

Queue tracking vs. Geo tracking

By integrating your AdcallSwitchboard 084 call manager with your “Google Analytics” accounts you have access to two very different and extremely useful reports: “Queue tracking” and “Geo tracking”. This document describes the differences between the two and how each one of them will become invaluable to you.

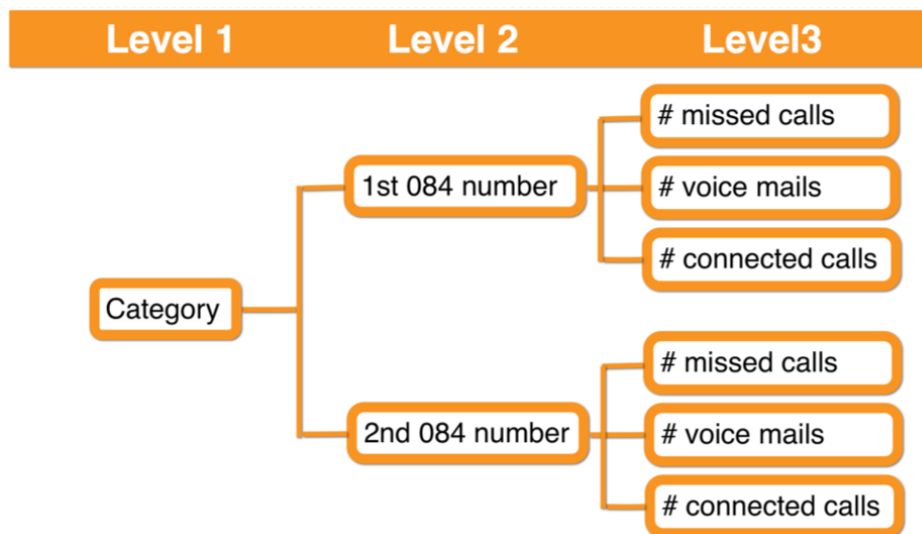
Overview

The integration of your AdcallSwitchboard 084 call manager and Google Analytics accounts is based on a particular feature of Google Analytics called Event Tracking. This feature allows you to post any type of data into your Google Analytics account, which it will then analyze and interpret for you. This gives you access to comprehensive, detailed and useful reports on your call traffic much like you may be used to using for your website traffic.

Event tracking allows you to store data at three levels enabling all data placed into your Google Analytics account to be drilled down through three levels of detail.

Queue Tracking

Queue tracking tracks how many calls each of your 084 numbers (called “queues”) receives and the call data can be represented by the diagram below.



The first level of data stored for queue tracking is the “category” by which the calls are identified. During the setup of the integration between your AdcallSwitchboard 084 call manager and your Google Analytics account, you are given the ability to group your numbers together into a category. Categories are user defined and you can group as many numbers under a single category as you wish. You can also have multiple categories to help you distinguish between, for example, “sales calls” and “support calls”.

This does not alter how your numbers work in anyway; it simply enables you to group them together into a common category in order to produce useful and meaningful reports.

Example: Imagine you are running an advertising campaign selling “Blue widgets”. You may be advertising your widgets on three separate web sites. To track which web sites your customers are calling from you can use a different 084 number for each web site. During the setup of the analytics integration on your account on AdcallSwitchboard.co.uk you would simply group the three separate 084 numbers together into a category and name it “blue”.

Click on the “category” link within your Google Analytics account to drill down to the second level of detail, which shows the individual 084 number on which your calls were received, thus enabling you to see what percentage of your calls came from which website. This information may enable you to ascertain how effective both your web site and SEO efforts are and inform your decisions regarding advertising spend.

By clicking on the individual 084 numbers you can interrogate the third level of detail, which is about the calls made to this number. We report back on the:

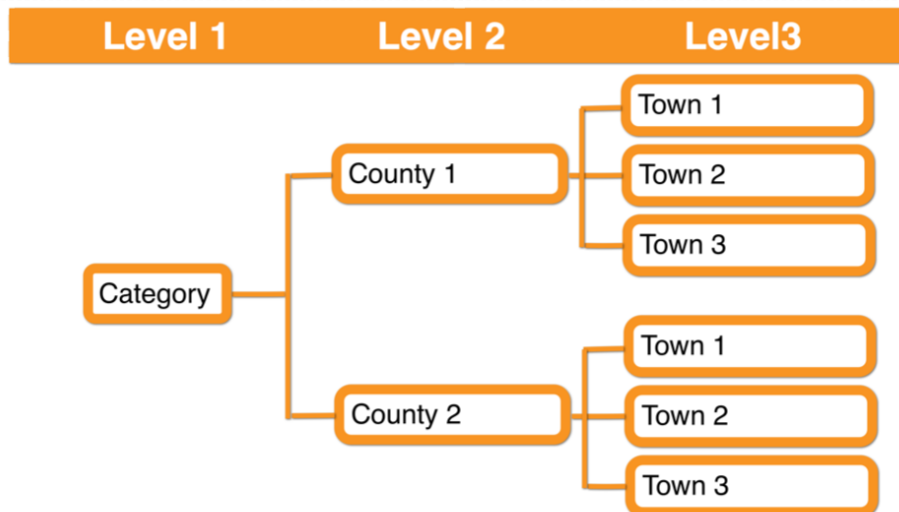
- number of calls that you answered;
- number of calls that you missed;
- number of calls sent to voicemail.

This information may help you to manage suitable staffing levels and your call handling effectiveness.

There are also two other fields available within your Google Analytics reports called “Event Value” and “Avg. Value”. These represent the total and average call length in seconds respectively.

Geo Tracking

Geo Tracking allows you to track where you callers are calling from geographically. The data logged with Google analytics can be represented by the following diagram.



The first level of data stored for Geo Tracking is the “category” this is a user defined group that you set up when provisioning your Analytics integration via your call manager account at AdcallSwitchboard.co.uk. During the setup of the integration between your call manager account and your Google Analytics account you are given the ability to group your numbers together into a category as previously described above. This does not influence how your

numbers work in anyway but simply enables you to group together numbers into a common category in order to produce useful and meaningful reports.

The second level of information is the county from which the calls came from. If the call is from a mobile then it will be placed under the label of “Mobile”. If the call is from a non-geographic number such as an 0800 number then it will be placed under the label of “non-geographic”.

The third level of data is the town within the county where the call originated. If the call is from a mobile then we will try and identify to which network the mobile handset is registered.

You may be able to see that 30% of your calls came from Essex, 50% from Suffolk and 20% from Norfolk. This is good information to have if you have other local advertising that drives views to your web site. This information can also be used if your advertising is national. For example you may be running a Google Adword campaign across the whole of the UK, but you may want to know which region is responding to your offer. Web reporting alone cannot give you this information; only call reporting which details which town your website visitors are calling from can tell you this.

Summary

You can activate either of the two types of reports: “Geo Tracking” or “Queue Tracking”. It is also possible to activate both reports at the same time, which may be useful to measure the efficiency of your online advertising campaigns and the distribution of your advertising geographically.

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IMPORTANT: By switching on both report types at the same time, the totals of your Analytics reports will be doubled. We suggest when using both types of reports that a separate UA code is used to separate each report type within your Google Analytics account. UA codes are free from within your Google Analytics account.

“Queue Tracking” shows you the category in which the call came in on, then the individual 084 number and finally the results of those calls (connected, missed call, voicemail) allowing you to more efficiently distribute your advertising budget and manage the handling of the calls generated.

“Geo Tracking” shows you the category in which the call came in on, the county from which the call originated and then the town. This allows you to track the distribution of your advertising and geographically target your campaigns more efficiently.