

**FAST FACTS****Company**

WATTS Premier manufactures quality reverse osmosis water treatment and filtration equipment.

Industry

Water Treatment and Filtration Equipment

Geography

US

Challenges

- WATTS Premier did not have enough staff on hand to answer and close service calls
- The Company had to manually track and analyze between 1,000 and 1,400 inbound and outbound call per day
- With a large sale staff in place, WATTS Premier wanted to reduce telecom costs and call abuse by putting specific tools in place to report and analyze all inbound and outbound calls

Solution

- CallAnalystTM Call Reporting

Results

- WATTS Premier now tracks all inbound and outbound calls to effectively manage its sales team by scheduling more employees during peak call times
- The Company uses CallAnalyst's Traffic Analysis module to track and examine trunk utilization so that they can allot new resources, re-deploy existing resources or otherwise reconfigure their phone system to maximize ROI
- The management team uses CallAnalyst's reports to reduce personal calls and telephone abuse

WATTS PREMIER

COMPANY

Established in 1989, WATTS Premier is a company dedicated to making high quality reverse osmosis water treatment and filtration equipment. The Company is headquartered in Phoenix, Arizona, and has many accounts with large companies and small distributors worldwide. WATTS Premier also holds five patents pertaining to unique water treatment systems.

WATTS Premier's global presence attests to its high quality of commercial and residential equipment. They have sold over 300,000 units worldwide to a diverse group of individual and industrial customers. The core of WATTS Premier's business includes design, assembly, customer service and customer support for water purification systems.

CHALLENGES

WATTS Premier's customer service department was available around the clock to resolve issues for its large number of customers located worldwide. One of the main internal obstacles was that WATTS Premier did not have enough staff on hand to answer and close service calls as effectively as possible. Executives found it highly challenging to monitor all of the service calls – manually tracking and analyzing between 1,000 to 1,400 inbound and outbound calls per day was tedious, difficult to maintain and the potential for telecom costs became invisible. WATTS Premier needed a solution to provide reliable call tracking and help realize telecom cost savings so they researched:

CALLANALYSTTM CALL REPORTING

TriVium Systems recommended CallAnalyst call reporting to track and analyze the high volume of customer phone calls. Lonnie King, Director of IS/IT/Consumer Markets was impressed by the reporting power of CallAnalyst, which generates reports for each call that is made or received. King commented, "It is an excellent, brilliant and vibrant product. The customer support is extraordinary. We are successful in achieving cost effectiveness vs. an executive's time on the phone."

WATTS Premier

"The customer support is extraordinary. We are successful in achieving cost effectiveness vs. an executive's time on the phone."

- Lonnie King, Director of IS/IT/Consumer Markets



CallAnalyst also offers the Traffic Analysis module (addon) that allows users to track and examine trunk utilization to help users understand how to best deploy new resources, re-deploy existing resources or otherwise reconfigure their phone system to maximize ROI. The 'What-If' analysis tool in Traffic Analysis allows users to see the effects of increases and decreases in trunk capacity to optimize usage and minimize cost.

BENEFITS

WATTS Premier is now able to track calls and effectively deploy support and sales staff using CallAnalyst weekly and monthly reports. Call Analyst also provides the management team with reports that log the most expensive calls and calls that are the longest in duration. Lonnie uses these reports to reduce personal calls and telephone abuse.

Summary Calling by Extensions

Inbound and outbound call records which took place on the date 06/05/07 by Custom Group at Site 1.

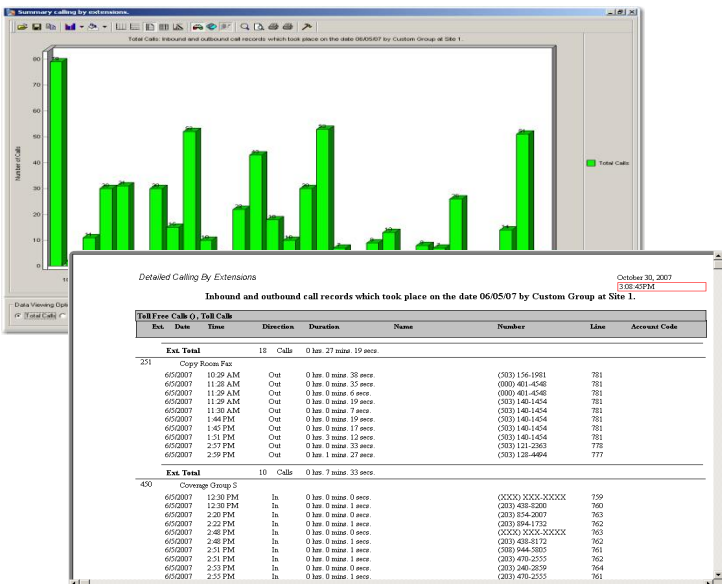
Extension No.	Name	Inbound Calls	Outbound Calls	Total Calls	Duration	Avg. Call Duration	Calls (%)	Duration (%)
Group 1: Accounting								
108	Karla Ocasio	33	33	40	2 hrs 21 mins 20 secs	0 hrs 3 mins 17 secs	7.33	14.87
Group 1: Admin								
103	Larry Dillhoff	3	8	11	2 hrs 13 mins 47 secs	0 hrs 12 mins 9 secs	1.87	14.08
Group 1: Internet								
109	Jeff Miesner	0	2	2	0 hrs 10 mins 40 secs	0 hrs 1 mins 34 secs	34	1.54
118	Joseph Christ	1	9	10	0 hrs 5 mins 42 secs	0 hrs 0 mins 34 secs	1.70	.60
Group 1: Retail								
108	Michelle Gorman	21	10	31	0 hrs 27 mins 10 secs	0 hrs 0 mins 12 secs	5.28	2.86
121	Colin Simon	2	2	4	0 hrs 2 mins 27 secs	0 hrs 0 mins 36 secs	.60	.26
Site Total		393	194	587	10 hrs 58 mins 31 s	0 hrs 1 mins 37 secs		
Report Totals		393	194	587	10 hrs 58 mins 31 secs	0 hrs 1 mins 37 secs		

CallAnalyst provides critical weekly and monthly call reports for WATTS Premier

ABOUT TRIVIUM SYSTEMS, INC.

TriVium Systems has been a leader in designing, building and deploying world-class, award-winning Call Recording & Call Reporting solutions since 1996. The Company's core products include SonicView™ call recording platform, CallAnalyst™ call reporting & call accounting and E9-1-1 Emergency Security Notification™ (ESN™).

TriVium System solutions for voice recording, quality monitoring, call accounting and call reporting are used by large enterprises, as well as small and medium businesses across the North American market. Customers span various industries including, but not limited to: call centers, collection agencies and law firms, financial institutions, insurance, healthcare, educational institutions, government, assisted living and retirement homes, hospitality, real estate and much more. Most of these solutions are phone system agnostic – they work with IP, digital and hybrid phone systems - and can be deployed on single or large multi-location environments.



Sample reports for Total Calls Made (top) and Detailed Calling by Extensions (bottom) that are used by WATTS Premier