


<b>Copy Block Title:</b>	Empowering business growth with advanced call analytics
<b>Usage:</b>	Newsletter Article, eDM Copy, Customised Blog
<b>Guidelines:</b>	<p>Designed to be customised for specific marketing communications like internal newsletter articles, eDM copy or a tailored blog post.</p> <p>Please upload the PNG file to your preferred creative suite (ie: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p> <p><i>**Please note, this copy block is <u>not</u> designed to be copied and pasted in its entirety. It is designed to be customised with your own business message and company boilerplate. Use elements of this copy block to complement your own marketing communications and to avoid duplicate online content as this confuses Google and impacts ranking across identical pages.</i></p>
<b>Banner Image:</b> PNG files provided	

**Copy:**

Technology that used to give big businesses the edge is becoming more accessible for white collar businesses. In today's dynamic landscape, you're required to have a deeper understanding of your customer interactions, efficient resource allocation, strategic staffing and customer service practices in order to succeed. Data is knowledge, and knowledge is power, and without it you miss out on the efficiency and productivity gains that so many businesses you compete with are utilising.

Fortunately, modern telephony technology, particularly Unified Communications as a Service (UCaaS), is changing the game, providing businesses of all sizes with a powerful tool for optimising operations and making well informed future business decisions - advanced call analytics.

## **The Power of Advanced Call Analytics**


Here are some of the key ways advanced call analytics can help you to grow your business:

### **1. Tracking Call Volumes:**

Advanced call analytics provides real-time call volume tracking. This means you can precisely monitor when your call traffic peaks and dips. Understanding these patterns empowers you to allocate your resources more efficiently. For instance, during peak call times, you can schedule additional staff to ensure that customer inquiries are addressed promptly. During slower periods, you can reduce staffing to maximise efficiency and minimise costs.

### **2. Monitoring Call Durations:**

...

<b>Subject Line:</b>	How advanced call analytics can help your business grow.
<b>Preview:</b>	Modern telephony technology, particularly UCaaS, is changing the game, providing businesses of all sizes with a powerful tool for optimising operations.
<b>Usage:</b>	Email 1 of 3 part nurture
<b>Guidelines:</b>	<p>This email is designed to copy and paste into your Marketing Automation tool (i.e. Mailchimp, Hubspot, Active Campaign) or directly into a personalised email. You have the option of adding an email banner (see below) and/or inserting your logo.</p> <p>If you wish to insert your logo to the banner, please upload the PNG file to your preferred creative suite (i.e: CANVA, Photoshop/Indesign) and place your logo next to the Access4 logo as outlined in the preview image below.</p>
<b>Banner Image:</b> PNG files provided	 <p>The banner image features a woman in a brown sweater looking at her smartphone while a laptop is open in front of her. The background is a green-to-blue gradient. Text on the banner includes 'HOW ADVANCED ANALYTICS CAN HELP YOUR BUSINESS GROW' in white, a placeholder box for 'YOUR BRAND LOGO HERE', and the 'access4' logo in the bottom right corner.</p>

**Copy:**

Hi [first name],

Technology that used to give big businesses the edge is becoming more accessible for white collar businesses. In today's dynamic landscape, you're required to have a

deeper understanding of your customer interactions, efficient resource allocation, strategic staffing and customer service practices in order to succeed.

Data is knowledge, and knowledge is power, and without it you miss out on the efficiency and productivity gains that so many businesses you compete with are utilising.

Fortunately, modern telephony technology, particularly Unified Communications as a Service (UCaaS), is changing the game, providing businesses of all sizes with a powerful tool for optimising operations and making well informed future business decisions - advanced call analytics.

Advanced call analytics can help you to grow your business in several ways:

- Tracking Call Volumes;
- Monitoring Call Durations;
- Measuring Response Times;
- Making Informed Staffing Decisions; and
- Enhancing Customer Service.

We partner with Australian-based Unified Communications provider, Access4, to offer our customers best in class telephony with advanced call analytics.

If you're interested in learning more, read our latest article here: [If you're interested in learning more, read our latest article here: \*\*\[blog/article\]<link to blog/article here>\*\*](#).

Reach out to us to schedule in a discovery session to understand how advanced call analytics could bring immediate value to your business operations.


Thanks,

\*Signature\*

**OPTIONAL CTA BUTTON:**

**[Find Out More]**

**SOCIAL MEDIA POSTS**

	Available Dimensions	Graphic	Organic Post Caption
<p><b>Post One :</b></p>	<p><i>Square Post</i> 1200 x 1200 px</p> <p><i>Landscape Banner</i> 1200 x 627 px</p> <p><i>Vertical Banner</i> 627 x 1200 px</p>		<p>Telephony technology that used to give big businesses the edge is becoming more accessible for white collar businesses.</p> <p>Advanced call analytics can help you to grow your business in several ways:</p> <ul style="list-style-type: none"> <li>→ Tracking Call Volumes;</li> <li>→ Monitoring Call Durations;</li> <li>→ Measuring Response Times;</li> <li>→ Making Informed Staffing Decisions; and</li> <li>→ Enhancing Customer Service.</li> </ul> <p>Learn more here:  <b>[blog/article]&lt;link to blog/article here&gt;.</b></p>