



## Gain Visibility into Phone Usage Outside the Contact Center

In large enterprises, customer satisfaction along with the growth and reputation of the business can be tied directly to phone interaction with their customers. Currently, enterprises have visibility into their contact centers, but don't have a clear view of how their users outside the contact center interact with customers. By analyzing call detail records for these users, management gains significant visibility and insight into phone usage activities. This information can then be used to improve and optimize overall customer satisfaction.

## Solution Overview

**Starfish Call Analyzer** captures call detail records (CDR) from Avaya Communication Manager (CM) to analyze information outside the contact center and generate reports. It uses this call related data (time, duration, completion status, source and destination number) to provide detailed analysis, real-time measurement visualization graphs, and comprehensive reports. Call Analyzer displays call logs and summary statistics of activities by phone user. In addition, it provides invaluable usage reports exposing idle or seldom used phones, detailed call logs, statistics of call disposition and call handling, plus voicemail callback detection.

### Call Log View

The Call Log view provides a detailed display of call history including duration and disposition. An indicator shows if voicemails were responded to in a timely manner.

An ad-hoc query form enables searching by user, phone extension, date range and time of day. The results can be exported to a CSV file.

Timestamp	Station	User	Other Party	Disposition	Duration	VM Callback
10/10/2015 12:00:00 AM	84728	Hovan Du	123456	cvg-vm	8	
8/14/2015 10:07:01 PM	84728	Hovan Du	5198763927	cvg-vm	44	
8/14/2015 8:18:30 PM	84723	Ras Thavus	13277146586	out	45	
8/14/2015 8:18:30 PM	84144	John Carter	9076796419	cvg-vm	33	●
8/14/2015 8:14:27 PM	84144	John Carter	7187451422	cvg-vm	5	●
8/14/2015 7:43:47 PM	84723	Ras Thavus	18884365111	out	148	
8/14/2015 7:41:24 PM	84728	Hovan Du	18043519168	out	27	
8/14/2015 7:41:13 PM	84144	John Carter	18185230028	out	351	
8/14/2015 7:39:03 PM	84728	Hovan Du	19086793676	out	31	
8/14/2015 7:36:22 PM	84144	John Carter	19186702312	out	64	

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## Call Statistics View

The Call Statistics view provides call handling details by user:

- Number of calls handled (inbound and outbound)
- Number of calls answered
- Number of calls sent to voicemail
- Average ring time
- Average call duration
- Score of call backs to voicemail

An ad-hoc query form allows searching by user, phone extension, date and time range.

The results can be exported to a CSV file.

Call Log

Call Statistics

User Name:  Manager Name:

Phone Host:  Extension:

From:  To:

Extension	User	Outbound	Offered	Voicemail	Abandoned	Answered	Ans Avg. (sec)	Hndl Avg. (min)	VM Score %
84108	Dejah Thoris	142	66	16	0	50	14.88	6.77	34.38
84144	John Carter	125	80	25	0	55	13.38	2.01	44
84723	Ras Thavus	85	103	99	0	4	17.25	0.67	32.83
84728	Hovan Du	237	86	57	0	29	14.17	3.04	35.71

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## Aging Details View

The Call Analyzer provides a detailed aging view of station usage by CM, exposing idle or seldom used resources that could be subject to de-provisioning.

The results can be exported to a CSV file.




The screenshot shows the 'Aging Details' view in the Starfish Call Analyzer. It features a table with columns for Extension, Display Name, Set Type, Idle (days), and Last Activity. The table lists 12 extensions with their respective details. The interface includes a 'Call Logs' tab, a 'Configuration' tab, and a search bar.

Extension	Display Name	Set Type	Idle (days)	Last Activity
12524136401	*Lobby B West		74	7/30/2015 1:14:48 PM
12524136402	*Hatfield Conf Room		68	8/5/2015 6:25:27 PM
12524136405	*Hafumite Conf Room		77	7/27/2015 4:02:38 PM
12524136407	*Core Facility Fax		84	7/20/2015 12:00:00 AM
12524136412	Westerfield, Kyle		84	7/20/2015 12:00:00 AM
12524136414	Kapemicolai, Nicholas		84	7/20/2015 12:00:00 AM
12524136416	*Charthouse East		84	7/20/2015 12:00:00 AM
12524136418	Washington, Willard		72	8/1/2015 8:45:15 PM
12524136422	*Green Room		84	7/20/2015 12:00:00 AM
12524136423	*Granville Fax		84	7/20/2015 12:00:00 AM

## Aging Summary View

The Call Analyzer provides an aging summary view showing the number of idle stations per CM. The aging report provides a drill down view of station usage by CM. This information can help optimize station licenses.

The results can be exported to a CSV file.



The screenshot shows the 'Aging Summary' view in the Starfish Call Analyzer. It features a table with columns for CM, Number of stations, Used in last 30 days, Unused in last 30 days, Unused in last 60 days, and Unused in last 90+ days. The table lists 12 CMs with their respective station counts and usage statistics. The interface includes a 'Call Logs' tab, a 'Configuration' tab, and an 'Export' button.

CM	Number of stations	Used in last 30 days	Unused in last 30 days	Unused in last 60 days	Unused in last 90+ days
CDC-A	3940	0	2710	1230	0
CDC_B	7846	0	5446	2400	0
CDC_D	7454	0	4548	2906	0
CDC_F	4502	0	2733	1769	0
JDC_D	6511	0	3620	2891	0
ODC_A	1037	0	623	414	0
ODC_B	4626	0	2079	2547	0
ODC_C	6759	0	3199	3560	0
ODC_D	7564	0	4865	2699	0
ODC_E	3554	0	1281	2273	0

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## Solution Benefits

- Provides call usage details on how users outside the contact center interact with customers.
- Provides call summary statistics by department and end user.
- Enables measurement of responsiveness to voicemail messages via voicemail callback detection.
- Displays detailed call log analysis measuring activities by station.
- Maximizes the efficient use of license capacity by exposing idle and seldom-used phones.

## Supported Platforms

### Unified Communications

Avaya:

- Communication Manager
- Modular Messaging
- Aura Messaging