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**CYNGUS**  
TECHNOLOGIES

## Toll Free Number Report Subscriptions Services

Period: **August 2007**

For the attention of: Sample Reports Subscription  
TBC  
Corporation Sdn Bhd

Toll Free Number(s): 1-800 88 FREE (3733)

Answerpoints: All answerpoints

### Calls by Calendar Month

Line	August	July	June	Other
1-800 88 3733	7,870	0	0	0

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**General disclaimer:** These reports are based on network records from Telekom Malaysia Bhd and external information about Regions and Exchange Areas believed to be accurate at the time of production.

For more information regarding the management uses of this service please contact Telekom Malaysia.



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# Exchange Area Summary

Ringkasan Kawasan Ibusawat

PERIOD  
Jangkamasa

NUMBER(S)  
Nombor

TO  
Ke

FOR  
Untuk

August 2007

1-800 88 3733

All answerpoints

Sample Subscription

Corporation Sdn Bhd

## Selangor

Calling Area Kawasan Panggilan	Complete Calls Panggilan Lengkap	Call Duration Tempoh Panggilan	Average Call Length Purata Jangkamasa Panggilan	Call Cost Kos Panggilan	Incomplete Calls Panggilan Tidak Lengkap			
					Busy Calls Talian Sibuk	No Answer Tiada Jawapan	Other Lain-lain	% Incomplete % Tidak Lengkap
Genting	10	0:17:45	0:01:46	2.22				
Kuala Kubu Baru	3	0:08:01	0:02:40	1.04				
Sabak Bernam	3	0:06:34	0:02:11	2.05				
Pulau Ketam	2	0:06:41	0:03:20	2.05				
Kuala Selangor	1	0:00:41	0:00:41	0.15				
<b>759</b>	<b>39:19:53</b>	<b>0:03:07</b>	<b>179.61</b>					

## W.P. Kuala Lumpur

Calling Area Kawasan Panggilan	Complete Calls Panggilan Lengkap	Call Duration Tempoh Panggilan	Average Call Length Purata Jangkamasa Panggilan	Call Cost Kos Panggilan	Incomplete Calls Panggilan Tidak Lengkap			
					Busy Calls Talian Sibuk	No Answer Tiada Jawapan	Other Lain-lain	% Incomplete % Tidak Lengkap
Kuala Lumpur	739	40:52:43	0:03:19	126.74				
KLCC	89	5:27:15	0:03:40	15.68				
Bintang	77	4:49:54	0:03:45	14.20				
Pekeliling	61	3:17:39	0:03:14	9.72				
Sungai Besi	55	3:35:32	0:03:55	10.28				
Duta	46	2:10:46	0:02:50	6.96				
Maluri	44	2:34:37	0:03:30	7.76				
Kepong	41	2:00:12	0:02:55	6.40				
Bukit Anggerik	37	1:42:39	0:02:46	5.40				
Melawati	32	1:15:16	0:02:21	4.08				
Sentul	32	0:50:36	0:01:34	3.64				
Tunku Abd Rahman	32	1:35:18	0:02:58	4.96				
Cheras	31	1:35:24	0:03:04	4.92				
Damansara	27	1:40:29	0:03:43	4.92				
San Peng	26	1:20:49	0:03:06	4.24				
Bukit Jalil	24	1:10:01	0:02:55	3.60				
Bangsar	21	1:48:20	0:05:09	5.16				
Brickfields	18	0:51:28	0:02:51	2.56				
Batu	16	0:45:59	0:02:52	2.24				
Keramat	16	0:51:40	0:03:13	2.60				
Wangsa Maju	16	1:30:26	0:05:39	4.20				
Midah	13	0:46:34	0:03:34	2.24				
Bandar Tun Razak	12	0:43:23	0:03:36	2.08				
Setapak	12	0:48:05	0:04:00	2.40				
Semarak	2	0:09:05	0:04:32	0.44				
<b>1519</b>	<b>84:14:10</b>	<b>0:03:20</b>	<b>257.42</b>					

You had some activities/ground work in these areas simultaneously, are they getting the same level of response? Identify your marketing strategy for different location to increase response



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# Overview by Day and Hour

Pengenalan bagi hari dan masa

PERIOD  
Jangkamasa  
NUMBER(S)  
Nombor  
TO  
Ke  
FOR  
Untuk

August 2007

1-800 88 3733

All answerpoints  
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Corporation Sdn Bhd

