

# Business Dashboard

The Information You Need To Drive Your Business



Would you run your web site without being able to obtain data on how many unique visits you receive, how long people stay, and where they go? No! So, why would you accept any less with your phone system?

Mitel Business Dashboard gives you both a complete real-time and historical view of what is happening on your Mitel communications system so that you can:

- Optimize your use of both employees and system resources
- Measure customer response to marketing and sales campaigns
- Monitor employee performance and identify opportunities for improvement
- Identify opportunities for cost savings

## Understand The Full Picture

How many people called your business yesterday and hung up or got a busy signal? Might they have then called your competitor? Mitel Business Dashboard gives you a complete cradle-to-grave view of every internal and external call on your phone system. You can view historical reports or real-time activity within your entire business, or focus on a specific department, team, or even an individual employee. This information enables you to identify trends in calling patterns and performance to ensure you are capturing every opportunity to connect with your customers and suppliers while lowering your communications costs.

## Spend Less Time Making Better Decisions

Mitel Business Dashboard provides a broad range of valuable data, but allows you to focus on your business priorities by filtering out information that isn't relevant. Reports are fully customizable and are delivered to you in a familiar and easy-to-understand interface. Reports can be scheduled to run at set intervals and can be easily shared with your colleagues via email or web sites. Removing these administrative tasks allows you to focus on what's most important – growing your business.

## Maximize The Return on Your Marketing Dollars

You can't manage what you can't measure. Mitel Business Dashboard gives you the information you need to measure the effectiveness of your marketing campaigns so you can better manage your marketing spend. You can track phone responses to advertising campaigns by each placement, to calculate your cost per lead for each ad. Ultimately, this gives you the knowledge you need to better control your marketing spend and provides leverage in the negotiation of future advertising rates.

## Accelerate Productivity

Improve employee productivity by providing them with the ability to control calls right from their computer desktop. Mitel Business Dashboard optionally offers productivity tools that enable employees to make calls, place calls on hold, and conference in additional parties – right from their desktop. In addition, both inbound and outbound calls can be screen popped, displaying caller details from your company database. Calls can be handled more efficiently and callers can be answered by name adding a personal touch.