



WELCOME TO OUR

Monthly Newsletter

Turning Your Phone Bill Into a Business Intelligence Tool



Most businesses look at their phone bill once a month — check the total, approve the payment, and move on. But buried inside that bill is data that can tell you exactly how your business is performing, where your customers are coming from, and where your team is falling short. The businesses winning today are not just managing their phone costs. They are mining them.

From Utility Bill to Business Tool

What your phone bill is actually telling you:

- How many calls came in and when
- Which time slots have the highest missed calls
- Which numbers and campaigns are driving enquiries
- Which teams are handling volume and which are not
- Where calls are being made that should not be



Identifying Peak Call Times to Optimise Staffing

Call data reveals exactly when your customers are calling — and whether your team is ready for them.



Staffing decisions based on call data are faster, cheaper, and far more accurate than assumptions.

- The exact hours and days your call volume peaks
- Time slots where missed and dropped calls are highest
- Departments that are consistently understaffed during busy periods
- Periods where agents are idle and resources are being wasted

Tracking ROI on Marketing Campaigns

By assigning dedicated numbers to specific campaigns, businesses can track:



- How many calls each campaign generated
- Which channel — digital, print, outdoor, radio — is driving the most enquiries
- Which campaigns convert into actual conversations versus dead ends
- Where to invest and where to stop spending

Marketing decisions backed by call data deliver better ROI — every time.

Spotting Internal Misuse Before It Becomes a Problem

Call accounting gives management full visibility into how the phone system is being used internally.

Patterns that call accounting can identify:



- Unusually long personal calls during business hours
- Calls to numbers outside approved business destinations
- High call volumes from specific extensions with no business justification
- After-hours usage that has not been authorised

Internal misuse is more common than most businesses realise — and it rarely surfaces without the right reporting in place

Social Media Channels



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