ACI

CALL TRACKING

Knowledge enables informed decisions.

Repeat what works!

www.acicalltracking.com

Introduction

Hello and welcome to the ACI Call Trakcing reporting site! We want to make sure understanding and analyzing your marketing data is simple and effective. This guide to our site should help demonsrate the functionality and features necessary to making strategic buisness choices. If you have any questions, please don't hesitate to contact your account representative.

Repeat What Works,
Dont' Repeat Failure.

Getting Started

Access your account at: *www.acicalltracking.com*

Your log-in info is:

Username: ______________________ *Password:* ______________________

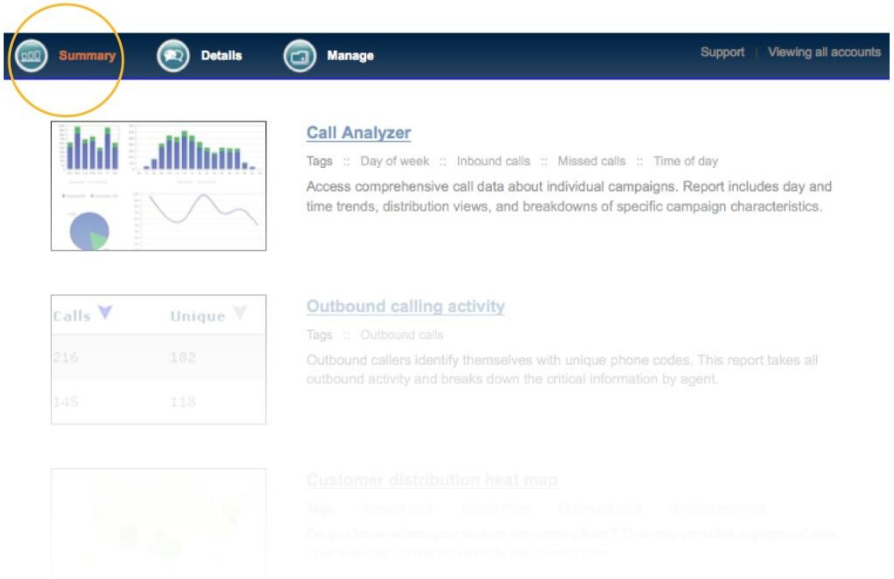
Upon logging in, you will see the welcome screen. The reporting interface is organized into three sections:

- Summary
- Details
- Manage

Let's review each section.

Summary

High-level views of call data and website sessions. Customize how you want to review your data.



1. Call Analyzer
   - Comprehensive data about individual tracking campaigns
   - View day of week, time trends, and breakdowns of marketing strategies
   - Select a specific campaign to further your focus
   - Choose a date range to view varying segments of data

2. Outbound Calling Activity
   - Outbound callers identify themselves with unique phone codes
   - View outbound activity by agent

3. Customer Distribution Heat Map
   - Map provides a geographical view of where your calls are originate from
   - Sort data by inbound, outbound, or website sessions
   - Click on a state to drill down further

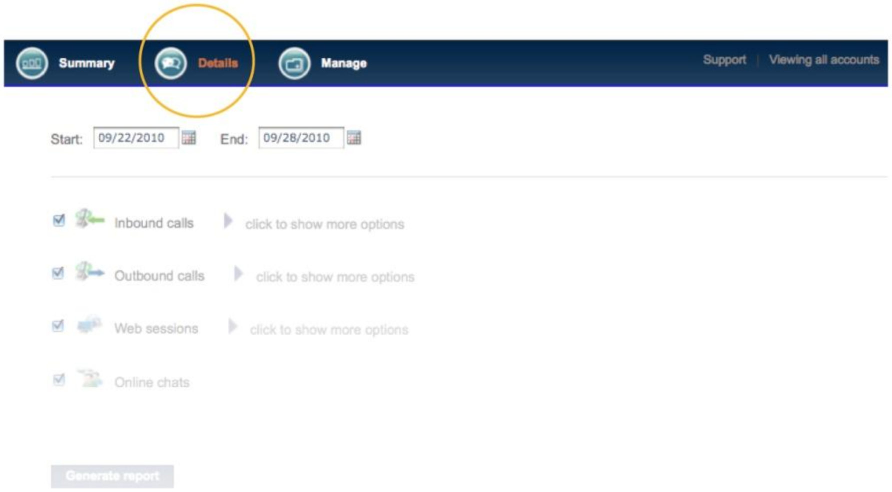
4. Website Activity – Referring Source/Keywords
   - The unique referring source or keyword and the resulting action is displayed
   - View totals of website sessions and conversion of calls, chats, and conversion page hits
   - Specify your date range at the top of your screen

