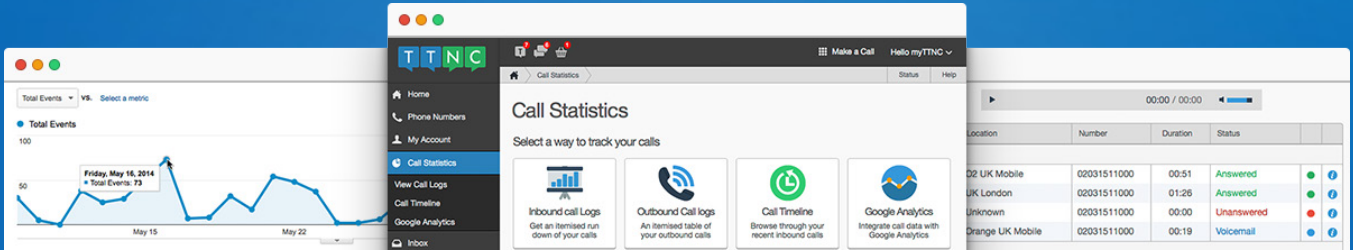


# Grow your Business with our advanced Call Tracking services



## Track the effectiveness of your numbers in real time

Being able to see when calls are coming in and who they're from can be vital to a business' success, especially if you're running an advertising campaign. After all, you don't want to be wasting money on a campaign that isn't generating any leads.

We want to provide all our customers with the best opportunities to grow their business, so unlike other providers, we don't charge you to view an itemised run down of all your inbound calls. This enables you to target your advertising better, all while improving your team's call handling skills.

## What's so great about our Call Tracking services?



Get a **complete run down** of all your inbound calls



Your Call Logs are available online, **whenever you want**



**Download your Call Logs** as a CSV to view offline



**Free monthly email reports** with an overview of call volume



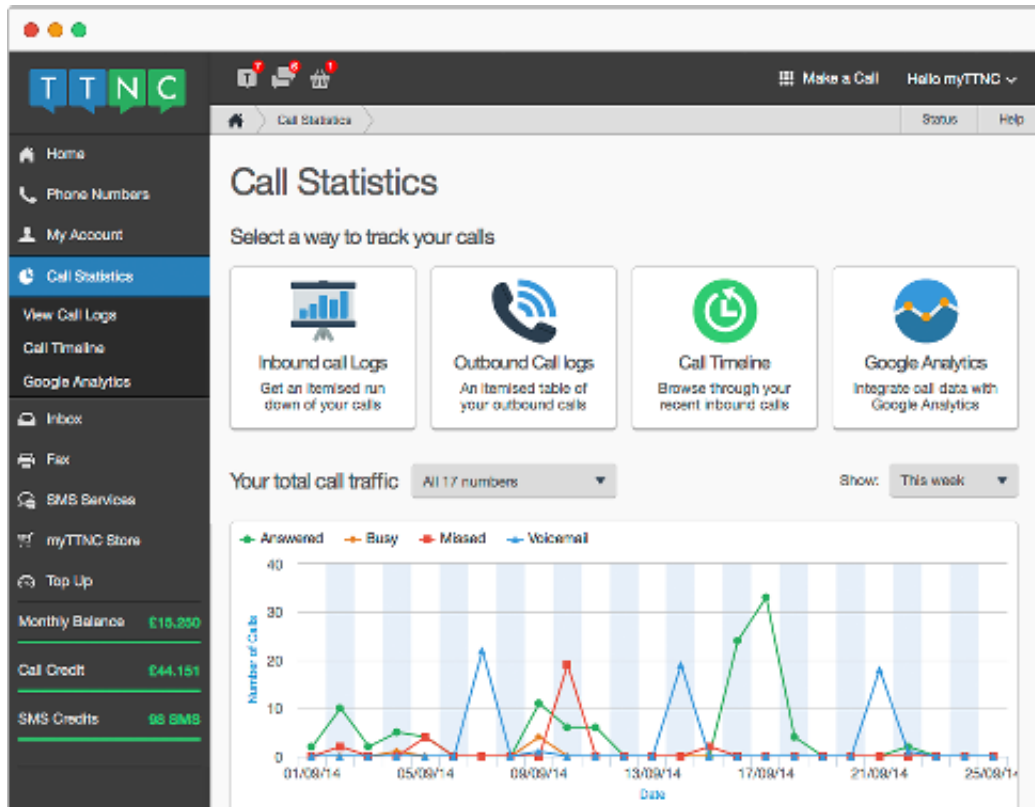
Track your call and web data with **Google Analytics Integration**



