

How to Use Worst Performers Reports

These reports provide information about the worst performing destinations, customers, carriers, and agents for a specific period of time.

Users can choose from predefined report periods – today, yesterday, last week, etc. - or select an exact date range from the calendar.

All reports have 2 parts – chart and data table.

Chart

The chart section supports one graph and ability to choose how many results to present you (from 1 to 10).

The graph data dropdown menu is based on the relevant report and has several available options for visualization:

- Attempts
- Calls
- Session Duration
- Charge duration
- Revenue from calls
- Cost
- ASR (%)
- ACD (min)

You can choose from three types of view

- pie chart
- bar chart
- comparison chart (compares the total with the filtered information)

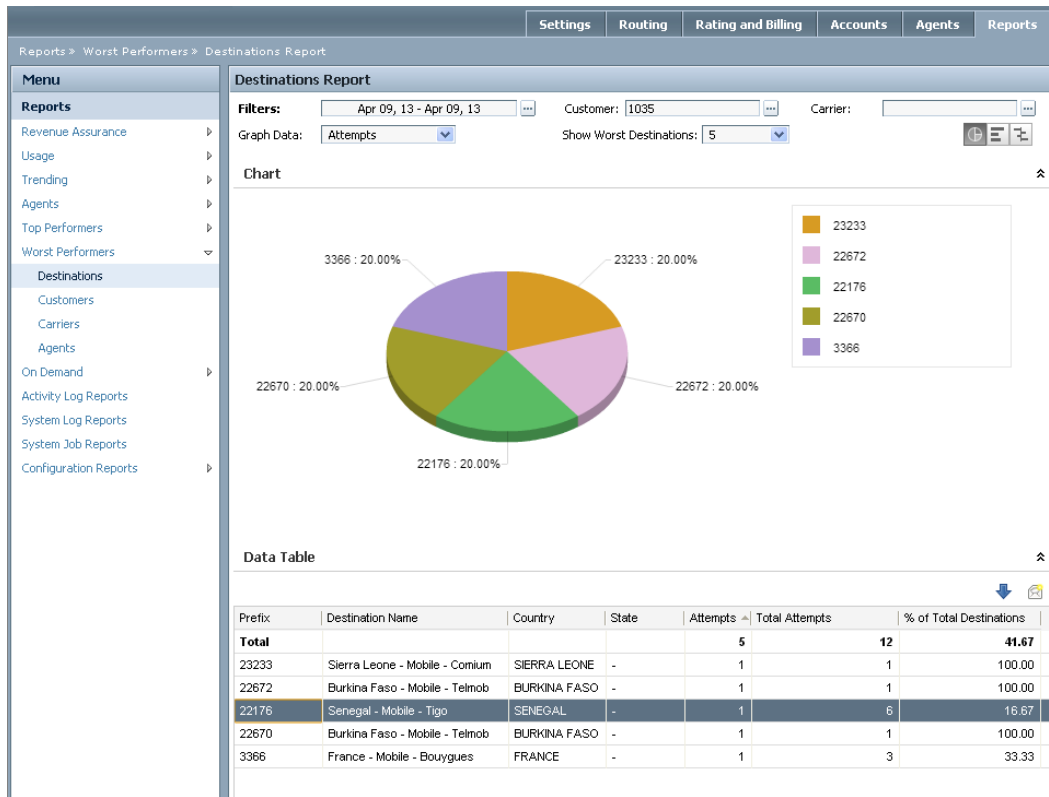
Data Table

In the data table section you can view detailed information according to the chosen criteria.

All columns can be sorted as needed and the generated reports can be downloaded in .csv format or emailed.

Please note that all results in these reports are displayed in base currency.

Reports > Worst Performers > Destinations



You can filter the information per customer and/or carrier by entering the customer/carrier ID or by searching by company, first/last name or email.

The data table gives detailed information organized in the following columns:

- Prefix – the area code of the destination
- Destination name – the name of the destination
- Country – the name of the country
- State – the state of the destination (USA and Canada only)
- Attempts – the attempts from the selected customer
- Total Attempts – Total Attempts to this destination for the chosen period
- % of Total Destinations – % of the filtered attempts to all attempts to this area code

