



The Value of Call Accounting

Providing visibility into telecom usage, improving productivity, and reducing spend

The telecom landscape is constantly changing, but one thing remains constant – the value of call accounting. Call accounting provides the essential data you need manage usage, allocate costs, and optimize your wireline network.

Call accounting software collects call detail records (CDRs) from traditional switches, IP switches, or a combination of both, capturing the source and destination numbers, call time and duration, and cost of each call, based on configurable rate tables. This data has many applications for improved security, productivity, and cost reduction

Optimize the network

You can't manage what you can't see. Call accounting gives you visibility into your network so that you can match demand with capacity. By tracking your call activity throughout the day, you can make sure you have the right capacity to handle peak volume. Call accounting will also show you if you have too much capacity, so you can reduce costs by eliminating unused trunks. Call accounting gives you the hard data you need to "right-size" your network and maximize the value of your telecom investment and services.

Improve customer satisfaction

Sales, marketing, and other departments that rely on telecommunications to serve the customer can benefit from the feedback that call accounting provides. For example, prompt, efficient handling of inbound customer service calls is important for maintaining high levels of customer satisfaction and retention. Call accounting will help you identify problems – such as insufficient call capacity at peak periods, which could result in long call queues – that can be resolved by adding lines, focusing on efficient call handling, and other solutions to improve customer service. Call accounting also provides the means of measuring the effectiveness of these solutions.

Maximize productivity

Call accounting lets you analyze and understand the correlation between the success of your sales and marketing efforts and related call activity. It provides the means to identify and address unproductive call activity, identify the most and least effective callers, and make adjustments to boost productivity and efficiency. Call accounting lets you track incoming calls generated by marketing campaigns, providing the feedback you need to measure the hard dollar return on your marketing investment.

Crack down on network abuse, security threats, and harassing calls

Call accounting software can be configured to alert the systems administrator when call metrics fall outside the boundaries of what has been defined in the system of normal calling activity. For example, excessive calling, calling flagged numbers, long distance or international calling without proper authorization – all of these activities can trigger threshold alerts. These alerts can be sent by email; or a report can be printed immediately upon completion of any suspicious call. Rapid access to this information allows the organization to take prompt, appropriate action.

Call accounting also provides the means to track down information on calls that are deemed threatening or suspicious after the fact. Ad hoc reports can be generated that show every call that meets specified criteria, such as source or destination number, date range, time of day, and more.



Calculate and allocate costs

Modern call accounting solutions allow you to cost calls based on rate tables available from carriers. This provides you with a highly accurate estimate of your usage charges weeks before you receive carrier invoices. When this capability is combined with organizational data, including cost centers and employees associated with each extension, usages charges can be quickly and easily allocated to responsible entities, improving accountability and cost control.

Encourage responsible use

When call accounting is introduced into an organization, telecom use tends to drop – simply because users are made more aware of their telecom habits and what they cost the organization. Call accounting encourages responsible use of telecom resources and reduces telecom spend, a good thing under any circumstances, and especially in these economic times.

Managing a major corporate expense

The cost and complexity of corporate telecom networks and services continue to increase. Telecom is now one of the top five expenses for most organizations. In today's economy, when top-line growth is hard to come by, managing this expense more important than ever.

Call accounting has proven value for managing telecom expense. By providing visibility into usage and spend, call accounting improves productivity, accountability, and responsible use. Through both hard and soft dollar savings, short term and long term, call accounting reduces telecom expense and helps drive savings that drop straight to the bottom line.

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Veramark Technologies, Inc. is a leading provider of Telecom Expense Management (TEM) solutions that help organizations gain visibility into their communications networks and reduce expenses associated with their voice, data, and wireless services and infrastructure. For more information, visit www.veramark.com.