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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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Line Summary

Ringkasan Talian

PERIOD
Jangkamasa

NUMBER(S)
Nombor

TO
Ke

FOR
Untuk

August 2007

All lines

All answerpoints

Sample Reports Subscription

Corporation Sdn Bhd

Line Number <i>Nombor Talian</i>	Department / Cost Centre <i>Jabatan/Pusat kos</i>	Complete Calls <i>Panggilan Lengkap</i>	Total Call Duration <i>Jumlah Tempoh Panggilan</i>	Ave Call Length <i>Purata Jangkamasa Panggilan</i>	Total Cost of calls <i>Jumlah Kos Panggilan</i>	Incomplete Calls <i>Panggilan Tidak Lengkap</i>				
						Busy Calls <i>Talian Sibuk</i>	No Answer <i>Tiada Jawapan</i>	Other <i>Lain-lain</i>	Total <i>Jumlah</i>	% Incomplete <i>% Tidak Lengkap</i>
1-800 88 3732	August Star Times Half Page weekly	154	7:23:11	0:02:52	102.42					
1-800 88 3733	1800 88 FREE - Marketing	7870	230:34:56	0:04:16	5,638.61					
1-800 88 8289	1800 88 BUY - Direct Mailer	301	14:59:38	0:02:59	208.81					
1-800 88 7253	1800 88 SALE - Radio campaign 1 month sale promo	3237	312:59:43	0:02:23	2,798.38					
1-800 88 0404	Weekly full page NSTP with Free offer	903	44:13:10	0:02:56	807.63					
1-800 88 0505	Yellow Pages Listing	224	12:33:26	0:03:21	122.49					
1-800 88 8277	1800 888 CSR - Customer Service	4346	166:20:40	0:02:17	2,379.98					
1-800 88 0606	Agents support line	1866	97:35:01	0:03:08	1,624.46					
1-800 88 8729	Accounts payment line	1657	29:03:14	0:01:03	726.08					
1-800 88 0707	Fridge Magnet campaing May	334	18:32:47	0:03:19	229.03					
1-800 88 6733	1800 88 ORDER - Main order hotline	4988	124:51:41	0:01:30	1,483.18					
1-800 88 2255	1800 TV CALL - TV advertising	12815	431:38:50	0:02:01	7,691.42					
1-800 88 8638	1800 888 NET - web support	1537	82:08:50	0:03:12	1,755.61					
1-800 88 8629	1800 888 MAX - Max product enq	381	5:28:22	0:00:51	119.36					
1-800 88 3278	1800 88 FAST - Fastrack orders paying premium	1086	862:19:59	0:47:38	9,648.20					
1-800 88 0808	Not currently used	10	0:20:36	0:02:03	11.70					
1-800 88 8477	1800 88 VIPS - Priority customer line	1577	43:11:48	0:01:38	592.91					
		43288	2484:15:52	0:03:27	35,940.27					

Understand how your customers communicate with you via Customer Service, Marketing and A&P Response



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Historical Trending

Sejarah Semasa/Aliran

PERIOD
Jangkamasa
NUMBER(S)
Nombor
TO
Ke
FOR
Untuk

August 2007

1-800 88 3733

All answerpoints

Sample Subscription Service
Corporation Sdn Bhd

Were A&P activities more effective in Dec '06 vs Aug '07?

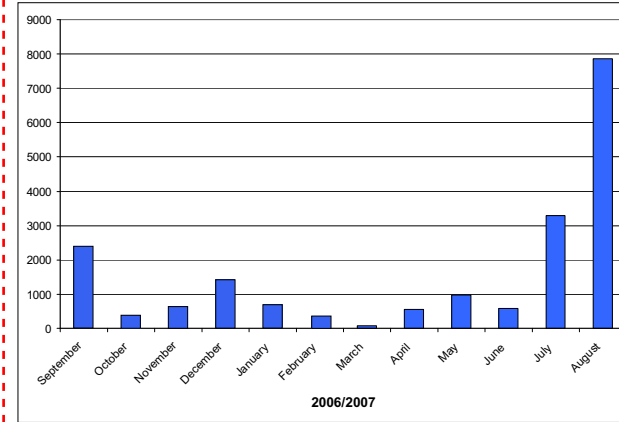
Have your sales call increased from time to time?

