

Datasheet

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Mida Call Analytics



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Overview

Mida Call Analytics is a Unified Communications reporting system, which leverages Business Intelligence applied to VoIP networks, to support your business growth.

Mida Call Analytics is based on a modular and open architecture, providing a fully featured and flexible set of documentation, both for single small and medium enterprises and for multi-site or multi-organizations companies.

The standard reports provided are **available in 2 flavors:**

- **CSV** for immediate and straightforward analysis based on UC data
- **Power BI** integrated reports (PBIT) for greater ease of integration of UC data with data outside the Unified Communications sphere, but closely related to it (e.g. customer service, product information, etc.).

Direct access to the database enables **endless possibilities for analysis**, allowing enterprises to create **any customized report they need.**

The solution

Mida Call Analytics is a reporting system providing advanced insights on all the relevant processes within your enterprise UC.

All the services you manage via phone calls generate valuable information you can use to improve the service delivered to your customers and, from a business management perspective, to **identify critical points and unexploited potentialities** of the service itself.

The solution includes three different modules, each one addressing data analysis of a specific UC segment:

- Contact Center Module
- Enterprise Accounting Module
- Compliance Recording Module

Thanks to its **powerful and modular architecture** that uses state-of-the-art technologies, and to the flexibility of its report engine, Mida Call Analytics addresses both ready-to-use reporting and complex data analysis needs.

You can rely on the built-in DBMS or use your Microsoft SQL Server™, for an even more scalable and high-performance solution.

The integration with **Power BI** allows enterprises to easily **integrate UC KPIs and advanced insights with any other business-related data.**

Mida Call Analytics provides you with a set of standard reports focused on the service's main KPIs. All reports can be downloaded in CSV, PDF* or available in PBIT for Power BI integration.

Moreover, **direct access to the database is provided**, so customers can at **anytime create new types of reports according to their own specific KPI or temporary need.**

Mida provides a complete set of documentation to explain how to read standard report sets and how to create custom ones.

*The PDF format is available for database managing 1 million records in a year, at most.

Main Features

- Export in CSV or available in PBIT for Power BI integration;
- Reports with multiple levels of aggregation;
- Direct access to data;
- Possibility to create your own customized reports;
- Reports can be created and optionally scheduled through an easy-to-use and configurable web interface;
- Elaborate data in many different graphical forms;
- Support for multi-site and multi-branch architectures;
- Limited/full access to data depending on user permissions;
- Import and export the main configuration items.

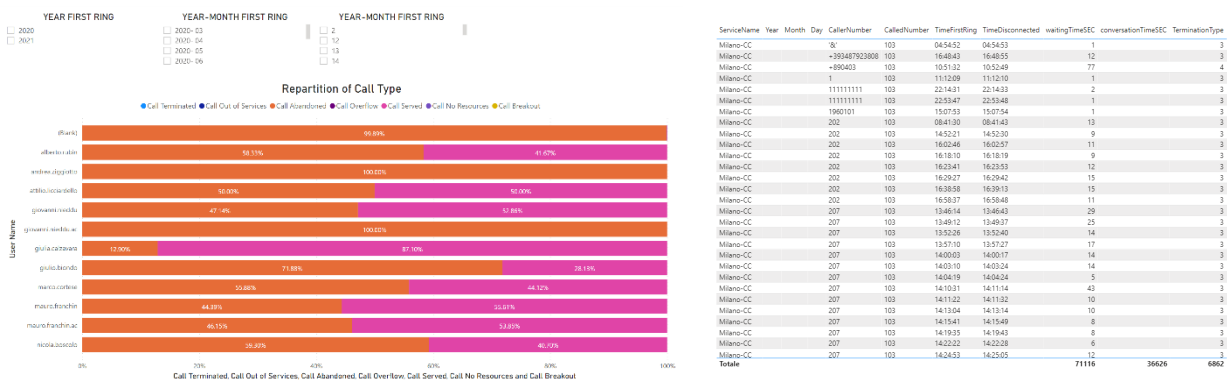
Contact Center Module

Mida Call Analytics – Contact Center Module provides **insights on agents’ performances and how services is performing**. Monitoring these aspects is essential to be aware of areas of improvement and weaknesses within call center workflows.

You can for example understand:

- why calls are prematurely abandoned;
- calls status and termination type;
- which extensions/services perform better than others;
- why do people wait too much in a queue;
- agent’s KPIs and plan strategic actions to empower them;
- whether resources are adequate for the service;
- average waiting and ringing times.

Analyzing this information will help you plan strategic actions to improve your communications, improve customer experience and increase your business.



