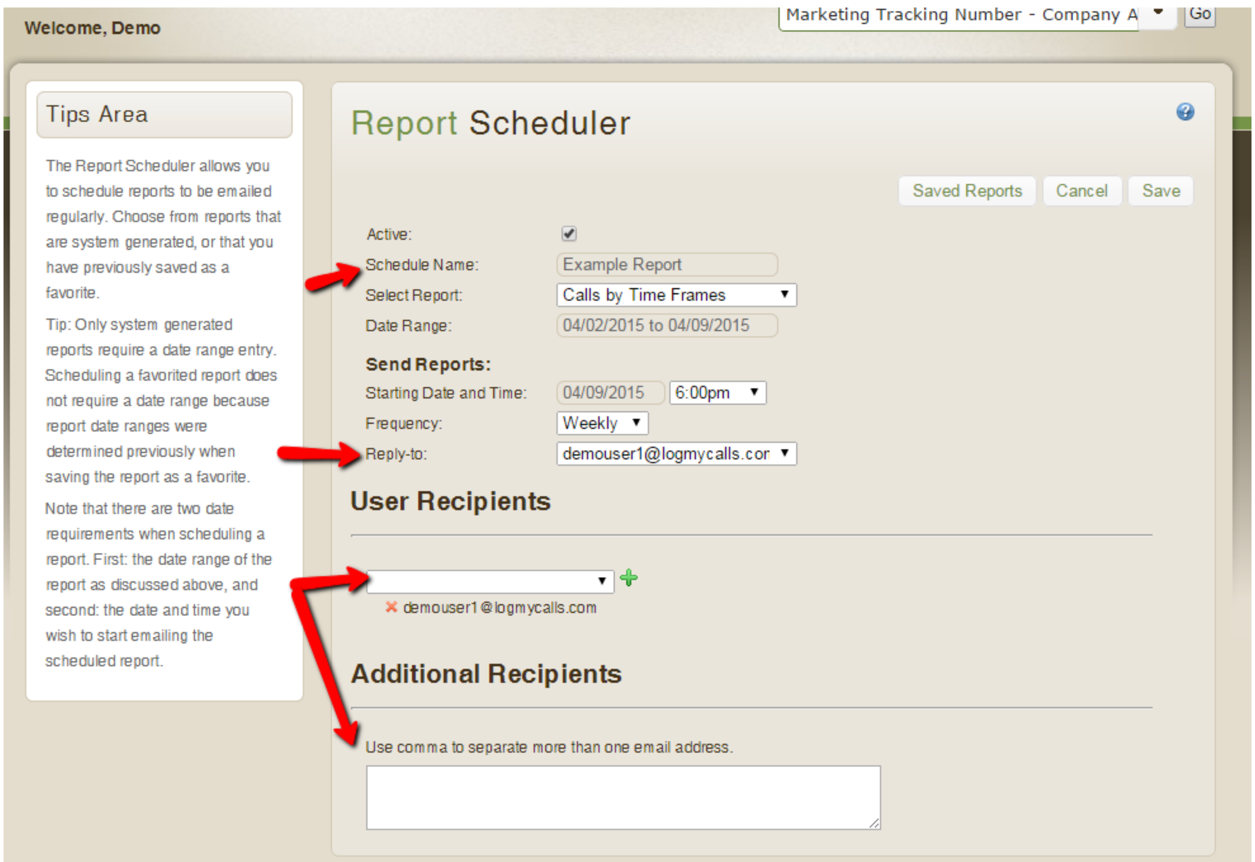
Looking at the Calls by Time Frames report we see that the chart displays are different but the data options are similar in the list view at the bottom. If you click on Save as favorite you can save a report as well as schedule it to be sent on an automatic basis. Reports can only be scheduled when using one of our built in dynamic date ranges such as last 7 days or the previous month.



Type in a name for the report and then either save or save and schedule.