**Integrate with our API** for advanced, automated features

## Getting an overview of your calls

Our Call Statistics overview gives you a run down of your calls within a requested time period. This could be for today, last week or even for the last two years.



A dynamic graph shows you how many calls you've answered, missed or have gone to voicemail over that time period. Hover over a date to get a full run down for that day. To quickly view the overall figures, simply refer to the figures below.

We'll even give you some additional stats that include percentage of calls based on status (answered, unanswered and voicemail) as well as average call length and ring time.

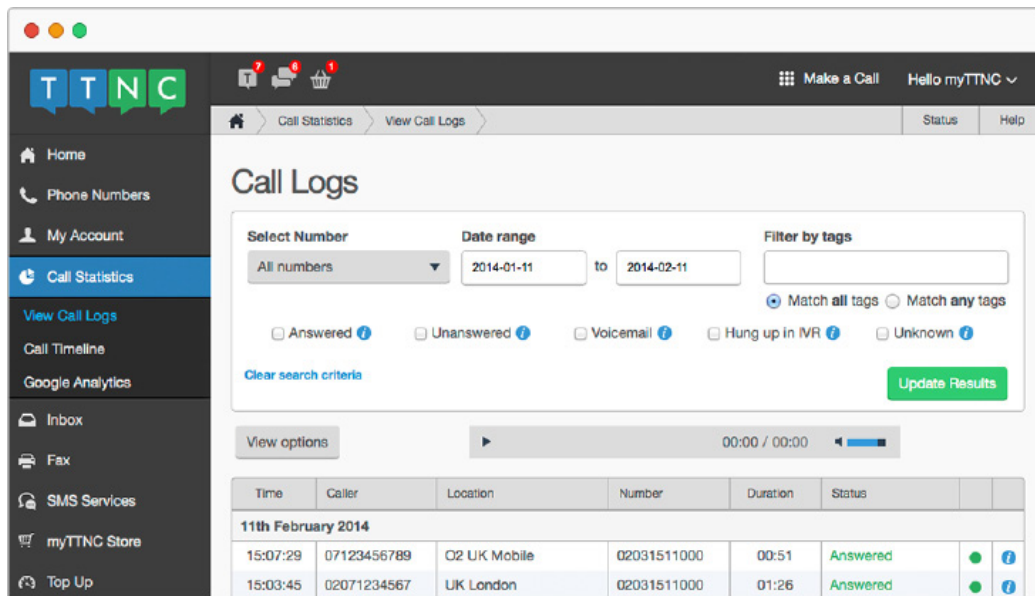
And for your convenience, we even show the last three calls you've received.

### How can this benefit my business?

The Call Statistics overview is great for people who want a quick run down of their call volumes over a period of time, without going into too much detail. The graph also provides an excellent way to quickly compare call traffic across all your numbers over a given time, so you can see how your numbers are performing over time (and hopefully see an increase).

## Getting into detail with itemised Call Logs

Seeing your call volumes displayed with icons is all very well, but being able to gain specific information on each call you receive is vital when making decisions about your phone setup or changes to advertising. This is where Call Logs comes in.



Every call, across every number can be found here. And unlike some other providers, we don't limit the amount of information we display, so you're in the best position to make informed decisions about your business.

