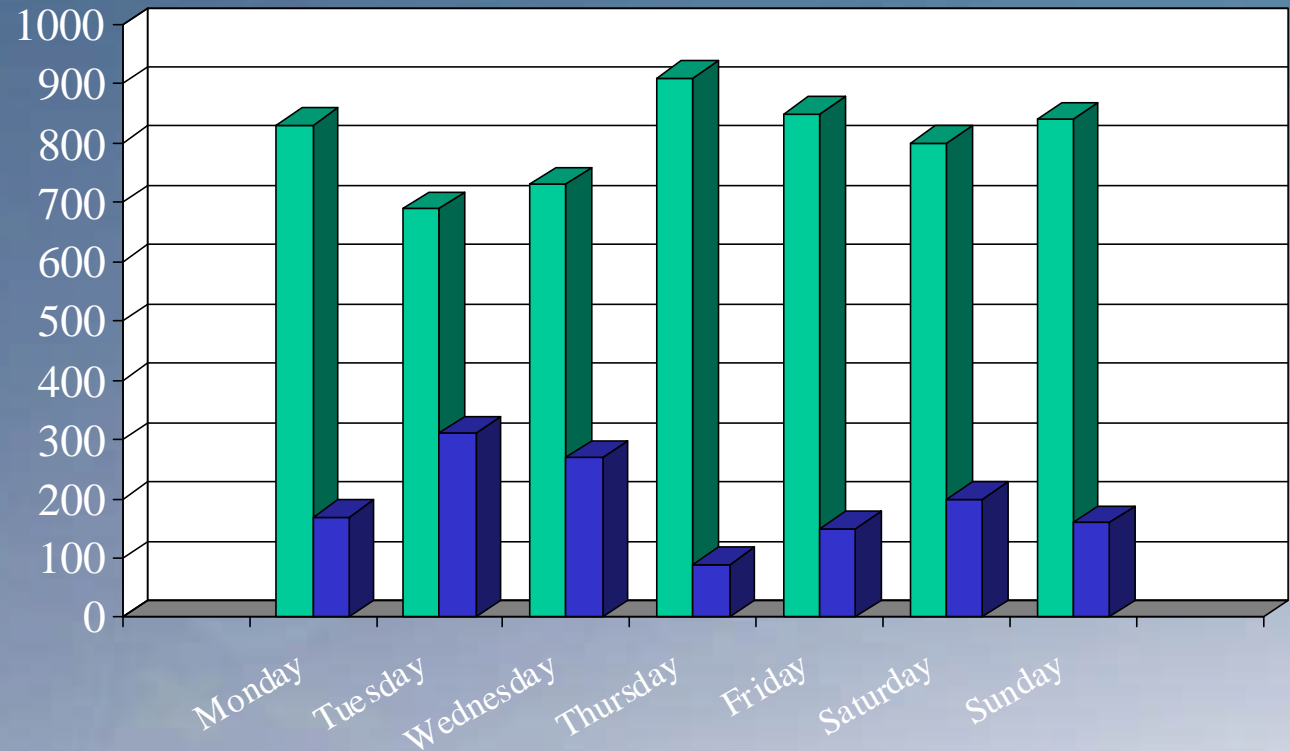




Tri-Level Replaces Service Level
When 100% of Your Customers Matter

Service Level Measures 80% of Callers

Service Level
80% of Calls in
“n” Seconds
1350 of 7000
calls received
poor service
(20%=1400)



Service Level Ignores 20% of Callers

Tri-Level is a 100% Approach

- All customers are important – all are measured
- A three-tiered system
 - 80% in ___ seconds
 - 99% in ___ seconds
 - 100% in ___ seconds (longest wait time)
- Competitive edge
 - Are your competitors this good?

Tri-Level for Ad-Generated Responses

- Call traffic engineering tables don't consider multiple, time-sensitive stimuli
- Are your calls generated by ad campaigns?
 - TV and Radio
 - Web Ads
 - Direct Mail, E-mail Newsletters
- Tri-level helps manage ad campaign peaks and spikes