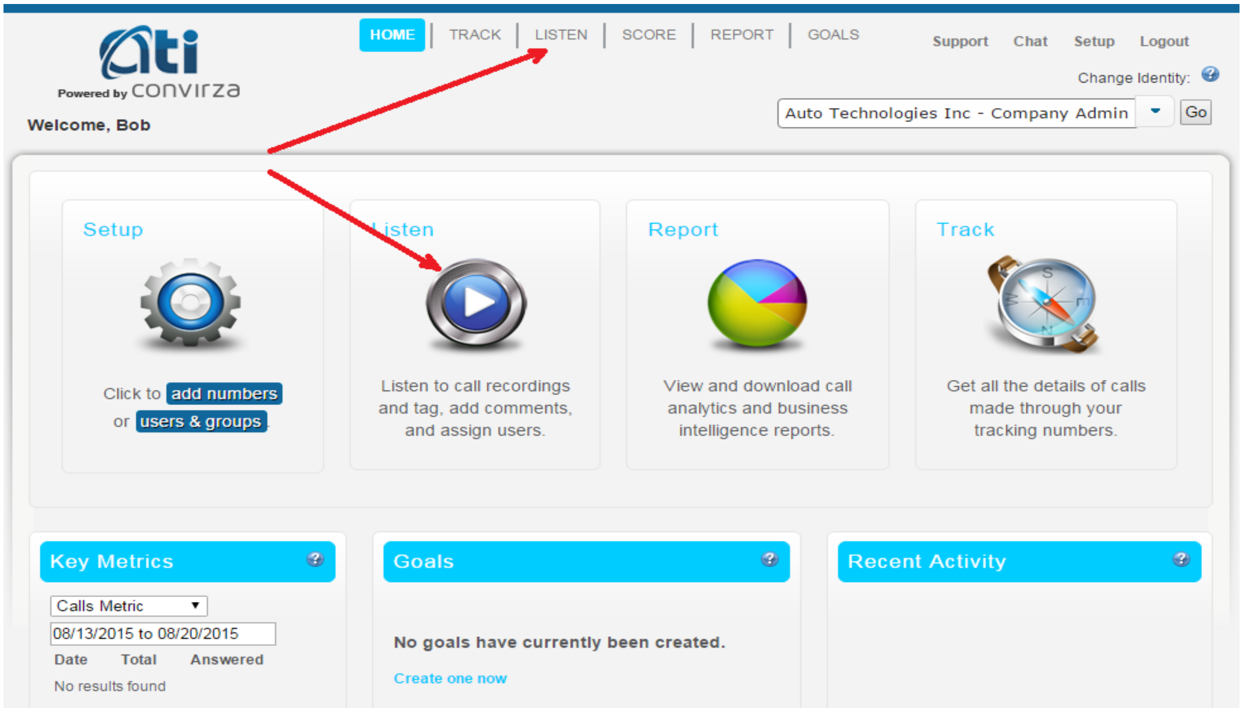


You can change the report name, date range and frequency prior to scheduling. Select the reply-to for where you want an email to go if a recipient responds to the report email and select your recipients. Then select Save. You can view your any of the scheduled or saved reports from the Saved reports menu and edit them by selecting them from there.