The filter controls allow you to search for calls based on the TTNC number, a particular date range and even the status of the call. You even have the ability to choose what columns we show, so you can make sure you're not viewing information you don't need.

To make things even better, this data is all in real-time so you can keep up to date with your latest calls as they're coming in.

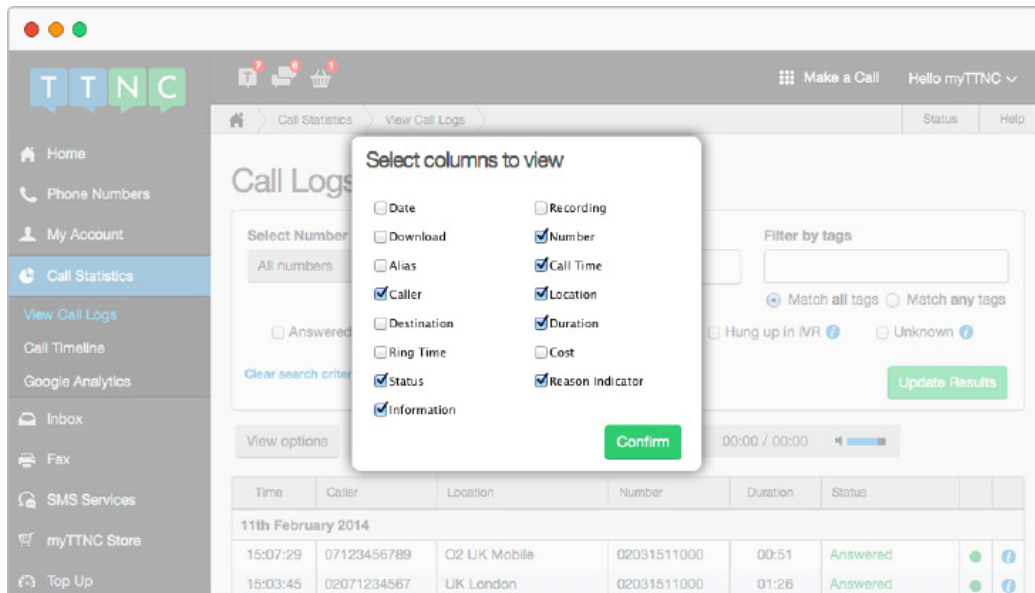
### How can this benefit my business?

Being able to get a complete run down of all your calls can be invaluable to a business when making decisions about how best to handle your calls. Seeing the caller's full number (so long as it's not withheld) can help you if you miss out on any calls or simply want to call the customer back at a later date.

We'll even display the caller's location (if applicable) so you can see where people are calling from - ideal if you're displaying your numbers in different locations across the country, allowing you to concentrate your efforts on the areas that perform best.

## Seeing the information you need

We provide you with all the information you could want, but for some people, certain bits of information aren't needed. So we allow you to pick and choose what information is displayed, allowing you to focus only on what you want to see.



### What information can you view?

- ▶ **Date:** shows the date of the call. By default this is hidden as the dates are separated by headers in the table.
- ▶ **Recording:** if you have [Voicemail](#) or [Call Recording](#) set up on your number, you can listen to the recording for up to 31 days.
- ▶ **Download:** if you have [Voicemail](#) or [Call Recording](#) set up on your number, you will be able to download the recording for up to 31 days.
- ▶ **Number:** the number that was dialled. Only relevant if you're viewing all numbers.
- ▶ **Alias:** if you've assigned nicknames to your number you can view them alongside the calls.
- ▶ **Call Time:** this is the time the call came in.
- ▶ **Caller:** the caller's phone number (unless withheld).
- ▶ **Location:** where the caller is located. If they're calling from a mobile, their network will be displayed instead.
- ▶ **Destination:** the destination number that answered the call.