Call activity summary for last 12 months

The following table shows key monthly statistics for call activity over the last 12 months for the Lines and Answerpoints selected.

Month Bulan	Calls Panggilan	Total Call Duration Jumlah Tempoh Panggilan	Average Call Duration Purata Tempoh Panggilan
September 2006	2467	135:55:09	0:03:18
October	398	21:19:49	0:03:12
November	682	40:59:54	0:03:36
December	1431	78:06:48	0:03:16
January	751	35:59:26	0:02:52
February	362	18:12:31	0:02:59
March	86	3:24:38	0:02:22
April	552	29:03:10	0:03:09
May	976	56:14:25	0:03:27
June	579	28:37:40	0:02:57
July	3,286	177:19:05	0:03:14
August 2007	7,870	312:59:17	0:02:23
	19,440	938:11:52	0:03:04

Monthly call volumes for the last 12 months

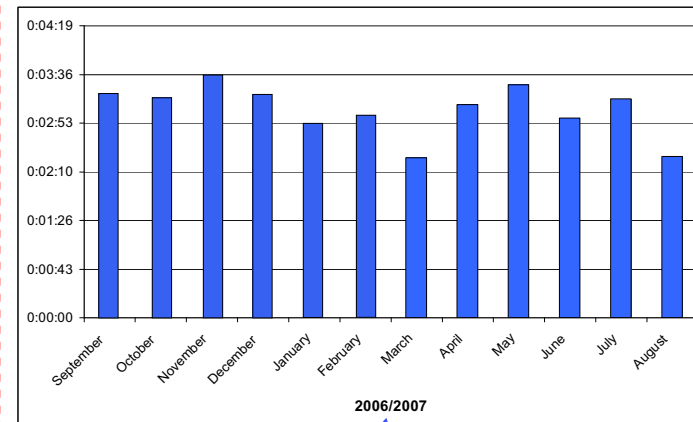


Comparison to previous year

The table below provides a comparison to the same period in the previous year. A significant difference may require further investigation to understand why.

Month Bulan	Calls Panggilan	Total Call Duration Jumlah Tempoh Panggilan	Average Call Duration Purata Tempoh Panggilan
August 2006	237	12:51:36	0:02:48
August 2007	7,870	312:59:17	0:02:23
	7,633	300:07:41	-0:00:25
% difference	96.99%	95.89%	17.48%

Average call duration for the last 12 months



You have an annual marketing event/roadshow. Is this year's responses better than last year?

Is your customer service team improving?



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Monthly Overview

Pengenalan Bulanan

PERIOD
Jangkamasa

August 2007

NUMBER(S)
Nombor

1-800 88 3733

TO
Ke

All answerpoints

FOR
Untuk

Sample Subscription Service
Corporation Sdn Bhd

Do you know what Regions
your customers are calling
from?

Top Ten Calling Regions

These are the regions where most calls originated from for this period. The table shows the % of calls versus the % of population based in that region.

Region Kawasan	Population Penduduk	Calls Panggilan	% of all Calls Keseluruhan Panggilan	Total Call Duration Jumlah Tempoh Panggilan	Average Call Duration Purata Tempoh Panggilan
W.P. Kuala Lumpur	5.9 %	1519	19.3	84:14:10	0:03:19
Selangor	18.0 %	759	9.6	39:19:53	0:03:06
Johor	11.8 %	328	4.2	14:53:50	0:02:43
Penang	5.6 %	311	4.0	13:49:14	0:02:39
Melaka	2.7 %	195	2.5	9:36:54	0:02:57
Perak	8.8 %	178	2.3	7:53:41	0:02:39
Sabah	11.2 %	92			
Pahang	5.5 %	89			
Negeri Sembilan	3.7 %	76			
Sarawak	8.9 %	70			

Identify the frequent callers. Why are these customers calling so frequently? Are questions being answered accurately? What is the cost of sale to support this customer/channel?