Example

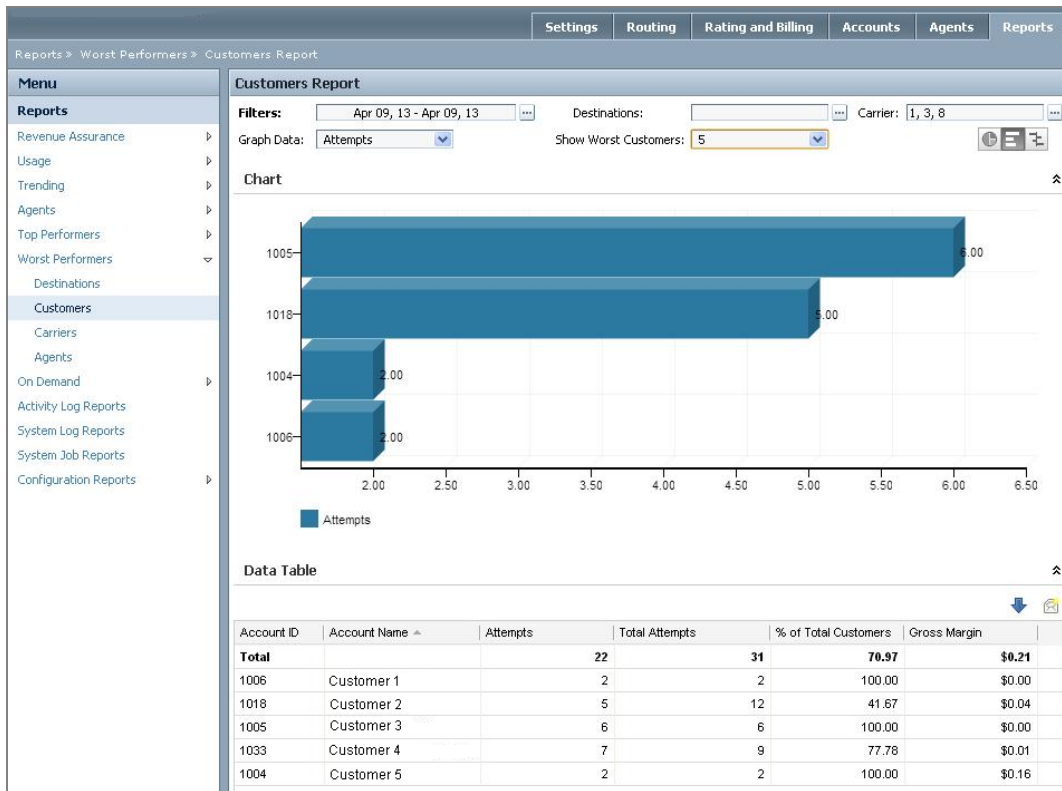
Your worst 5 destinations for account 1035 are shown above.

There is only 1 attempt from this account to Senegal mobile – Tigo.

The total attempts to this destination are 6.

The “% of Total Destinations” is 16.67% (1/6) – in other words 16.67% of all attempts to this destination are from account 1035.

Reports > Worst Performers > Customers



You can filter the information per destination and/or carrier – you can enter the destination prefix, or choose the destination name or state from the dropdown menu – you can also enter the carrier ID or search by carrier name.

The data table gives detailed information organized in the following columns:

- Account ID – the ID of the customer
- Account name – the name of the account
- Attempts – the received attempts from this account through the chosen destinations and carriers
- Total Attempts – the total attempts from this account
- % of Total Customers – % of the attempts from the total attempts
- Gross margin – the gross margin (revenue minus cost) for this account for the selected destinations/carriers

Example

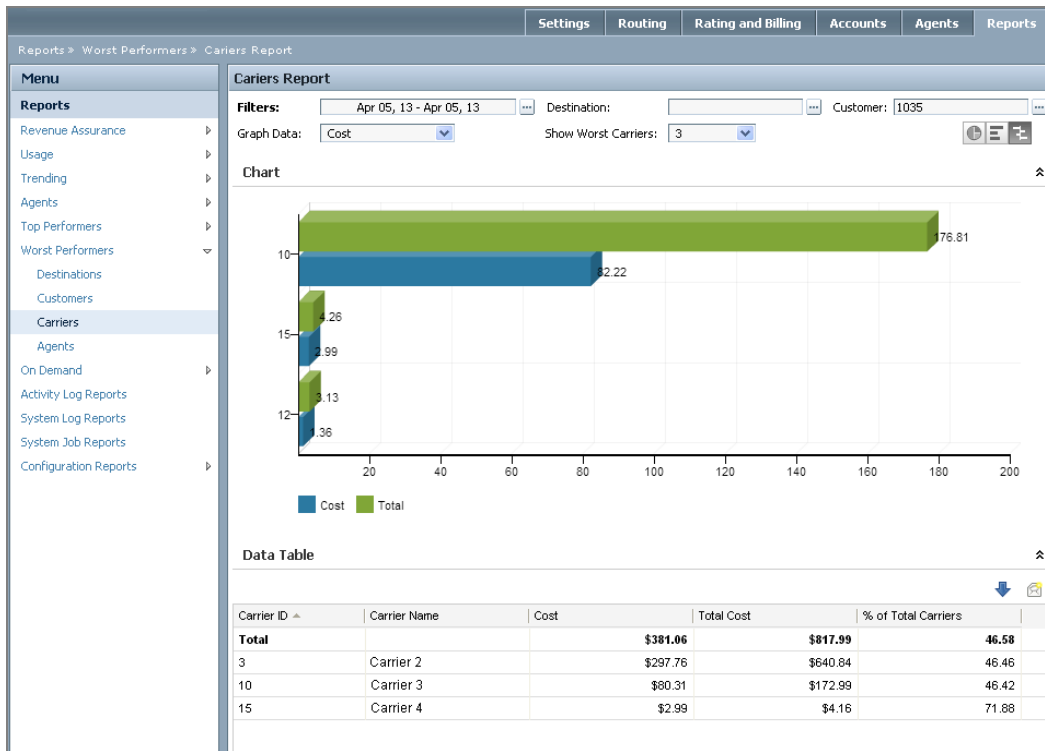
Your worst 5 customers are above

The attempts from Customer 2 to the chosen carriers are 5.