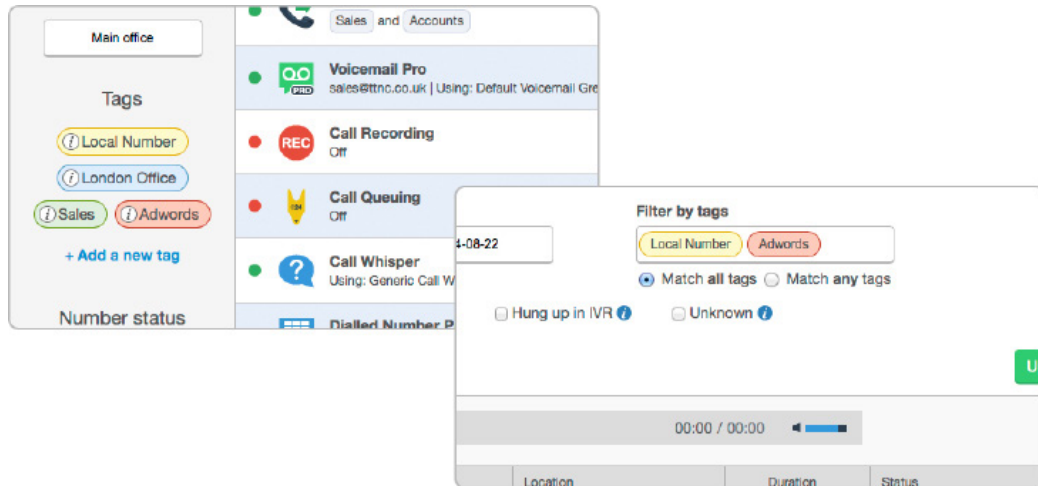
- ▶ **Duration:** how long the call lasted.
- ▶ **Ring Time:** how long the call rang for before it was answered.
- ▶ **Cost:** how much the call cost you.
- ▶ **Status:** the status of the call. Includes Answered, Unanswered, Voicemail, Hung up in IVR and Unknown.
- ▶ **Reason Indicator:** a coloured orb is displayed to show the status of a call rather than text. Green is for Answered, red is Unanswered, blue is Voicemail, orange is Hung up in IVR, and grey is Unknown. You can see what each colour means using the key at the bottom of the page.
- ▶ **Information:** clicking this brings up an box, showing detailed information regarding the call. This includes a unique reference, so if you ever have any queries about specific calls, you can quote this when contacting our Support team.

### How can this benefit my business?

With such a large number of different bits of information you can view, it would be easy to be inundated with information that isn't relevant to your needs. By only seeing the information you want, you can concentrate on the bits that matter to you.

## Filter your Call Logs with Tags

Any of your numbers can have tags assigned to them. This could be the location of the number, the name of your campaign or anything else you might want. This makes tags a powerful tool when filtering your Call Logs.



Using multiple numbers in different print adverts? Give them all the same tag. Then in your Call Logs, type the tag into the search and we'll show the logs for calls on all those numbers.

You can even type in multiple tags and choose to search for any numbers that have either one of the tags or all of the tags.

### How can this benefit my business?

Tags are a great way to sort your numbers and using them in your Call Statistics allows you to view exactly the data you want. Rather than just being able to view the logs for one number or all, you can now pick all the numbers that have a particular tag or set of tags.

## Viewing your call data offline

Your Call Logs are available to view online, anytime you want. But what if you want to view, or work with, the data offline? Just download the Call Logs as a CSV.

date	time	anumber	anumber_location	bnumber	alias	dialled	seconds	ring_time	reason	cost
2014-02-11	15:07:29	7123456789	O2 UK Mobile	2031511000	Main Office number	1245123456	51	4	Answered	1.58
2014-02-11	15:03:45	2071234567	UK London	2031511000	Main Office number	1245123456	86	12	Answered	3.00
2014-02-11	13:53:22	Unknown	Unknown	2031511000	Main Office number	1245123456	0	0	Unanswered	0.00
2014-02-11	11:48:47	7712345600	Orange UK Mobile	2031511000	Main Office number	1245123456	25	0	Answered	1.20

The data contained in the CSV will relate to the data that's currently being displayed in the Call Logs. So by changing the date range or selecting a TTNC number, you can download the data you want.