Top Five Most Frequent Callers

Use this information to identify regular callers to your service.

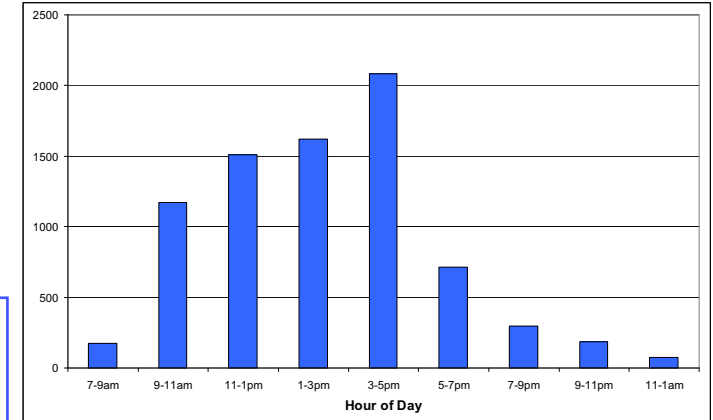
Caller Pemanggil	Calling Area Kawasan Panggilan	Total Calls Jumlah Panggilan	Call Duration Tempoh Panggilan	Ave Call Duration Purata Tempoh Panggilan	Total Cost Jumlah Kos
04-3987751	Penang	26	0:36:41	0:01:24	32.10
03-5637779	Kuala Lumpur	26	1:39:14	0:03:49	4.56
04-2622444	Penang	21	0:21:25	0:01:01	18.90
06-2812345	Melaka Town	20	1:05:53	0:03:17	20.20
03-61361361	Kuala Lumpur	19	0:59:28	0:03:07	2.88

Five Longest Duration Calls

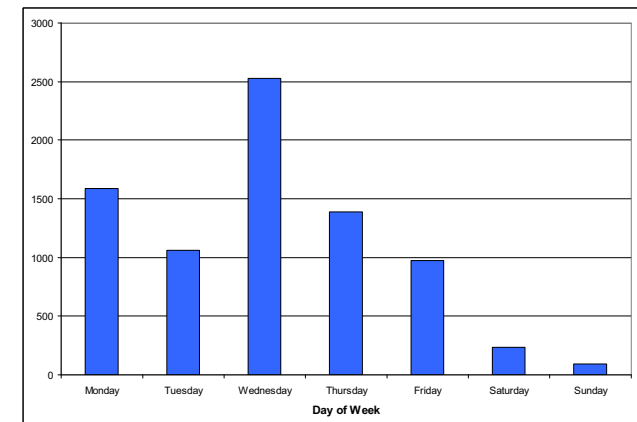
Compare this to your average for the month of 0:02:23.

Caller Pemanggil	Calling Area Kawasan Panggilan	Date Tarikh	Time Waktu	Duration Tempoh	Total Cost Jumlah Kos
03-11734	W.P. Kuala Lumpur / Selangor (Mobile)	07/08/07	10:01	0:32:51	1.32
03-60999999	Rawang	13/08/07	10:40	0:29:42	1.20
03-90523232	Sungai Besi	22/08/07	11:16	0:28:52	1.16
03-27324242	KLCC	15/08/07	10:33	0:27:17	1.12
03-11734	W.P. Kuala Lumpur / Selangor (Mobile)	02/08/07	11:05	0:26:48	1.08

Calls by Hour of Day



Calls by Day of Week



Is this call duration acceptable for your business? Is there a necessity to re-train staff or sales channels?