

10 Reasons to Buy Call Accounting

- 1. Cost Allocation** – Calls identified and charged back to cost centers, departments, and accounts. “Joe’s department made all of those calls; he should pay for them.” If you don’t know how much you spend and how it measures up against your budget, how do you know you are doing a good job? Cost allocation is sensible management.
- 2. Client Bill Back** – Tracking and billing of telephone calls and time to respective projects or clients. Many companies bill for their services, to include: law firms, engineering companies, accountants, architects, advertising agencies, public relations people, medical clients, insurance agencies, government contractors, etc. Good records allow good bill back.
- 3. Management of Sales and Customer Service Departments** – Your best salespeople will make more and shorter calls. Call accounting can help you motivate and manage sales and service people.
- 4. PBX Telephone and Line Verification** – Are calls going where they are meant to go? Are the lines even working? If you don’t check, who will?
- 5. Abuse Control** – Excessive personal calls, calls placed by unauthorized personnel, calls to dial-up recordings, unauthorized calls to expensive places. Controlling abuse saves money and time!
- 6. Resale of Phone Calls** – Reselling phone calls is often a big money maker for hospitals, condominiums, resorts, hotels, and motels.
- 7. Personnel Evaluation** – By looking at how much time your people spend on the telephone, you can get a good idea of their productivity – either positive or negative. Call accounting is mandatory to manage personnel anywhere!
- 8. Misuse** – Chronic use of directory assistance, calls over inappropriate trunks, unnecessary calls, longer than necessary calls. Classic – “Why are you complaining? I made that two-hour call to Hawaii – it’s free isn’t it?” Better use saves money and time.
- 9. Network Optimization** – Using the least expensive facility for call completion. Choosing which long distance service to buy can make as much difference as 200% in the price of a call! Use trunk reports and area code reports to “tune your system”.
- 10. Long Distance Bill Verification** – Are bills accurate from your phone company? You’d be surprised! You’ll need to have your own, trusted source for comparison – a TEL call accounting system!

