



VoiceTrends

Measure, improve, and optimize your automated voice communications. **Achieve automation rates of 90% or higher using data for optimization and improvement.**

The “set it and forget it” approach to voice apps means you get one chance to get it right. The performance you get on day one is the same performance you get on day 1001. But using actionable data to optimize and improve voice apps creates better customer experiences.

VoiceTrends is an analytics toolkit designed specifically to measure the performance of voice applications. VoiceTrends data help companies to continuously monitor their voice applications, identify areas for improvement or optimization, and deliver the best customer experience possible.

VoiceTrends is exclusive to the Plum platform and is built into Fuse+ and DEV.

BENEFITS

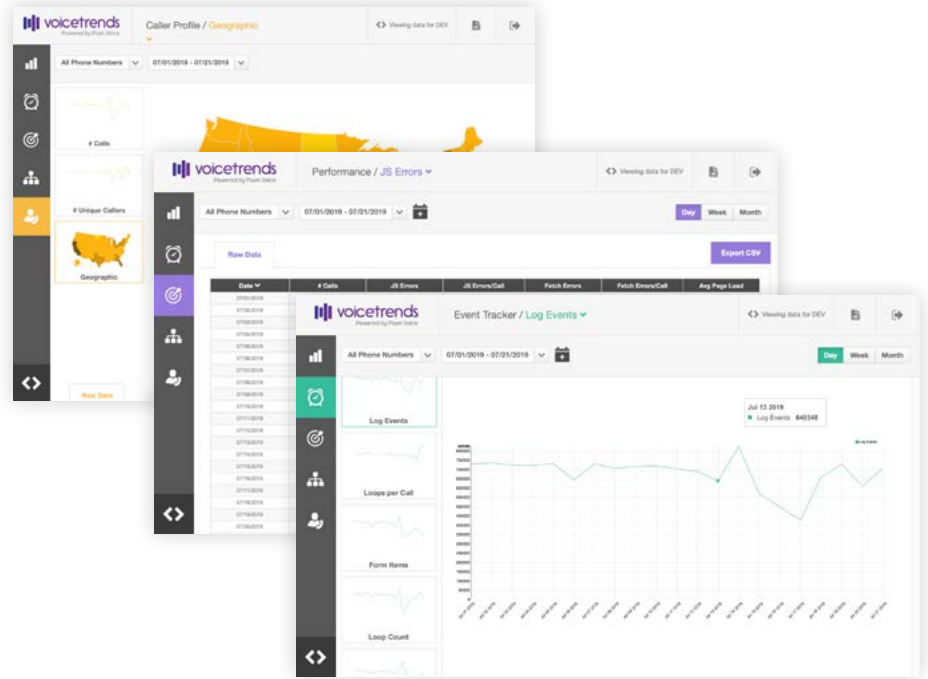
- Monitor voice application performance using graphical data representations for call volume and event tracking
- Run A/B script tests
- Track dual-tone multi-frequency and speech inputs
 - Analyze points of failure
 - Analyze speech recognition

CLOUD IVR PLATFORM

VoiceTrends presents data for applications that reside on Plum Voice cloud communications platforms. Plum's custom-built cloud infrastructure uses only Tier 1 telecom and is designed specifically for voice communications.

FEATURES

- API Access
 - Use VoiceTrends APIs to pull call data and create your own custom IVR dashboards.
- Call Volume
 - Get baseline data on general application performance by tracking items such as the total number of calls, minutes, or transfers as well as transfer rate and average call length.
- Event Tracker
 - Gain a better understanding of how end-users interact with your voice application(s) with data on log events, form items, loops per call, and more.
- Performance
 - Track the technical performance of your IVR application(s) using metrics such as JavaScript errors, fetch errors, and average page load time.
- Diagnostic Flow
 - Access a visual representation of common call paths based on specific criteria, like disconnects, no matches, no inputs, and transfers.
- Caller Profile
 - Review data about callers, like the number of unique inbound phone numbers. Geographic data present call origin location on a map of the United States.

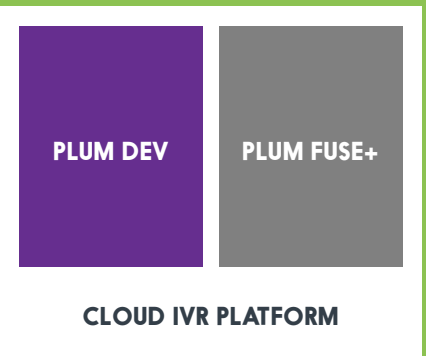


EXPANDABLE CAPABILITIES

VoiceTrends is built-in to Plum Fuse and Plum DEV; there's nothing more to buy! Use VoiceTrends data to continually optimize and improve voice applications.

PLUM FUSE+ is a visual call-flow builder that provides pre-built applications making it easy to create & manage IVR and voice applications.

PLUM DEV is a VoiceXML-based development platform that provides granular control over voice application development.



READY TO GET STARTED? VISIT PLUMVOICE.COM TO SCHEDULE A DEMO.



Plum Voice makes interactive voice response (IVR) more effective, providing organizations with the tools and control they need to develop, measure and improve voice applications for great caller experiences, improved contact center ROI and lower overall customer service costs.

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