5. Website Activity Tagged Visits
   - View website visits where URL variables have been added

6. Excel Downloads - Calls and Clicks
   - Download call or click reports as a CSV file - open these in any spreadsheet software program

Details

View individual inbound and outbound call reports, web sessions, and online chats.



Choose to view the conversin(s) of your choice (inbound calls, outbound calls, web sessions, and or chats) within the time frame of your choice. Filter any category to view the specific data you want reported.

Running Reports

1. General Report
   - Select your date range
   - Chose the type of report you wish to pull
     - Inbound
     - Outbound
     - Website activity
     - Online chats

2. Selecting an Inbound Detail Report
   - Select only 'inbound calls' then select 'click to show more options'
   - Choose the numbers you wish to review
   - Further sort your call reports by selecting options from the provided fields
     - Call result
     - Reviewed status
     - Phone code
     - Spam Filter
     - Business opportunity
   - Search calls by a specific customer's number

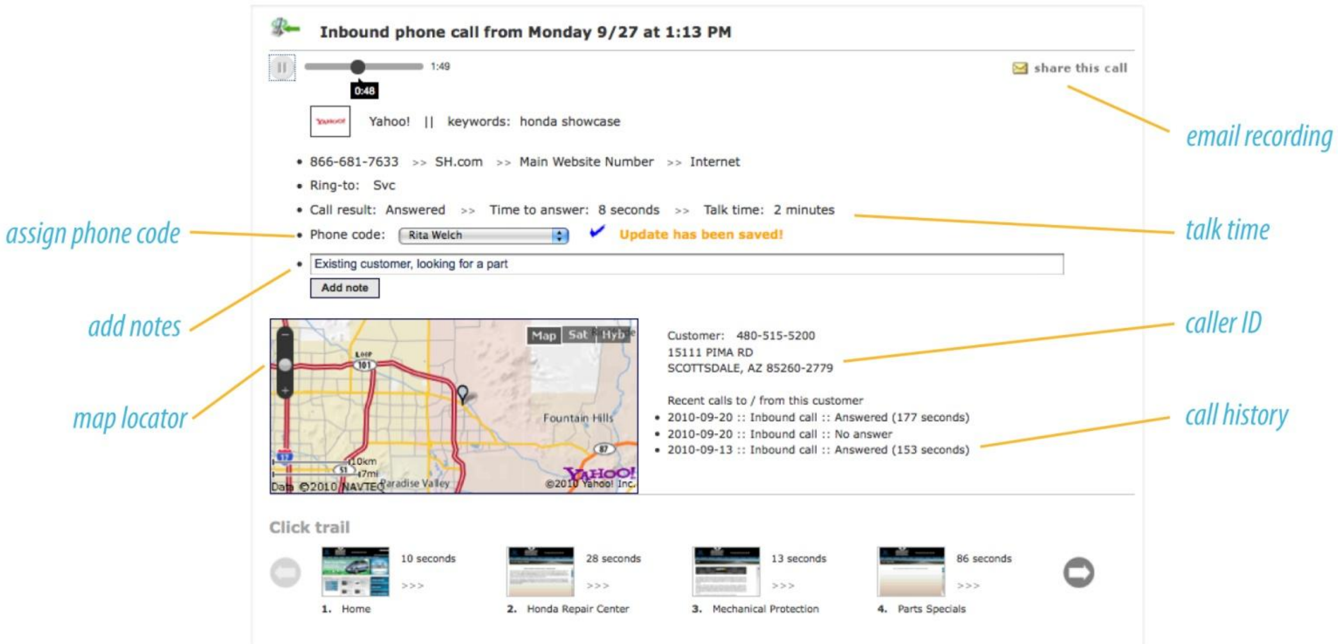
3. Selecting an Outbound Call Report
    - Select only outbound calls, then 'click to show more options'
    - Sort your outbound report by
        - Call Result
        - Reviewed status
        - Phone code
        - Customer phone number

