



Are you taking advantage of your CISCO investment?

Are you searching for another competitive edge against other voice technology vendors? What if you could offer your Call Manager and Call Manager Express customers call center type statistics without requiring them to deploy an IPCC or IPCC Express up front? And what if that tool provided you with the information to entice them into deploying IPCC or IPCC Express in the future?

ISI's Business Intelligence Solutions can help! Your customers want to achieve and maintain customer satisfaction, identify problem areas, and ensure you are providing the best customer experience for their clients – before they go elsewhere. And now you can offer them a tool ONLY available in the Cisco environment to do just that!

FACT: Every Customer Contact is an Opportunity

Every phone call made or received is an opportunity for your client to win (or lose) a customer. The manner in which their employees handle those calls can be a determining factor in the success or failure of their business. They need to know:

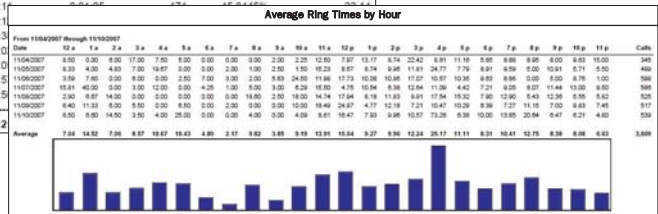
- How many customers try to call, never get an answer and hang up?
- Are customers getting busy signals?
- When we do answer a customer call, how long are we on the phone with them?
- Is that too long?
- How often do customers end up in voicemail versus speaking with a live person?
- How many times are we transferring customers to other departments?
- How does each of my Customer Contact Centers compare?
- Do I have a "problem area"?

"Business Intelligence and Analytics enables the enterprise to adjust business processes to better meet customer expectations while maximizing profits."

- Gartner Group



Abandoned and Ring-time Summary						From 11/23/2007 through 11/29/2007											
Department	Total # of Inbound Calls	Total Inbound Duration	Avg. Inbound Duration	# of Calls not Answered	% of Calls not Answered	Average Ring Time											
Store: Store 102 (102)																	
Appliances	255	5:49:12	0:01:22	60	23.5294%	26.04											
Bedding and Bath	2	0:01:25	0:00:42	1	50.0000%	40.00											
Boys Clothing	85	0:53:47	0:00:37	57	67.0588%	42.87											
CUE Port	36	0:08:57	0:00:11	0	0.0000%	23.19											
Drapery	2,736	64:50:05	0:01:24	478	17.4708%	51.34											
Furniture	373	8:44:11															
Hardware	1,102	22:46:11															
Housewares	36	0:29:33															
Lighting	43	0:18:03															
Lingerie	3	0:59:03															
Shoes	1,805	30:52:53															
Voicemail	4,244	23:57:53															
Store Total	10,720	157:05:2															



ISI Business Intelligence Solutions deliver for your customers!

- Improved Customer Satisfaction** • By helping them reduce hold times and abandoned calls
- Lower Costs** • By reducing Contact Center expenses through right sizing their equipment and staff to better match call volumes
- Audit Trail** • So they can track all Customer interactions
- Integrated Solution** • ISI's Business Intelligence Software is fully integrated with the Cisco IP Telephony Solution

Join the 8,500 customers who already take advantage of Business Intelligence from ISI

Contact us today, toll-free at 800.366.6550, or via email at info@isi-info.com

Visit us online at www.isi-info.com

Here's how Business Intelligence might help your customers:



ISI Telemangement Solutions, Inc.

ISI Business Intelligence can help Lower Costs for Retailer

Cisco is working with a 5,000+ location retail chain. Each retail location has individual FXO trunks. Some trunks are dedicated to order faxing while others are dedicated to general voice. By using ISI's Retail Business Intelligence & Call Analytics software, Cisco can "right size" the number of FXO circuits in each store, saving the retail chain as much as \$600,000 per year while eliminating busy signals and enhancing the customer experience. And these savings can be easily reinvested in technologies that you are offering!



ISI's Consulting Services can help fund a conversion to Cisco IP Telephony

A global, UK-based equipment rental company with annual revenue of over \$1.8 Billion and 450 US locations contacted ISI to reduce their overall telecom expenditures. ISI's Telecom Consulting Group audited their voice, data, and wireless infrastructure. By optimizing their services, ISI can save the company over \$600,000 annually. These savings can be reinvested into a nationwide conversion to Cisco IP Telephony.



WHY ISI?

- 20 years experience in Business Intelligence and Call Analytics
- Cisco Development Partner
- Business Intelligence fully integrated with Cisco CallManager

Nationwide Delivery Chain Improves Customer Service with ISI Business Intelligence

A nationwide delivery chain has equipped each store with a Cisco Unified Communications Manager Express system using the B-ACD functionality.

The chain wanted to create system-wide metrics on the customer call experience: How many calls were received at various times of day? How long were people on hold? How many calls were abandoned? Their objectives were:

- Spot underperforming stores
- Spot high abandoned rates (resulting in lost orders)
- Better align staffing with actual call volumes
- Improve the customer experience
- Reward stores showing excellent results
- Increase revenue at the store level



By installing ISI's Business Intelligence & Call Analytics software, this chain will be able to improve customer service, increase customer satisfaction, and right-size staffing by scheduling the correct number of order takers. And there is now real data available when their Cisco sales team comes in to discuss Call Center offerings.

Big Box Store will reduce "dropped calls" with ISI Business Intelligence

This customer's biggest concern is unanswered calls. Someone "presses 1" for the Computer Department. From there, the phone rings and never gets answered by employees.

ISI is providing a centralized call reporting system for all stores. For each department within the store, we will provide statistics (by hour of day and day of week) on the following metrics:

- Number of calls received
- Number of calls answered
- Average Ring Time
- Number of Ring-no-Answer calls

With this information in hand, our customer can spot underperforming stores and ensure the best possible shopping experience, and their vendor can reap the benefits as a well-deserved trusted advisor.



ISI offers a Total Telecom Solution:

Telecom Billing Audits

Inventory & Provisioning Solutions

Invoice Mgmt Services

Business Process Outsourcing

Network Services – Wireless, MPLS & Data