The CSV contains the following information:

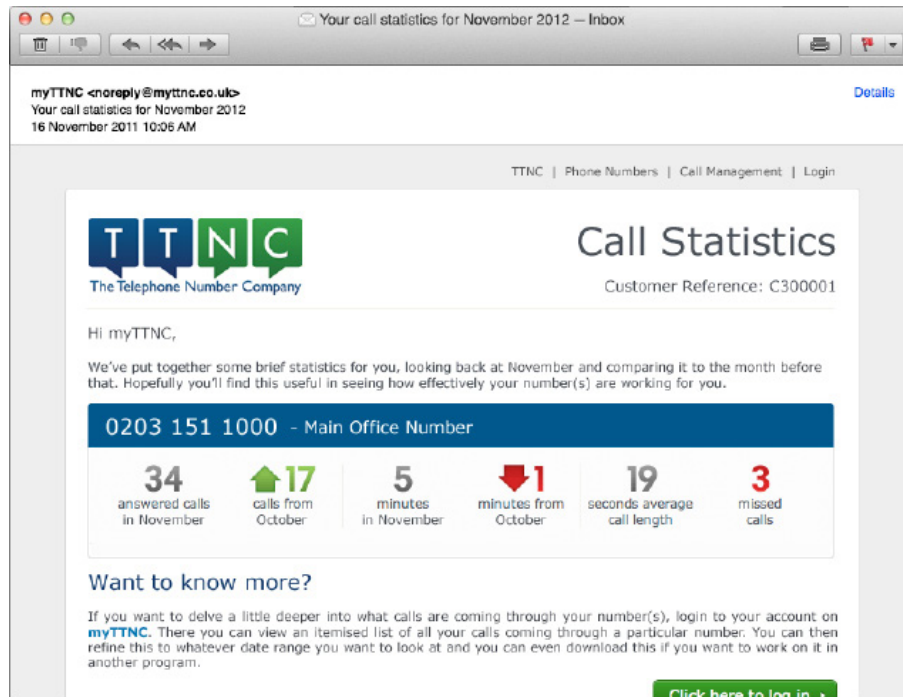
- ▶ **date:** the date of the call.
- ▶ **time:** the time of the call.
- ▶ **anumber:** the caller's number.
- ▶ **anumber\_location:** the location of the caller (where applicable).
- ▶ **bnumber:** the TTNC number the call came into.
- ▶ **alias:** the nickname of the TTNC number (where applicable).
- ▶ **dialled:** the destination number that answered the call.
- ▶ **seconds:** the duration of the call (in seconds).
- ▶ **ring\_time:** the time it took to answer the call (in seconds).
- ▶ **reason:** the status of the call (answered, unanswered etc.).
- ▶ **cost:** how much the call cost (calls are billed by the second for the duration of the call).

### How can this benefit my business?

Being able to download your Call Logs in a CSV is great if you're the sort who likes to keep records of call data to view offline. As it's a CSV, you can open it in most applications (such as Excel) ready for you to manipulate.

## Monthly email reports

At the beginning of each month we send you out a Call Statistics report, giving you an overview of the call volume for your top three numbers (if you have that many) for the last month.



See the number of answered calls (compared to the previous month), how many minutes were spent on call (compared to the previous month), the average call length and how many missed calls you had.

This gives you a quick overview of how well your top numbers are performing month to month. Got less calls last month? Maybe it's time to improve your advertising. Missed lots of calls? We've got some services, like [Missed Call Alert](#) or [Call Queuing](#), that can help you with that. View our full range of services here: <http://www.tnc.co.uk/call-management/>

And the best part of all this? You don't even have to log into your account to view these statistics. We do it all automatically for you.