The total attempts from this Customer are 12

The “% of Total Customers” is 41.67% - in order words 41.67% of the attempts from this customer are terminated by the selected carriers.

Reports > Top Performers > Carriers



You can filter the information per destination and/or customer – you can enter the destination prefix, or choose the destination name or state from the dropdown menu – you can also enter the customer ID or search by customer name, company, first/last name or email.

The data table gives detailed information organized in the following columns:

- Carrier ID – the ID of the carrier
- Carrier name – the name of the carrier
- Cost – the cost for the selected period, destination or/and customer
- Total Cost – the total cost for the selected period, for all destinations and customers
- % of Total Carrier – % of this carrier’s cost from the total cost for the selected accounts

Example

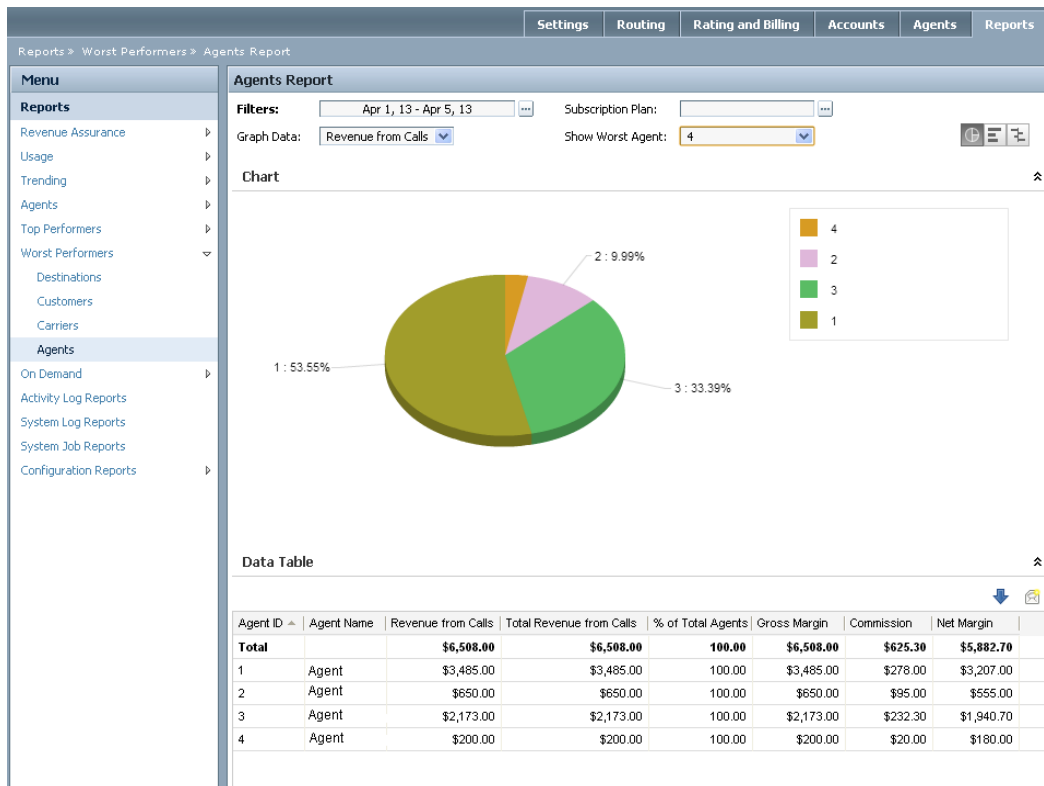
Your worst 3 carriers are shown above.

The cost for Carrier 4 for Account 1035 is \$2.99.

The total cost for Carrier 4 is \$4.16.

The “% of Total Carriers” is 71.56% ($2.99/4.16$) - in other words customer 1035 accounts for 71.56% of all the cost for carrier 4 for this period.

Reports > Worst Performers > Agents Report



You can filter the information per subscription plan – you can enter the name of the subscription plan, effective date, bill base or status

The Table with the detailed information contains the following columns:

- Agent ID – ID of the agent
- Agent name – name of the agent
- Revenue from calls – revenue from calls for the chosen subscription plan
- Total Revenue from calls – total revenue from calls through all subscription plans assigned to this agent for the selected period
- % of Total Agents – % of this agent revenue for the selected subscription plans from the total revenue of this agent for this period.
- Gross margin – Gross margin for all calls sent through this agent subscription plans
- Commission – the calculated commission for this agent
- Net Margin – the margin from these calls, excluding the agent commission.

Example

Your worst 4 carriers are 1,2,3 and 4.

The revenue from calls for Agent 1 is \$3,485.

The total revenue from calls is again \$3,485 as we do not have specific subscription plan chosen.

The “% of Total Agents” is 100% as we do not have specific subscription plan chosen.