



Carousel relies on Call Accounting to increase efficiencies and productivity

Scott Moody, One of the individuals responsible for the implementation and maintenance of all of Carousel's internal Converged Communication Systems and Applications including all hardware, software, voice, and data; describes Carousel as "the toughest customer of all." As a leading technology company with over 550 employees across over 20 locations Carousel does not only talk the talk, they walk the walk. According to Scott, unless a product is "best in breed technology" and is well supported – they will not use it. So when asked which call accounting solution Scott has relied on for the past 3 years he replied "[Call SWEET! from DATEL.](#)"

As call accounting has such a plethora of reports and features most organizations quickly recoup their cost outlay by utilizing a small subset of the entire package. The specific features which Scott uses most are the trunking reports. The first thing he does every morning is look for trends in these reports. He then uses that information to manage the PBX's sizing and capacity and understand where Carousel is getting the best "bang for their buck." With over 40 Trunk Groups and many applications integrated into the PBX via trunk groups Scott uses Call SWEET! reports to provide usage information on conferencing, voice mail, and multiple other applications. The fact that these reports are delivered by e-mail in pdf (or excel) format every morning enables him to see in a matter of minutes what is and has been happening without Scott needing to log into each application individually. Coupled with the flexibility in the reporting, the automatic scheduling of the reports saves Scott time and allows him to quickly answer questions from the Carousel's Executives about the state of business. An added benefit is the ability to forward out links to these reports.

Along with increased efficiency Scott has been able to utilize what he learned in these reports to trim Carousel's operating expenditures. In the first six months of using call accounting, at which time Carousel was half the size it is now, Scott applied what he learned from the reports to optimizing Carousel's trunk utilization. As Call SWEET! provided better views than the PBX did into their trunk utilization Scott was able to remove one T1 and re-route another's long distance calls. These changes resulted in 100% ROI for the entire Call SWEET! solution in less than 3 months!

Scott is not the only call accounting fan at Carousel. Call SWEET! has also been utilized as a work force management tool by the sales teams. Every regional sales manager receives reports daily, a few weekly and at least one monthly. These automatically generated reports provide tools to help assess representatives' activity, both quantitatively and qualitatively. No team knows this better than the inside sales group who are required to make a minimum number of calls a day and have a visible screen where they can see the Call SWEET! Digital Dashboard reflecting their daily call numbers. Open competition serves as a great motivator! This form of productivity tracking not only saves money for Carousel but also makes money as the inside sales telemarketers account for a large percentage of Carousel's new business financial growth.

By utilizing technology to keep systems and employees running sharply and efficiently Carousel has been able to save on expenses and maximize productivity. Call SWEET! from DATEL has proven it's ability to do this for a "tough" customer like Carousel as well as has paid for itself many times over