Analytics – Application Development Driver

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Why is this important?

‘Measure what you build’

Provide the ability to accurately measure what is being used and how it is being used

with…

One Application Development Cycle
Rogers Reporting Solution Overview

- 3 Separate Processes and Environments
  - FIDO Prepaid
  - Say Anything
  - Rogers Prepaid

- Supports approximately 150,000 Daily Calls, 65 Caller Regions, 31 IVR Clusters

- Amalgamation of Speech and Touchtone Caller Activity

- Centralized Reporting Portal

- Customizable filters and timeframes
Benefits of Approach

- Data and Tracking consistency for all IVR applications
- Business and Technical Team on same wavelength
- Single application development cycle
- Project schedule accuracy
- Future tracking follows existing logging model
- Clear and concise documentation
T4G Background

• T4G is a Technology Services Company founded in 1995
• We bring value to customers through “The Intelligent Application of Technology”
• We have the reliability and range of technical expertise of a large consulting company and the velocity and value of a smaller organization
• 220+ Employees
• Offices in Toronto (HQ), Saint John, Halifax, Vancouver
• We grew and thrived during the industry downturn
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Thank You