

# VoiceTrends

## Analytics Toolkit

### Optimized Analytics and Reporting for Voice Applications

VoiceTrends is an advanced IVR call analytics tool designed to measure the performance of voice applications built with Plum Voice's DEV, Fuse and Insight tools. It is exclusively available on the Plum Voice platform.

For easy understanding, VoiceTrends represents voice analytics and reporting in data visualizations. Users can parse data over a variety of time periods to better see and analyze trends. The data collected by VoiceTrends helps companies to continuously monitor their voice applications, identify areas for improvement or optimization and deliver the best customer experience possible. Types of data collected:

- Call volume analytics
- Event tracker
- Performance
- Diagnostic flow
- Caller profiles

### Make Data Matter

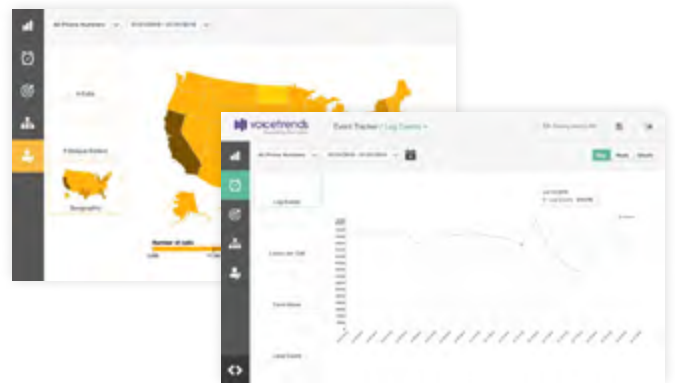
Set it and forget it doesn't work with phone automation. The metrics in VoiceTrends allow you to see how your callers are interacting with your application and make adjustments to improve the caller experience, attain first call resolution, improve call containment and send calls only to agents that need to be handled by an agent. All of this means less time on hold and greater satisfaction for customers with lower costs to your business.



**With continuous analysis, optimization and maintenance of Plum Voice applications, you can provide a better customer experience, have higher call containment and lower customer service costs.**

### Capabilities

- Track dual-tone multi-frequency (DTMF) and speech inputs to analyze points of failure and speech recognition
- 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
- Gain a better understanding of how end-users interact with Plum Voice application(s) by tracking events through data on log events, form items, loops per call, etc.
- The performance tracker keeps tabs of application errors - JavaScript errors, fetch errors, and average page load time - to help identify trouble areas and improve applications
- Utilize A/B testing capabilities to optimize call-flows for better performance



## Features

- Access a visual representation of common call paths based on specific criteria, like disconnects, no matches, no inputs and transfers
- Use VoiceTrends APIs to pull call data and create your own custom IVR dashboards
- Review data about callers, like the number of unique inbound phone numbers
- Geographic data presents call origin location on a map of the United States

## Expanded Capabilities



**Plum Fuse** is a low-code programmable GUI environment with pre-built templates that allows developers and non-technical users to create and manage voice applications.



**Plum Insight** is an omni-channel survey platform that can extend Voice of the Customer (VoC) programs into the contact center and beyond.



**Plum DEV** is a VoiceXML (VXML) platform that enables developers to build interactive voice response systems (IVR), virtual agents (IVAs) and conversational AI solutions by generating their own code. DEV also supports dynamic multi-channel messaging applications that utilize voice, SMS and other channels.



### Delivery

Plum Voice's platform is built on a fault-tolerant and scalable cloud architecture which eliminates on-site hardware and support. It is delivered over a Tier 1 telecom infrastructure with built-in redundancy and designed for 99.9% uptime of voice applications.



### Support

Expert Technical Support is included with your Plum Voice subscription. We offer 24/7 technical support for troubleshooting broken production-level applications.



### Professional Services

Our in-house Professional Services team works together with you to create a strategic plan - design, implementation, QA, deployment and support - to enable a smoother transition, faster ROI and impactful results.

## Security & Compliance



HIPAA  
COMPLIANT



**Contact us today to learn more about Plum Voice automation solutions!**



Voice Automation Solutions

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