CALLATION CALL REPORTING
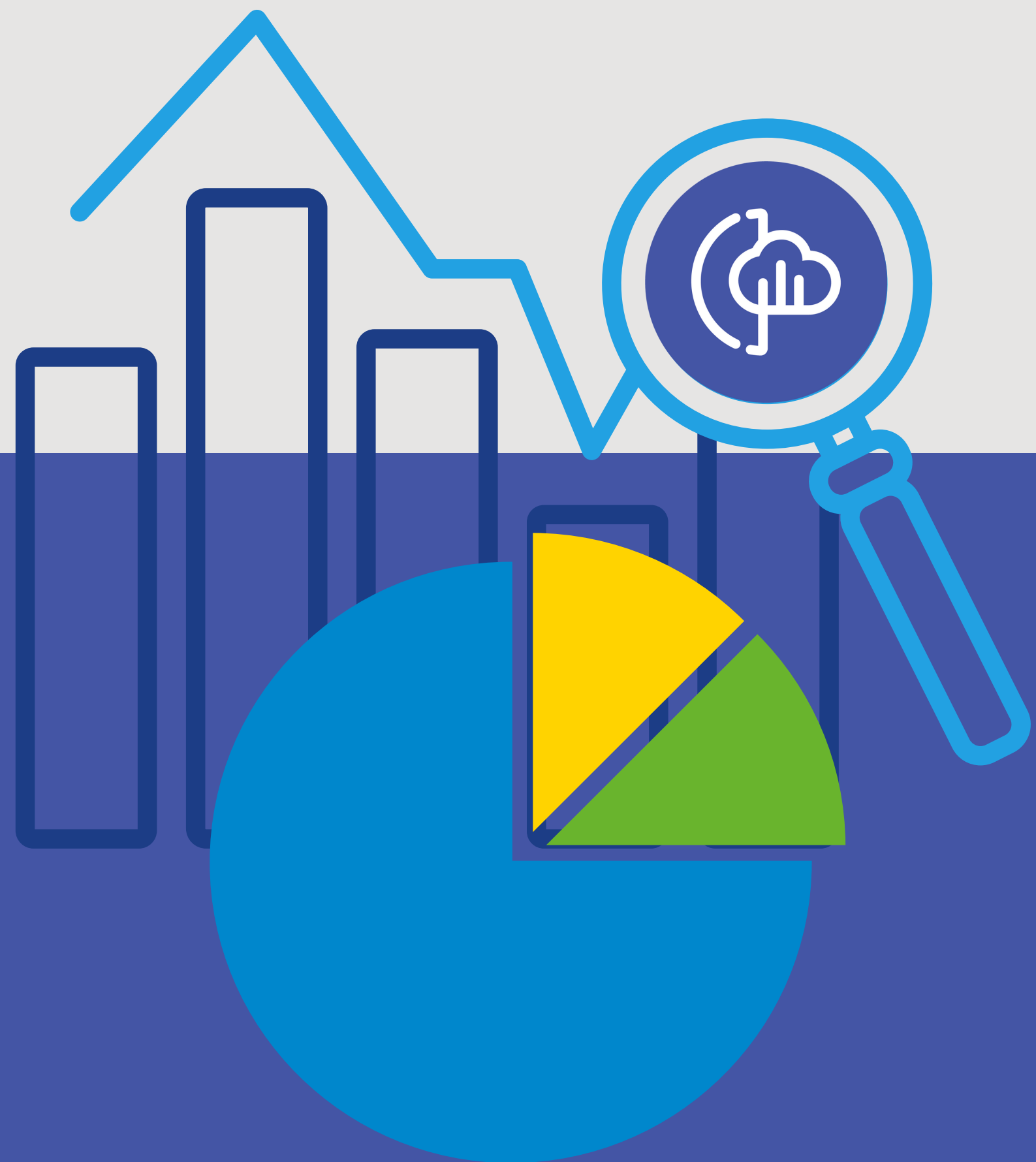
Table of
CONTENTS

Our
STORY

At Callation, we believe that every business, regardless of its size, deserves access to powerful and affordable call reporting solutions. That's why we created Callation - a cloud-based call reporting software designed specifically for businesses like yours.