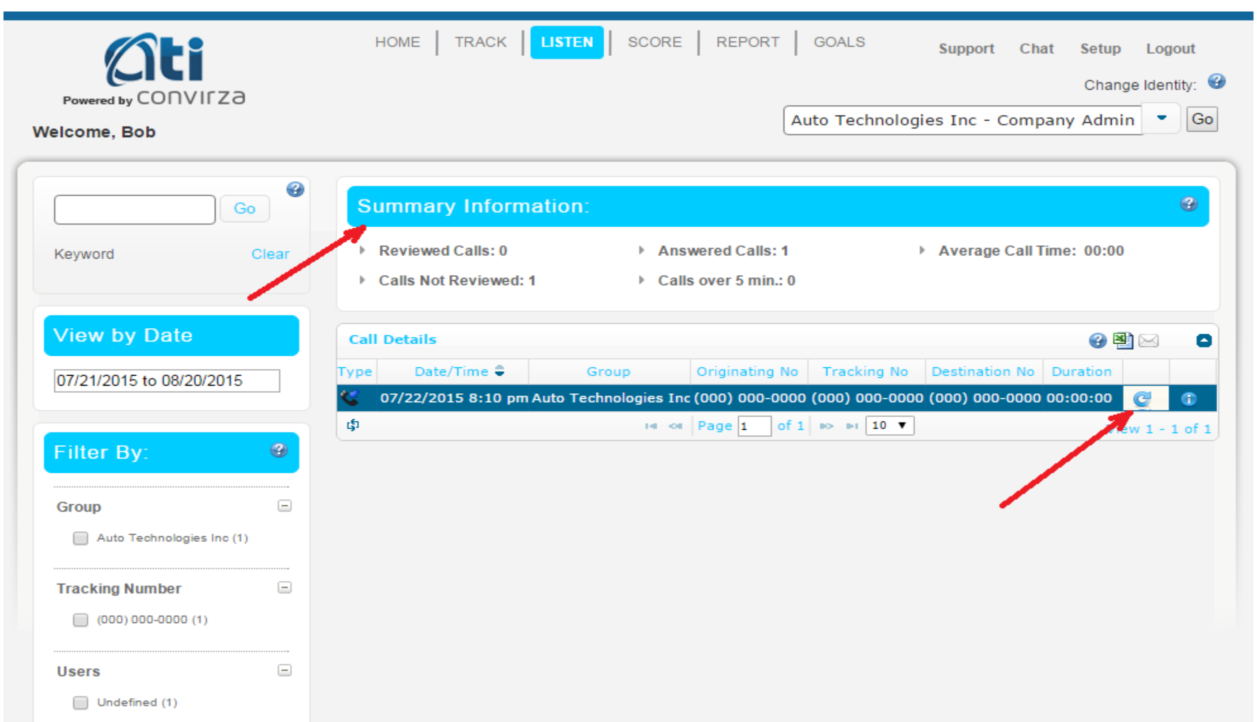
How to Listen to Calls

After logging in to the application, navigate to the listen page by clicking on one of two links from the home page as shown below.



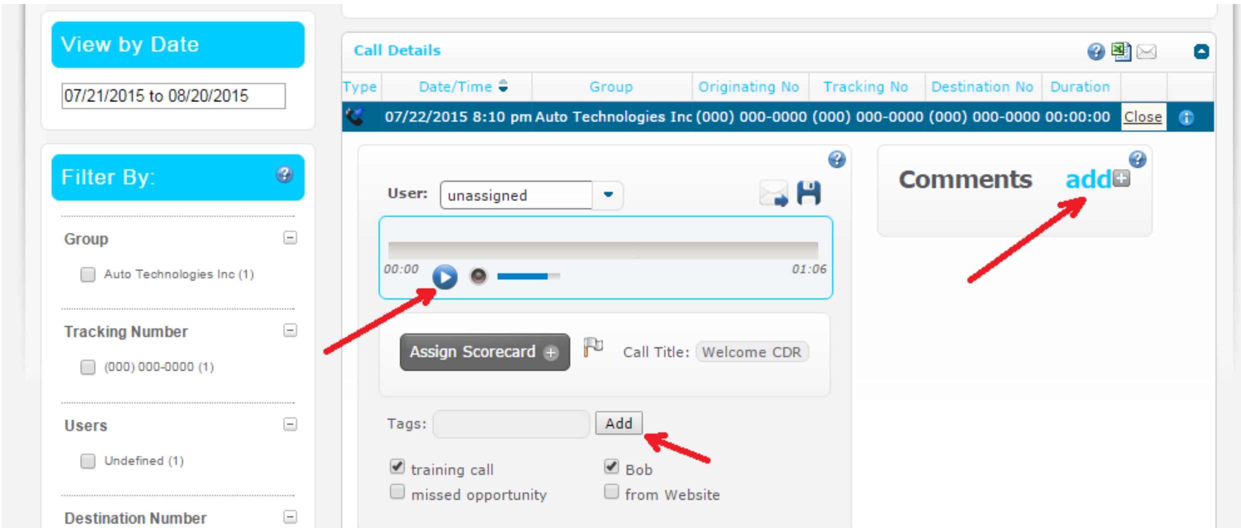
On the left side of the screen you can change the date range displayed which by default will show the last seven days. The "Filter By" option allows you to sort your calls by a variety of criteria such as the group if you have access to multiple groups or individual tracking numbers. Each of the fields listed can be selected by checking the desired box or boxes until you have the calls displayed that you want to view.

