

CALL TRACKING/CONVIRZA (Formerly Known as LogMyCalls)

- Free call tracking number available to each active customer.
- Call tracking number is active (free of charge) for 6 months or as long as the customer remains in active status (whichever is greater).
- Mudlick Mail does not recycle telephone numbers, every number allocated to a customer is unique.
- Mudlick Mail can transfer permanent ownership of the call tracking number to the customer. Prices are provided by Convirza.
- Access to Convirza data is available in real-time, 24/7. Two options are provided for customers to access the data – customers can request both options.

DATA PROVIDED BY CONVIRZA

- ✓ Call Recordings
- ✓ Total Call Volume
- ✓ Answered Calls
- ✓ Unanswered Calls
- ✓ Repeat Calls
- ✓ Total Call Minutes
- ✓ Average Call Duration
- ✓ Peak Call Times
- ✓ Longest Call Time
- ✓ Call Volume by Area Code
- ✓ Call Volume by Geography
- ✓ Total Conversions
- ✓ Conversion Rate
- ✓ Average Lead Quality
- ✓ Average Sales Performance
- ✓ List of Good Calls (Based on Conversation Analytics Algorithm at Convirza)
- ✓ List of Coachable Calls (Based on Conversation Analytics Algorithm)

TWO OPTIONS TO ACCESS CONVIRZA DATA

1 AUTOMATED REPORT

Must be requested by customer. Once requested, the report can be generated daily, weekly, bi-weekly or monthly. The automated report will be routed to the email address specified by the customer; the report format will be distributed as an email (sample at right)



The automated report only includes the following data:

- ✓ Call Recordings
- ✓ Total Call Volume
- ✓ Total Conversions
- ✓ Conversion Rate
- ✓ Average Lead Quality
- ✓ Average Sales Performance
- ✓ List of Good Calls (Based on Conversation Analytics Algorithm at Convirza)
- ✓ List of Coachable Calls (Based on Conversation Analytics Algorithm)

2 CONVIRZA ONLINE ACCESS

Customer will be provided log-in credentials by their account representative. See attached step-by-step instructions on accessing data online.

The online portal only includes the following data:

- ✓ Call Recordings
- ✓ Total Call Volume
- ✓ Answered Calls
- ✓ Unanswered Calls
- ✓ Repeat Calls
- ✓ Total Call Minutes
- ✓ Average Call Duration
- ✓ Peak Call Times
- ✓ Longest Call Time
- ✓ Call Volume by Area Code
- ✓ Call Volume by Geography

LISTENING TO CONVIRZA PHONE CALLS

1. Go to www.Convirza.com and click on the **LOGIN** tab in the top right corner of the web page.



2. Enter the username and password that was emailed to your email account.



3. To listen to recorded calls, click on the middle tab labeled **LISTEN**, or click on the play button labeled **LISTEN**.



4. You can select a date range by clicking on the field below **VIEW BY DATE** on the left side of the web page.



5. You can choose to view calls from the current day, last 7 days, last 30 days, month to date, year to date, and the previous month, or you can choose a specific date range or day.

6. Once you have chosen your date range, you can then filter out what store you want to listen to. You can filter by group or tracking number. Simply click **SHOW ALL** and choose the store you want. The stores are listed by store number and city. You need to choose the box next to the store you want and Log My Calls will only show calls for that store. The number in parentheses shows the number of calls for that store.



7. Phone calls can be sorted by date/time, group, originating number, tracking number, destination number, or duration. You can sort by clicking on the green headers at the top of the list.



8. To listen to the phone calls, click on the blue **PLAY** button to the right of the phone call.



9. After you click the **PLAY** button, a box will appear under the phone call. To listen, you click on the blue **PLAY** button.

10. After you listen to the call, you can assign tags, such as 'good call', 'no answer', etc. as seen above.

11. If you would like to export the phone calls onto a spreadsheet or email the phone calls, click on the excel icon or email icon located above the recorded calls.



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