Our journey began in 2013 when our founder, driven by the lack of impressive and cost-effective call reporting options available for their telephony system, decided to develop their own solution. During the development process, they recognized the need for tailored call reporting and productivity solutions that could cater to the unique requirements of small to medium businesses without the need for extensive infrastructure or large financial investments.

With this realization, our founder set out to build Callation - a cloud-based call reporting solution that would not only meet the needs of small to medium businesses but also be affordable and user-friendly. Starting with the original reporting code they had developed, our founder assembled a talented team of developers to enhance and enrich the reports, customizing them specifically for a multi-tenant cloud platform.

In November 2014, Callation officially came into existence as a company, ready to revolutionize the way businesses handle call reporting. In January 2015, we launched our product to partners for resale, making it accessible to businesses across various industries.

Since then, Callation has grown and evolved, constantly adapting to the changing needs of our customers. We have expanded our range of features and functionalities, ensuring that our call reporting solution remains at the forefront of the industry. Our commitment to providing exceptional customer service and continuous innovation has allowed us to build strong partnerships and earn the trust of businesses around the world.

At Callation, we are passionate about empowering businesses with the insights they need to make informed decisions, improve productivity, and enhance customer experiences. We are dedicated to simplifying call reporting, eliminating unnecessary complexities, and delivering a seamless and efficient solution that drives growth and success for your business.

PRODUCT FEATURES

At Callation, we take pride in offering a comprehensive range of reporting options

Our reporting options are continually expanding to meet the evolving needs of businesses. Our goal is to provide you with accurate and easy-to-understand reports that give you valuable insights into your call activities. Here are some of the key features of our reporting solution:

Diverse Range of Reports: Our reports are thoughtfully designed with accuracy and simplicity in mind. We offer a variety of standard reports, including Extension Reports, Group Reports, Resource Reports, and Call Accounting Reports. These reports provide you with detailed information on call volumes, durations, destinations, and more, enabling you to analyze call patterns and make data-driven decisions.

Custom Report Creation: We understand that each business has unique requirements. If our standard reporting options don't perfectly align with your needs, we offer custom report creation (Price on Application).

Our team of experts can work closely with you to create tailored reports that provide the specific insights you require, ensuring maximum value from your call data.

Intuitive Dashboard Interface: Our dashboard interface has received consistent praise from our customers. It offers a user-friendly experience and empowers businesses to stay up to date with their productivity and customer calling habits. With a variety of available layouts and configurable widgets, you can customize the dashboard to display the key metrics and information that matter most to your business. Stay informed and gain real-time visibility into your call activities with ease.

Scheduled Reports: Scheduled reports can be generated and delivered via email in PDF, CSV, and/or XLSX formats for any adhoc report that can be run on the system. These reports can be scheduled to be generated on a Daily, Weekly, or Monthly basis, covering various time periods to cater to different needs.