From the Listen page you can view a summary of your total calls along with other broad view data at the top of the page. This view is dynamic and will change based on the filters and date range selected. To Listen to a call click on

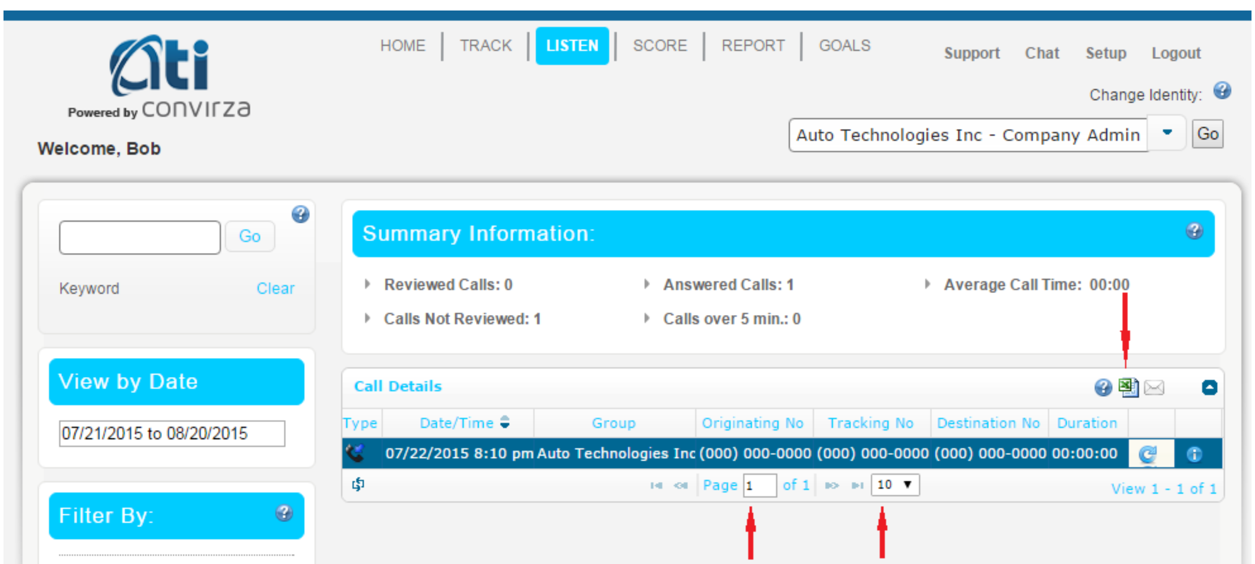


the blue triangle in the second to last column, if a call has already been reviewed it will display a “refresh” icon as shown below.

This will bring up a secondary display showing additional info for the call. Click on the green play button to review the call recording. You can also add comments to the call, or tags which can be used in filtering data within the app.



The call details can be downloaded as a .csv by clicking on the excel icon at the top of the Call Details table, this content is also dynamic and reacts to the filters and date range selected. You can navigate to additional pages and change the number of rows displayed on each page by clicking on the icons below the last call record.



Conversation Analytics ™ Indicator Syntax

How Does Conversation Analytics work?

Calls are processed using a proprietary transcription and search engine. The process identifies words and phrases that indicate certain events have occurred in a conversation. In addition to words, phonetic elements measure tempo, agitation and silence. Combinations of certain words/phrases with the phonetic elements (depending on the indicator) are matched and weighted to provide a numeric confidence indicator that the event occurred.

When writing search queries, our goal is to identify how many different ways one can say the same thing. It's also important to consider who is speaking, caller or agent. In the following example, you'll see part of an algorithm that takes into account various speech patterns and text to speech transcription possibilities.