Get to know when is the best time to put on radio/TV ads

Day Hari	Date Tarikh	12-2a	2-4a	4-6a	6-8a	8-9a	9-10a	10-11a	11-12p	12-1p	1-2p	2-3p	3-4p	4-5p	5-6p	6-7p	7-8p	8-9p	9-10p	10-11p	11-12a	Total Day Jumlah Hari	Date Tarikh
W	01/08/07	2				3	13	17	20	19	21	21	29	21	12	5	4	4	1	4	1	197	W 01/08/07
T	02/08/07	1	1	1	1	5	10	10	24	23	20	7	13	15	8	2	5	2	1	1		150	T 02/08/07
F	03/08/07					1	13	15	18	17	14	14	18	28	10	5	3	1	1	2	3	163	F 03/08/07
S	04/08/07					2	4	6	8	2	2	4	2	2	1	2	1	2	1	1		40	S 04/08/07
S	05/08/07	2						2	1	1		1	1	2			2	2	1	3	1	19	S 05/08/07
M	06/08/07	1	1			6	25	28	40	32	35	35	43	34	18	10	5	1	3	2		319	M 06/08/07
T	07/08/07					6	21	37	35	18	16	18	18	24	17	4	2	3	2		1	222	T 07/08/07
W	08/08/07	1				3	19	44	32	30	35	29	28	56	18	2		2	3		1	303	W 08/08/07
T	09/08/07					2	18	29	29	25	36	33	27	34	11	3	4	3	1	2		257	T 09/08/07
F	10/08/07					7	12	17	13	10	14	13	15	12	4	6	3	1		3	1	131	F 10/08/07
S	11/08/07	2				1	7	6	3	1	5	6	3	4	2	1				1		42	S 11/08/07
S	12/08/07									3			1			1	2	1	1	2		11	S 12/08/07
M	13/08/07					12	21	30	50	55	42	44	26	41	14	5	4	5	3		1	353	M 13/08/07
T	14/08/07						8	23	16	34	20	20	20	27	14	2			4	1		189	T 14/08/07
W	15/08/07	1				14	31	43	37	57	52	71	46	77	17	11	5	5	6	1		474	W 15/08/07
T	16/08/07					5	24	31	47	39	50	38	45	37	24	8	3	1	4	2	1	359	T 16/08/07
F	17/08/07	2			2	11	20	26	27	25	25	34	28	27	12	5	4	2	1	1	1	253	F 17/08/07
S	18/08/07					1	4	4	6	5	2	5	5	1	1	1	4		1			40	S 18/08/07
S	19/08/07		1		1	1	1	1	5	7	2	3		2		1			1	1		27	S 19/08/07
M	20/08/07	1			1	4	10	47	41	51	60	160	48	48	27	9	12	3	9	2	3	536	M 20/08/07
T	21/08/07	4		1	3	13	14	24	36	28	40	27	52	32	24	10	4	3	3	2		320	T 21/08/07
W	22/08/07				2	11	30	49	54	25	44	37	97	561	134	69	65	48	43	23	13	1305	W 22/08/07
T	23/08/07	18	8	1	13	11	22	43	47	36	31	38	40	43	28	10	5	13	10	7	7	431	T 23/08/07
F	24/08/07	1				18	30	37	42	37	38	69	32	43	33	14	10	10	6	5	4	429	F 24/08/07
S	25/08/07	5	1		1	3	6	10	23	11	14	12	4	3	3	4	4	2	1	2	2	111	S 25/08/07
S	26/08/07	2		1		1	3	1	4		4	2	4	2	3	4	2	2	1		1	37	S 26/08/07
M	27/08/07	1		1	1	3	42	39	35	31	38	40	37	53	36	3	6	8	3	2	1	380	M 27/08/07
T	28/08/07	1				3	29	50	43	36	38	39	29	35	15	5	4	2			1	330	T 28/08/07
W	29/08/07					6	11	24	24	32	23	20	37	36	22	3	4	2		2	2	248	W 29/08/07
T	30/08/07	1				5	17	16	23	36	20	40	27	9								194	T 30/08/07
F	31/08/07																					0	F 31/08/07
		<b>46</b>	<b>12</b>	<b>5</b>	<b>25</b>	<b>158</b>	<b>465</b>	<b>709</b>	<b>783</b>	<b>726</b>	<b>741</b>	<b>880</b>	<b>775</b>	<b>1309</b>	<b>508</b>	<b>205</b>	<b>167</b>	<b>128</b>	<b>111</b>	<b>72</b>	<b>45</b>	<b>7870</b>	

Identify peak hours and manage manpower to answer call



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Get to know where's your customer is from  
and which geographical area you should  
pay more attention to.