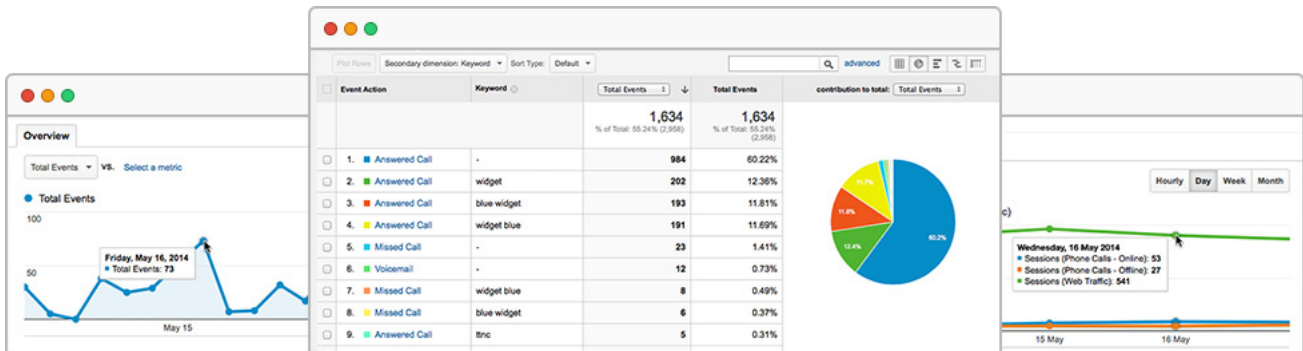
### How can this benefit my business?

Staying up to date with what's going on with your numbers can help you make the best decisions when it comes to managing your advertising or phone setup. We make it as easy as possible to log into your account to view your Call Statistics, but our monthly email reports make it even easier by keeping you up to date without you even having to do anything.



## Already using Google Analytics to track your web data? Use it to your track calls too.

If you have your own website, there's a good chance you're already using Google Analytics to track web activity. Using myTTNC, you can set up campaigns to integrate your Call Statistics so you can track both side by side.

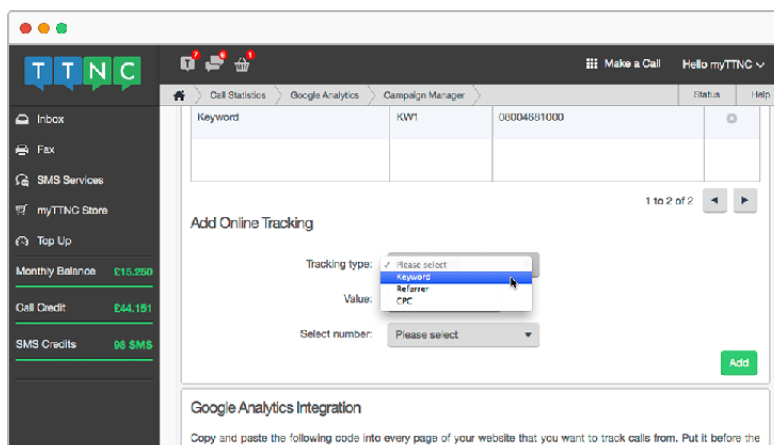


## Setting up a dynamic number for online tracking

Want to know how well your online advertising is working? If you've got multiple numbers with us, you can set each one up for a different campaign. This could include:

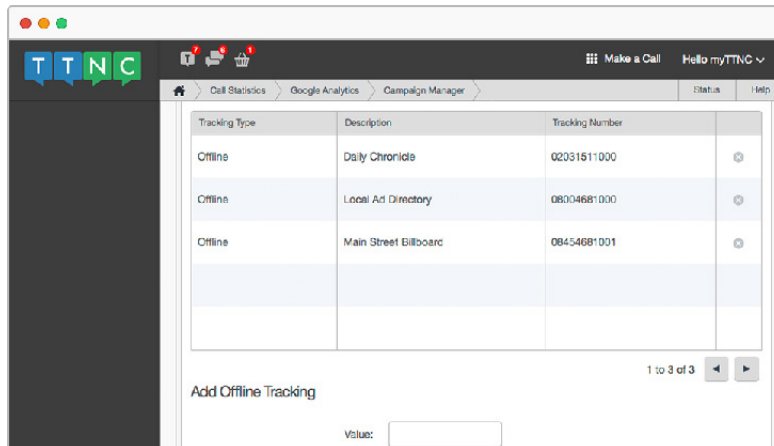
- ▶ specific keywords
- ▶ referring websites (e.g. yell.com, bing.com)
- ▶ visitors via Pay Per Click

For each number you add, we supply you with some Javascript code which you can add to your website. Whenever someone comes to your site via the criteria you set up, we automatically generate the appropriate number. If someone comes to your website by any other means, they'll be presented with your default number.



## Tracking numbers used in offline advertising

You might not always be advertising your business online. Sometimes you'll be placing offline adverts in newspapers, billboards, on flyers etc. By displaying different numbers in the each advert, you can also track how effective they are in Google Analytics.



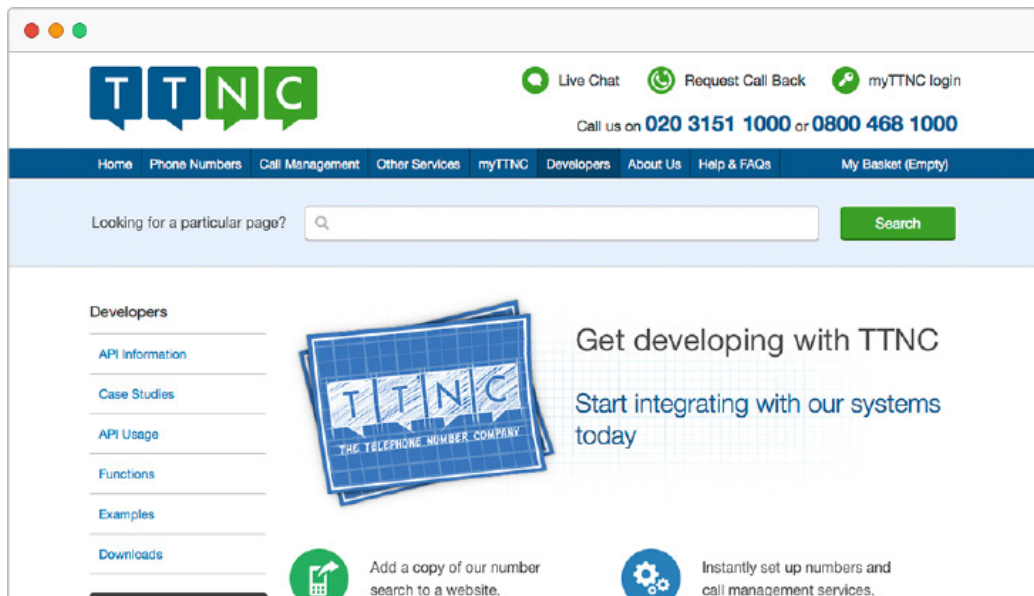
### How can this benefit my business?

If you're the kind of person who likes to bury themselves in Google Analytics data then you're really going to enjoy our integration. And even if you only use Google Analytics now and again, it's a great way to track both your web and call data all in the same place.

By viewing both sets of data side by side, you can easily compare how effective your different types of advertising are.

## Integrate with our advanced API

If you're more technically minded, then you're going to love our API, especially with what you can do with our Call Statistics. This is also great if you're either a supplier of analytics applications, an SEO agency or provide marketing solutions, as we can supply telephone numbers on a wholesale basis (see our Wholesale page here: <http://www.ttnc.co.uk/phone-numbers/wholesale/>).