Indicator: Promotional Mention Phrase: Did you receive a promotion from

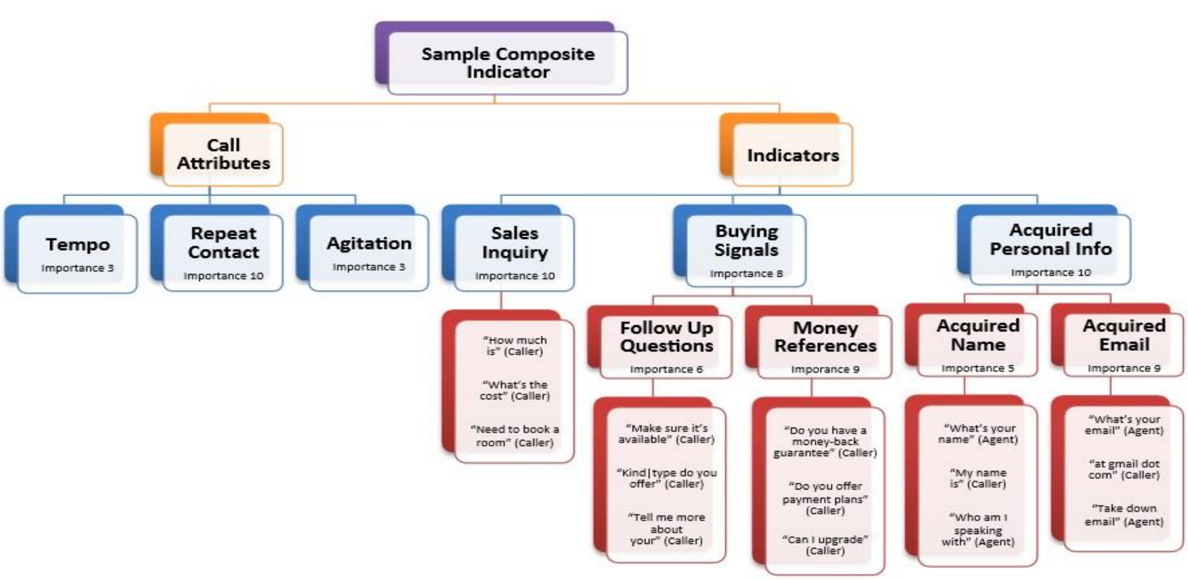
(("did you|ya get|got|received|receive our|us") OR ("promotion|promotional|male|mail|mailer|flyer|flier|ad|add|advertisement from us|me")) OR ("you|ya receive|received|receiving promotional email|male|mail|mailer|flyer|flier|ad|add|advertisement"), etc.

We also use proximity operators, "Not Near: operators, weights, importance levels and other elements to formulate complex algorithms to identify important factors o each call. With this methodology we are able to obtain an up to 85%-90% accuracy rate for events that are identified. We have a high confidence level in trend analysis and our ability to identify trends in a data set of calls.

Indicator and Composite Indicator Tiered Algorithms

The sample above is only a portion of the algorithm used to identify the event that a phone agent asked the question "Did you receive a promotion rom us?"
Indicators and Composite Indicators have a tiered, building block structure; phrases and phonetic elements create the algorithms that construct indicators; groups o indicators build other indicators; groups of indicators . In addition, depending on the indicator, elements are assigned an importance rating.

Indicator and Composite Indicator Tiered Algorithm Structure



Indicator Strengthening Factor

Certain indicators receive a full strength indication when a single item is identified in the phone calls, such as the "Acquired Phone Number" indicator. Other indicators, such as Customer Dissatisfaction, receive a higher score with each additional phrase and phonetic element identified.

Indicator Categories, Descriptions, Sample Phraseology and Use Cases

Here are some examples from the thousands of phrases that go into our search algorithms.