Extension	201				202			
Year	Nr of Calls	Average Conversation Time SEC	Total Conversation Time SEC	Nr of Calls	Average Conversation Time SEC	Total Conversation Time SEC	Nr of Calls	Average Conversation Time SEC
2020	611	43.88	3993	34	26.50	371	222	17.85
2021	194	28.50	228	9	13.00	13	205	32.74
January	12	22.67	68					66.22
February	62	32.00	160					29.70
March	120			9	13.00	13	21	16.67
Totale	805	42.64	4221	43	25.60	384	427	26.88

Available standard reports:

- Detailed Report: with detailed calling information (CDR)
- Operator/Agent Report (primary aggregation on agent, secondary on time: hourly, daily, monthly)
- Queue Report by service queue (primary aggregation on Queue, secondary on time)
- Queue Report by date (primary aggregation on Date/Time, secondary on queue)

Available filters:

- Date (from... to...)
- Service Queue
- Agent (only answered calls)
- Outcome (caller hang-up, system terminated, served, out of service and queue overflow)
- Waiting time in queue (greater or smaller than...)
- Conversation time (greater or smaller than...)

Compliance Recording Module

Mida Call Analytics – Compliance Recording Module provides a complete overview of business recordings, allowing you to track the status of the recorded conversations and all the relevant details you may need to analyze (e.g. call trace, call duration, call party numbers).

This module also **checks if the company is compliant with the way it implements the latest privacy and security regulations (GDPR and MiFID II)**. This guarantees – thanks to a continuous and secure verification system – that its conversations are recorded and stored following the reference legislation or corporate guidelines. Through this checking company periodically verify that are recorded just the conversations it is entitled to store, according to what is required by the legislation.

From the business perspective, this is a crucial aspect. In case of litigation and external investigations, you will have additional evidence of the accuracy of your recordings, being able to exactly prove that the recording system worked properly.

Please note that this audit activity, called “**call match**”, is available if bought in conjunction with the Enterprise Accounting Module.

Main features:

- Track recording errors;
- Map file backup;
- Track file deletion status;
- Map call participants and their actions during the call;
- Get an overview of call media type, e.g. audio, data, GPS (when supported);
- Filter information for participants and time interval;
- Track if all the conversations are securely stored.

SourceName	Conteggio di ID_Call	Media di Duration	Massimo di Duration	Duration	StartDate	EndDate	AOR	Extension	DisplayName	Comment	Isimportant
GSMR-SIPR	27	32,78	113	885	10/21/2021 1:26:07 PM	10/21/2021 1:27:31 PM	212				Falso
10/21/2021 1:26:07 PM	1	84,00	84	84	10/21/2021 1:26:07 PM	10/21/2021 1:27:31 PM	64				Falso
11/5/2021 10:39:03 AM	2	113,00	113	226	11/5/2021 10:39:03 AM	11/5/2021 10:40:56 AM	212				Falso
11/5/2021 11:13:31 AM	1	47,00	47	47	11/5/2021 11:13:31 AM	11/5/2021 11:14:18 AM	212				Falso
11/5/2021 11:13:32 AM	1	46,00	46	46	11/5/2021 11:13:31 AM	11/5/2021 11:14:18 AM	217				Falso
11/5/2021 11:27:47 AM	1	34,00	34	34	11/5/2021 11:13:32 AM	11/5/2021 11:14:18 AM	212				Falso
11/5/2021 11:27:48 AM	1	34,00	34	34	11/5/2021 11:13:32 AM	11/5/2021 11:14:18 AM	217				Falso
11/5/2021 11:34:49 AM	2	20,00	20	40	11/5/2021 11:27:47 AM	11/5/2021 11:28:22 AM	212				Falso
11/5/2021 11:36:43 AM	2	12,00	12	24	11/5/2021 11:27:48 AM	11/5/2021 11:28:22 AM	212				Falso
11/5/2021 11:44:08 AM	2	32,00	32	64	11/5/2021 11:27:48 AM	11/5/2021 11:28:22 AM	217				Falso
11/5/2021 11:47:00 AM	2	17,00	17	34	11/5/2021 11:34:49 AM	11/5/2021 11:35:10 AM	212				Falso
11/5/2021 2:14:14 PM	2	24,00	24	48	11/5/2021 11:34:49 AM	11/5/2021 11:35:10 AM	217				Falso
11/5/2021 2:38:36 PM	2	23,00	23	46	11/5/2021 11:36:43 AM	11/5/2021 11:36:56 AM	212				Falso
11/5/2021 2:56:08 PM	1	30,00	30	30	11/5/2021 11:36:43 AM	11/5/2021 11:36:56 AM	217				Falso
11/5/2021 2:56:09 PM	1	30,00	30	30	11/5/2021 11:36:43 AM	11/5/2021 11:36:56 AM	217				Falso
11/5/2021 5:01:07 PM	2	17,00	17	34	11/5/2021 11:44:08 AM	11/5/2021 11:44:41 AM	212				Falso
11/5/2021 5:03:51 PM	2	16,00	16	32	11/5/2021 11:44:08 AM	11/5/2021 11:44:41 AM	217				Falso
11/5/2021 5:12:54 PM	2	16,00	16	32	11/5/2021 11:47:00 AM	11/5/2021 11:47:18 AM	212				Falso
Totale	27	32,78	113	885	11/5/2021 11:47:00 AM	11/5/2021 11:47:18 AM	217				Falso
					11/5/2021 2:38:36 PM	11/5/2021 2:39:00 PM	212				Falso
					11/5/2021 2:38:36 PM	11/5/2021 2:39:00 PM	217				Falso
					11/5/2021 2:56:08 PM	11/5/2021 2:56:39 PM	212				Falso