# State Region Summary

Ringkasan Kawasan Negeri

PERIOD  
Jangkamasa

August 2007

NUMBER(S)  
Nombor

1-800 88 3733

TO  
Ke

All answerpoints

FOR  
Untuk

Sample Subscription

Corporation Sdn Bhd

State Region Kawasan Negeri	Population Distribution Keagihan Penduduk		Complete Calls Panggilan Lengkap	% Total % Jumlah	Total Call Duration Jumlah Tempoh Panggilan	Ave Call Length Purata Jangkamasa Panggilan	Total Cost of calls Jumlah Kos Panggilan	Incomplete Calls Panggilan Tidak Lengkap						
	Population Penduduk	% Total % Jumlah						Busy Calls Talian Sibuk	No Answer Tiada Jawapan	Other Lain-lain	Total Jumlah	% Incomplete % Tidak Lengkap		
<b>West Malaysia</b>														
<b>Northern Region</b>														
Perlis	204,450	0.9	0	0.0	0:00:00	0:00:00	0.00							
<b>Kedah</b>	1,649,756	7.1	34	0.4	1:25:48	0:02:31	74.10							
Penang	1,313,449	5.6	311	4.0	13:49:14	0:02:39	716.70							
Perak	2,051,236	8.8	178	2.3	7:53:41	0:02:39	361.50							
Total for Northern Region	<b>5,218,891</b>	<b>22.4</b>	<b>523</b>	<b>6.6</b>	<b>23:08:43</b>	<b>0:02:39</b>	<b>1,152.30</b>							
<b>Eastern Region</b>														
Kelantan	1,313,014	5.6	15	0.2	0:33:13	0:02:12	28.65							
Terengganu	898,825	3.9	26	0.3	1:18:43	0:03:01	67.90							
Pahang	1,288,376	5.5	89	1.1	3:56:54	0:02:39	143.17							
Total for Eastern Region	<b>3,500,215</b>	<b>15.0</b>	<b>130</b>	<b>1.7</b>	<b>5:48:50</b>	<b>0:02:41</b>	<b>239.72</b>							
<b>Central Region</b>														
Selangor	4,188,876	18.0	759	9.6	39:19:53	0:03:06	179.61							
W.P. Kuala Lumpur	1,379,310	5.9	1519	19.3	84:14:10	0:03:19	257.42							
Negeri Sembilan	859,924	3.7	76	1.0	3:19:08	0:02:37	51.85							
Melaka	635,791	2.7	195	2.5	9:36:54	0:02:57	175.17							
Total for Central Region	<b>7,063,901</b>	<b>30.4</b>	<b>2549</b>	<b>32.4</b>	<b>136:30:05</b>	<b>0:03:13</b>	<b>664.05</b>							
<b>Southern Region</b>														
<b>Johor</b>	2,740,625	11.8	328	4.2	14:53:50	0:02:43	728.00							
Total for Southern Region	<b>2,740,625</b>	<b>11.8</b>	<b>328</b>	<b>4.2</b>	<b>14:53:50</b>	<b>0:02:44</b>	<b>728.00</b>							
<b>Total for West Malaysia</b>	<b>18,523,632</b>	<b>79.6</b>	<b>3530</b>	<b>44.8</b>	<b>180:21:28</b>	<b>0:03:04</b>	<b>2,784.07</b>							
<b>East Malaysia</b>														
Sabah	2,603,485	11.2	92	1.2	4:43:31	0:03:04	244.70							
W.P. Labuan	76,067	0.3	6	0.1	0:18:08	0:03:01	15.65							
Sarawak	2,071,506	8.9	70	0.9	3:04:35	0:02:38	158.90							

Did you expect a better response from Kedah?

You have lot of enquires from Johor, but you don't have any branch/distributer there. It's a potential market!



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# State Region Summary

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<b>Total for East Malaysia</b>	<b>4,751,058</b>	<b>20.4</b>	<b>168</b>	<b>2.1</b>	<b>8:06:14</b>	<b>0:02:54</b>	<b>419.25</b>
	<b>23,274,690</b>	<b>100</b>	<b>3698</b>	<b>47.0</b>	<b>188:27:42</b>	<b>0:03:03</b>	<b>3,203.32</b>

## Other

Mobile			4172	53.0	124:32:01	0:01:47	2,435.29
<b>Total for Other</b>			<b>4172</b>	<b>53.0</b>	<b>124:32:01</b>	<b>0:01:47</b>	<b>2,435.29</b>
			<b>7870</b>	<b>100.0</b>	<b>312:59:4</b>	<b>0:02:23</b>	<b>5,638.61</b>

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