4. Selecting a Web Session Report
    - Select only web sessions
    - Sort your report by
        - Website *(if you are tracking multiple sites)*
        - Session score
        - Referring source

5. Selecting a Chat report
    - Select only online chats

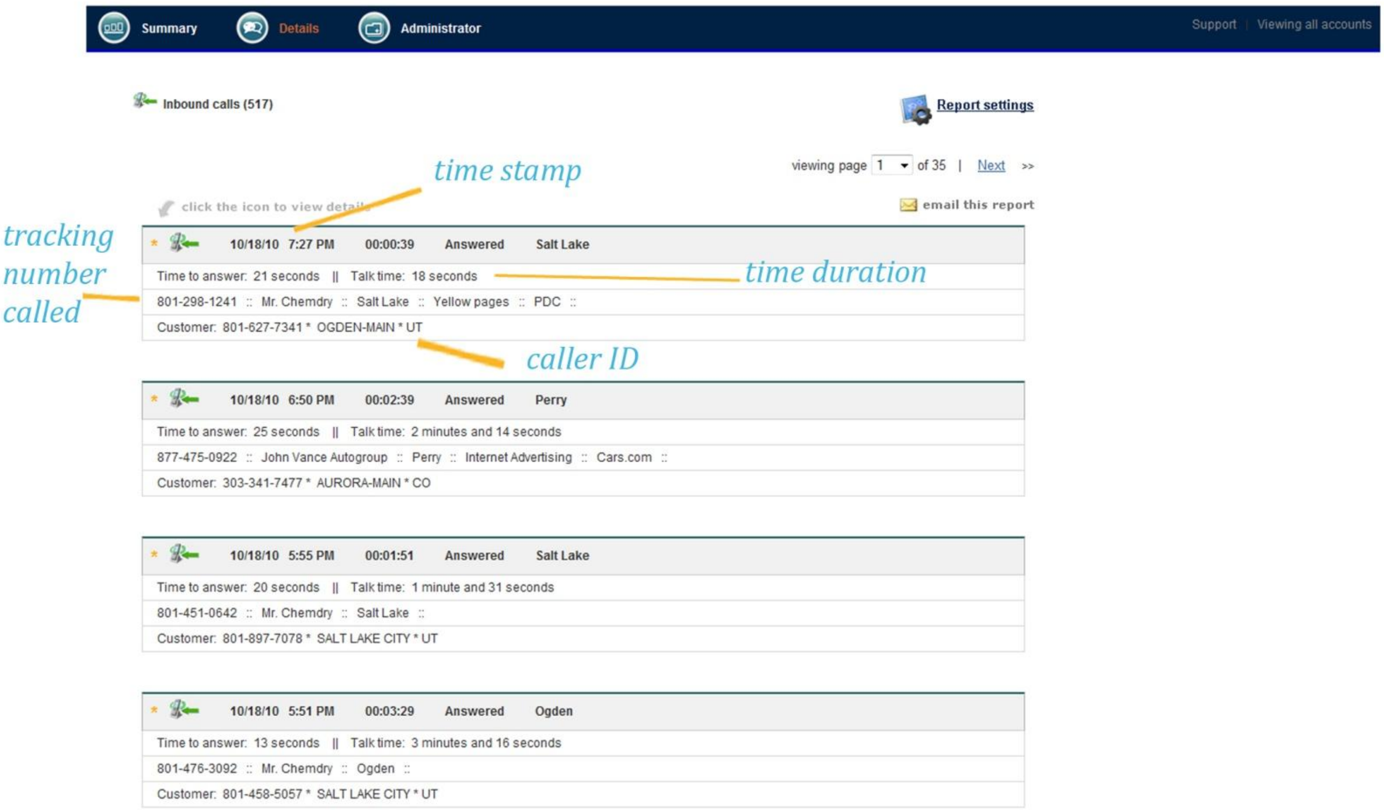
Viewing Reports

1. Call Report and Recordings
    - Click on the telephone icon in the top left corner of an individual call result to review the call recording
    - Options in the call recording screen:



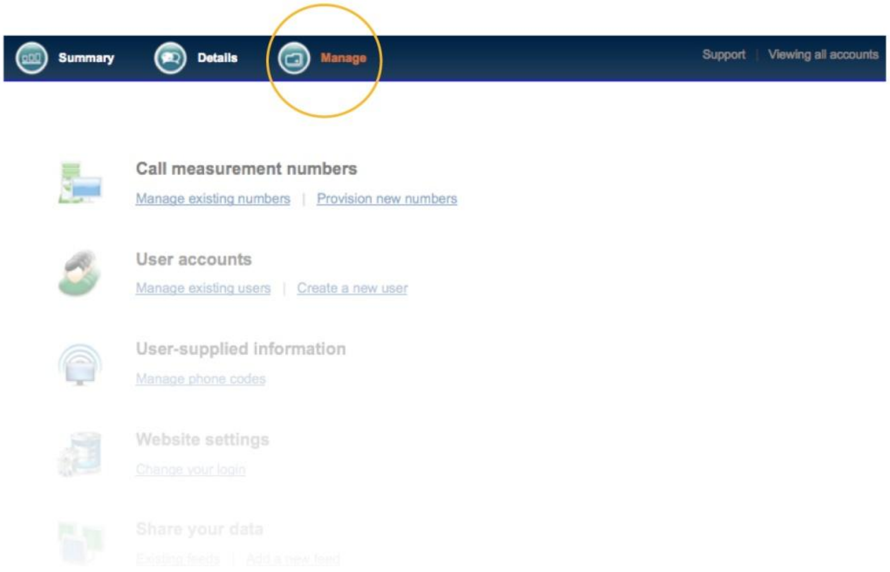
2. Click Reports

- Click on the computer icon in the top left corner of an individual web sessions result to review the complete click trail
- Listen to a phone call (if one resulted from the web session), see each page viewed, time spent on each page, and if that session resulted in a call
- Click the arrows next to the click trail to move the page forward or backwards
- Click on actual thumbnail view of the web session to be to be taken directly to that page of your website



Manage

Use the Manage section to control user access, create new users and numbers.



1. Call Tracking Numbers
   - Manage existing numbers – make changes to existing tracking numbers
   - Provision new numbers

Manage Existing Numbers

i. Setting up the call tracking numbers
- Enter the 10 digit number where the call tracking numbers will "ring-to"
  - Enter all 10 digits consecutively (XXXXXXXXXX) – leave out all dashes and spaces

ii. Reporting Time Zone
- Select the time zone of this number from the drop-down menu

NOTE: Once the number is set up, we highly recommend that you test the ring-to number by calling the call tracking number to ensure it connects with the client and any greetings/whispers are working.

iii. Advanced Options
- Set up scheduling, round robin, caller ID Routing and other features here
- Submit a request within the call tracking site or contact your account representative directly