### Why would I want to integrate with your API?

The normal way to view your Call Statistics is to log into myTTNC. But by integrating with the TTNC API, you can gain direct access to the call data for your numbers. This is ideal if you're supplying our numbers to your customers and want to give them call data, without giving them your login details.

Using the API, you can automatically generate reports on a daily, weekly or monthly basis. You can retrieve exactly the same information as you can in myTTNC and then import it directly into your own reporting tools, ready to supply to your customers.

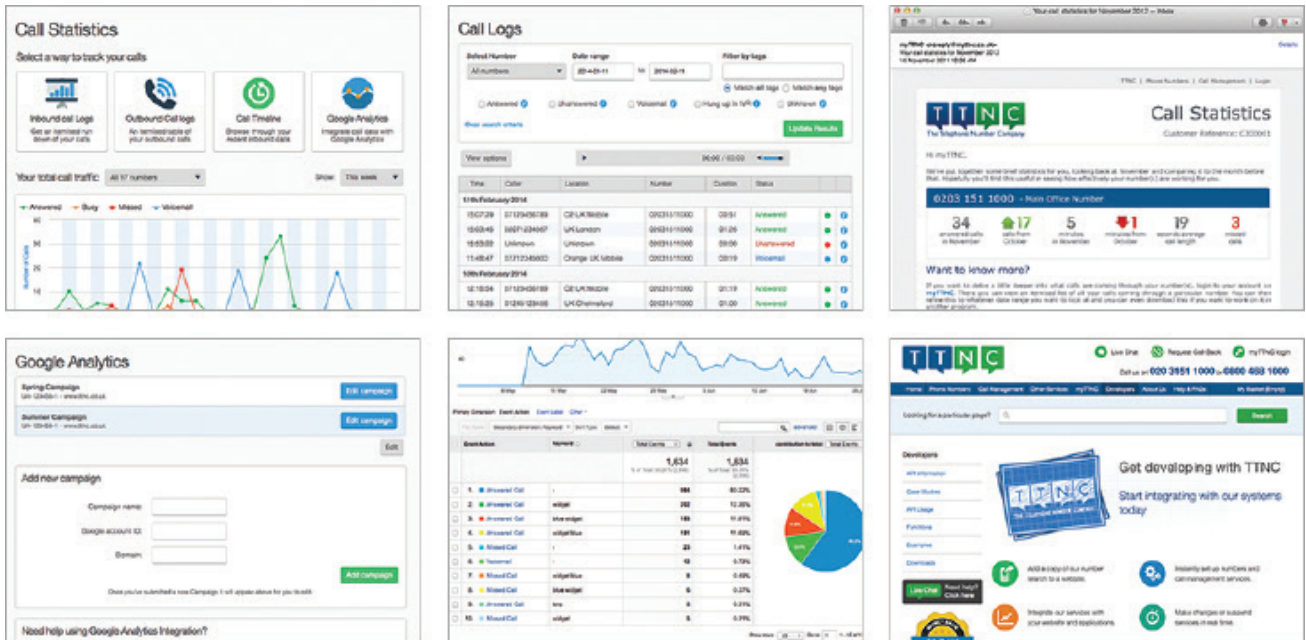
Discover what you can do with our API here: <https://help.ttnc.co.uk/docs/api>

### How can this benefit my business?

If you're supplying our numbers to your own customers, this is a great way to provide them with call data that's specific to them. As you're obtaining the data directly, you have complete control over it, to integrate with your own systems however you want.

## Start tracking your calls now

All of the features we've described come **free** with every number and account. As far as we're aware, this is the best and most comprehensive free Call Tracking service available.



## Want to get started?

If you'd like to start tracking your calls and receiving valuable information about your call activity and effectiveness of your advertising, then visit our [website](#) to order a number. It takes just a few minutes for a number to go live and be ready to track. Alternatively, give us a call or drop us an [email](#) if you have any questions or if you would like to place an order, we'll be happy to help you.

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