Indicator	Description	Sample Phrases/Use Cases
Call Attribute	*The Call Attribute category examines the specific attributes of the phone call.*	
Agitation Level	Call content identifies acoustic signals measuring emotion based on stress detected in the voice-wave.	An elevated level of agitation can indicate excitement, anger or frustration. The system will detect a lower agitation level for a caller that speaks with a slow drawl as opposed to a caller who talks fast and loud. For this reason, agitation is most effective when combined with other indicators. When combined with dissatisfaction indicators, an elevated agitation gives a stronger indication that caller is indeed dissatisfied.
Percent Silence	The absence of speech on a call measured against total duration.	Typical silence on a phone call should not exceed 25-30%. The caller is more apt to show signs of dissatisfaction on calls with a high percent of silence. Percent silence is another indicator that can be very effective when combined with other indicators.
Repeat Contact 72 Hrs	Indications that the caller has called previously within the last 72 hours.	This indicator is based only on calls that were analyzed through conversation analytics. If the phone number was previously identified by the analytics system within 72 hours, the calls will be flagged as a repeat contact.
Voice Message	Call content indicates that the caller left a voice message.	The IVR is recognized on the Agent Channel and is used to help identify if the caller reaches a voice message. **Sample Phrases:** "Leave a brief message" (Agent) "When finished recording" (Agent) "At the tone" (Agent)
Caller Sentiment	*The Caller Sentiment category analyzes the caller's general attitude during the call.*	
Cancellation	Indications that the caller made a request to cancel service.	**Sample Phrases:** "Cancel my service" (Caller) "Cancel for you" (Agent) "Final bill" (Caller/Agent)
Complaints	Indications that the caller was dissatisfied or unhappy with the agent or with a product or service.	**Sample Phrases:** "This is ridiculous" (Caller) "Difficult to work with" (Caller) "I totally disagree" (Caller)
Compliments	Phrases or words used that indicate the caller was complimentary of the agent, product or service.	**Sample Phrases:** "You're amazing" (Caller) "You've been a big help" (Caller) "You're the best" (Caller)
Dissatisfaction (c)	A composite of indicators	Dissatisfaction is a composite indicator that uses both acoustical

	whose aggregate data indicates a level of caller distress and dissatisfaction.	measures, such as Agitation and Percent Silence, as well as phrases that indicate negative emotion (Cancellation, Complaints, etc.). Individual indicator strength builds toward the composite indicator strength.
Escalation Requests	Indications that the caller requested to be escalated to supervisor, manager, etc.	**Sample Phrases:** "Speak to a supervisor" (Caller) "Who is your manager" (Caller) "Talk to owner" (Caller)
Objection Language	Call content indicates that the caller expressed objections to purchasing or setting an appointment.	**Sample Phrases:** "Talk to my spouse" (Caller) "I'm going to wait" (Caller) "Don't have the money" (Caller)
Politeness	Caller used words or phrases that indicate politeness.	**Sample Phrases:** "Please" (Caller) "Thank you" (Caller) "My pleasure" (Caller)
Repeat Inquiry	Call content indicates that the caller has called more than once with an inquiry.	This indicator differs from "Repeat Contact" in that it is based on phrases that indicate the customer has called multiple times about the same thing. **Sample Phrases:** "I keep calling" (Caller) "Person I talked to" (Caller) "I've been calling since" (Caller)
Conversion	*The Conversion category analyzes if the call resulted in desired outcomes of a lead or a sale.*	
All Conversion (c)	A composite indicator with aggregate content indicating that some type of marketing or sales conversion was made during the call.	This is a composite indicator that identifies if an appointment or reservation was made, there was a commitment to buy, the customer requested additional information or payment language was detected. Individual indicator strength builds toward the composite indicator strength.
Appointment Set	The caller or agent used words or phrases that indicate an appointment was set.	**Sample Phrases:** "Got you scheduled" (Agent) "See you tomorrow at" (Agent) "O'clock work for you" (Agent)
Commitment to Buy	Caller used words or phrases that indicate a commitment to buy.	**Sample Phrases:** "Fax authorization form" (Caller) "Put it aside for me" (Caller) "Mail check" (Caller)
Initial Purchase	Phrases and words were used that indicate a caller new to the business made a purchase during the call.	Payment language is used as the basis for this Indicator. Calls with existing customer language are filtered out.
Payment Language	Phrases and words were used that indicate a caller made a	**Sample Phrases:** "Ready for card number" (Agent) ent)

This is just a small sampling of the Indicator Categories, Descriptions, Sample Phraseology and Use Cases. You may view more on our website call tracking page.

www.ati123.com - www.aticalltracking.com

Strategic Multi-Media Marketing
ATTS - Auto Technologies Telemanagement System