Enterprise Accounting Module

Mida Call Analytics – Enterprise Accounting Module allows to analyze the call traffic distributed per each cost center and verify the actual utilization of the corporate telephony infrastructure:

- **Analyze cost attribution** – by analyzing the traffic aggregated per each branch/service you will be able to optimize your infrastructure, allocating budget according to peak loads or profitable services;
- **Track traffic volumes** – it is helpful to highlight the real usage of your telephony infrastructure. By identifying which services are the most used, you can optimize your business;
- **Aggregate information with multi-tagging (different labels)** – it is essential to get a clear picture of your service, analyzing it from different perspectives/KPIs.

Our predefined reports can support up to 3 levels of aggregation, with the first two taken from two attributes defined by the user, and the third one chosen among: attribute, rate, extension, hour/day/month.



Main features:

- Detail reports with the indication of the caller, called, time, and call duration;
- **Aggregated reports** on system attributes (e.g. rate, call type) as well as customer-defined attributes (**up to 10 user-defined attributes**, e.g. cost center, location) or time attributes (hour, day, month);
- **Search filters** on specific extensions, date, attributes, and call type (on-net, off-net);
- Customizable report logo and colors (this option is available only in the PDF format);
- **Rates configuration:** phone rates may be customized for specific voice gateways and for specific companies;
- **Supports multiple currency types;**
- **Possibility to define different rate plans** (multi-carrier or plan-history management) **and rate types** (mobile, international...);
- Possibility to **hide part of the caller and/or called the number for privacy reasons**, differentiating for both caller and called in on-demand and scheduled reports;
- Allowing to generate custom report views, regardless of the physical position of the device.

Mida Call Analytics database is generated by collecting CDRs from the PBX system and then applying accounting information from them. The system regularly collects data, stores them in the database, processes call records and finally analyses them, thanks to its Advanced Report Engine.

The start-up configuration of the system is mainly related to the rate plans of the company and the specific configuration of the organization (Cost Centers, Sites and/or Supervisors).

The configuration is thus simple and does not require much time.

Technical information

Please see the following table to check the availability of Mida Call Analytics modules in the different environments.

	Contact Center Module	Compliance Recording Module	Enterprise Accounting Module
Legacy PBX	v	v	
Teams	v	v	v
Zoom	v	v	
Cisco	v	v	v

Mida expertise is also available to support big projects to integrate the reporting engine into the customer's infrastructure (i.e. LDAP, external databases, cost center, rates) for a completely automatic and integrated solution.

For details on Mida Call Analytics compatibility with the most used web browsers, please refer to [Mida Products Compatibility](#).

Licenses

Please note that the licenses of Mida Call Analytics modules must be considered on top of corresponding Mida products: **the Contact Center Module and the Compliance Recording Module require that you have purchased respectively Mida C³ Cloud Contact Center and Mida Recorder; while the Enterprise Accounting Module is a stand-alone solution** that only requires that the server platform is distributed as a pre-installed Virtual Appliance. Mida virtual appliance can be downloaded also from <https://www.midasolutions.com/download-request/>

Software distribution

The server platform is distributed using standard OVA/OVF formats. Supported platforms and hypervisors are:

- VMWare ESXi 5.x or 6.x (VMware vSphere Hypervisor) or ESX 7.x
- KVM (latest version)
- Azure