Alert Notifications: Users have the ability to configure alerts that enable them to receive email notifications whenever events or behaviors are detected within the call records. For instance, these alerts can be set up to trigger notifications in cases such as a missed call to a particular group or extension, or when a call to an extension surpasses a specific duration threshold.
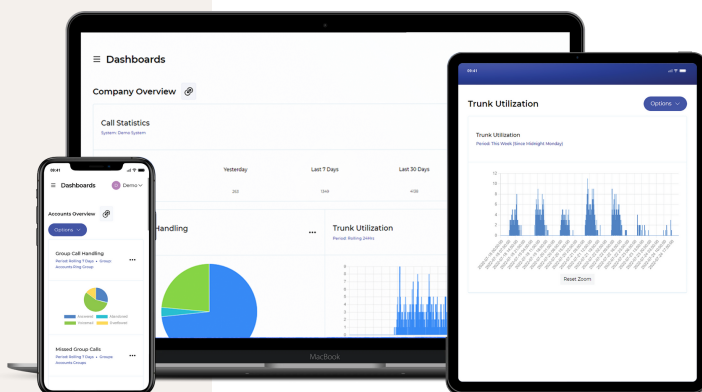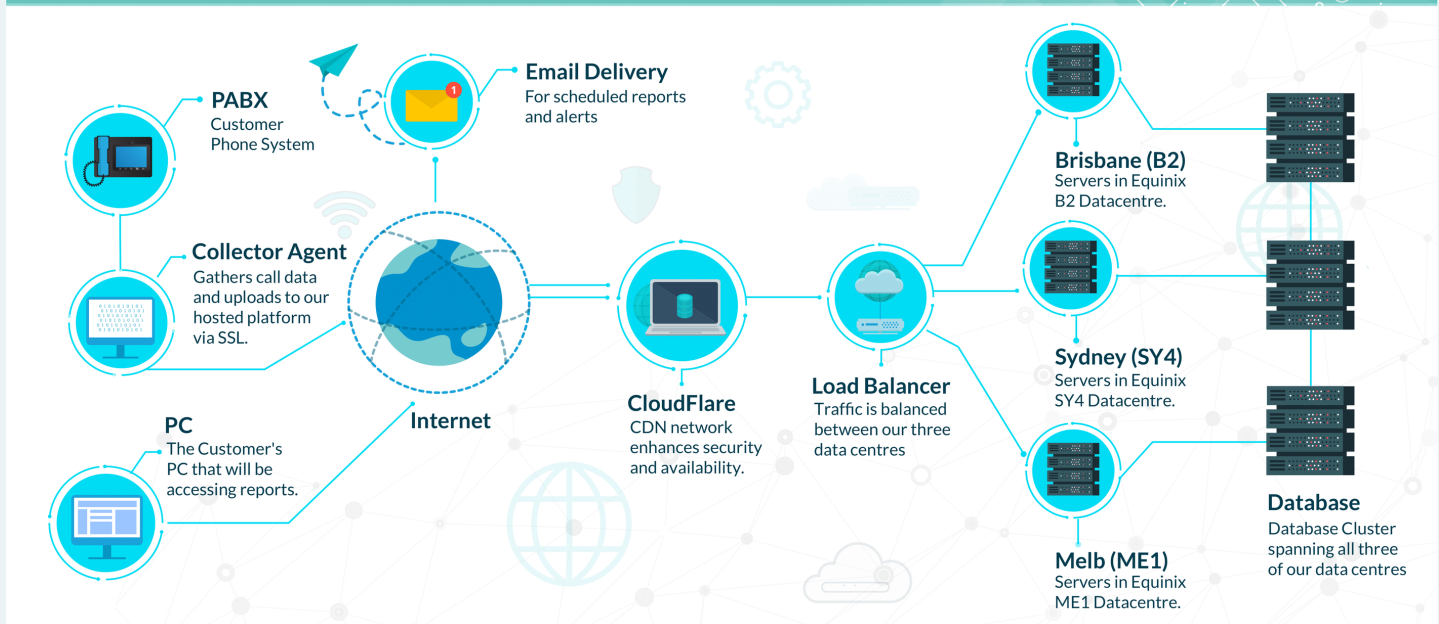
Our NETWORK

Australian Owned and Operated Services

Data storage, reporting services and data backups are exclusively handled within Australian-owned data centres, providing complete Australian data sovereignty. Our server infrastructure is self-managed across data centres in Melbourne, Sydney, and Brisbane, ensuring resilience and load balancing, as well as no single point of failure.

To enhance security and distribute workloads efficiently, we leverage the Cloudflare network, which offers load balancing services and robust frontline protection against potential threats. To guarantee secure data transfer, all communication between our services and clients is continuously protected by SSL encryption.

The Callation Network

PABX
Customer Phone System

Email Delivery
For scheduled reports and alerts

Collector Agent
Gathers call data and uploads to our hosted platform via SSL.

Internet

CloudFlare
CDN network enhances security and availability.

Load Balancer
Traffic is balanced between our three data centres

PC
The Customer's PC that will be accessing reports.

Brisbane (B2)
Servers in Equinix B2 Datacentre.

Sydney (SY4)
Servers in Equinix SY4 Datacentre.

Melb (ME1)
Servers in Equinix ME1 Datacentre.

Database
Database Cluster spanning all three of our data centres

How
IT WORKS

1 Call Data Generation

For the vast majority of telephony systems, whenever a call, transfer, or event is completed within the platform, the system generates a text-based data message containing relevant call information.

During the lifecycle of a call, multiple text records may be generated by the telephony system, depending on the activities that occur. The records serve as the data source for our platform, enabling the generation of reporting metrics.
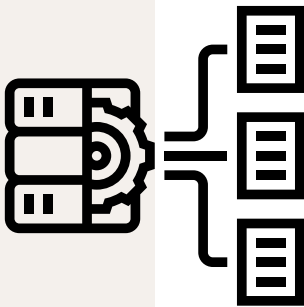
2 Call Data Capture

To capture these text-based records, our collector software is installed in close proximity to the telephony system. It connects and retrieves the records as soon as they are generated, storing them in a local database.

3 Call Data Upload

At a predefined interval, typically every 1-5 minutes, the collector software establishes a connection with our hosted platform and uploads the text records. This allows the records to be interpreted and promptly made available for reporting purposes.

For secure transmission over the internet, the records are encrypted using SSL. All data is stored within data centers owned and operated in Australia.

In the event that the collector software is unable to reach the hosted platform, it caches the call records locally. Once the hosted platform becomes accessible again, the cached records are uploaded. Moreover, the collector software maintains a local record of the past 30 days' call records, ensuring that any records not uploaded correctly can be resent if necessary.

Words only tell part of the story...

We recognize that words alone have limitations in conveying the true essence of our platform.

To bridge this gap, we offer prospective customers an interactive demo. We believe in the power of firsthand experience, enabling individuals to explore our product directly.

Through this interactive demo, we aim to provide a tangible understanding of the unique features and capabilities our platform offers.

By immersing themselves in the demo, potential customers can witness the value and potential of our product, allowing them to make informed decisions confidently.

Check it out today!

https://demo.callation.com.au

INTERACTIVE DEMO
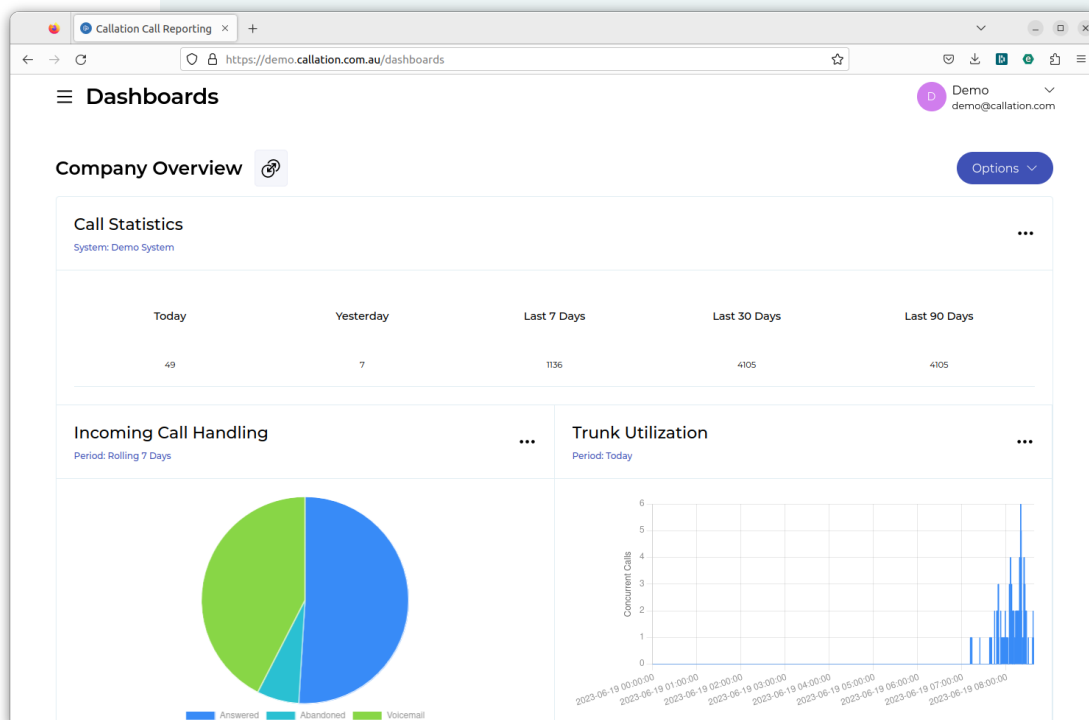
Get in touch

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Live Demo:
https://demo.callation.com.au