

Leveraging Real-Time Analytics for Performance Tracking

Real-Time Analytics in Conquer Voice empowers your sales team with actionable insights into key metrics like call volume, response rates, and conversion performance. This guide walks you through accessing, configuring, and using the analytics tools to optimize sales strategies and improve results.

What are Real-Time Analytics?

Real-Time Analytics provides live data updates and insights directly within Salesforce, allowing you to:

- **Track Performance:** Monitor team activity, call outcomes, and pipeline progress in real time.
 - **Optimize Strategies:** Identify trends and opportunities to improve call scripts, workflows, and team training.
 - **Boost Accountability:** Keep your team aligned with performance goals through transparent reporting.
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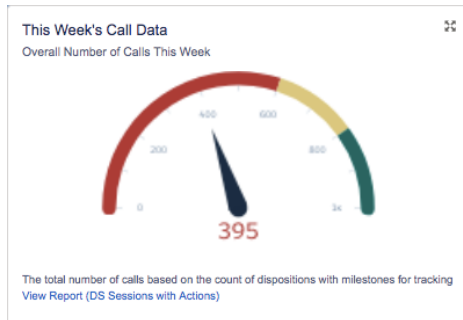
Accessing the Real-Time Analytics Dashboard

Step 1: Log into Salesforce

1. Navigate to the **Conquer Voice Analytics Tab** in your Salesforce environment.
2. Ensure you have the appropriate permissions to access analytics data.

Step 2: Explore the Dashboard

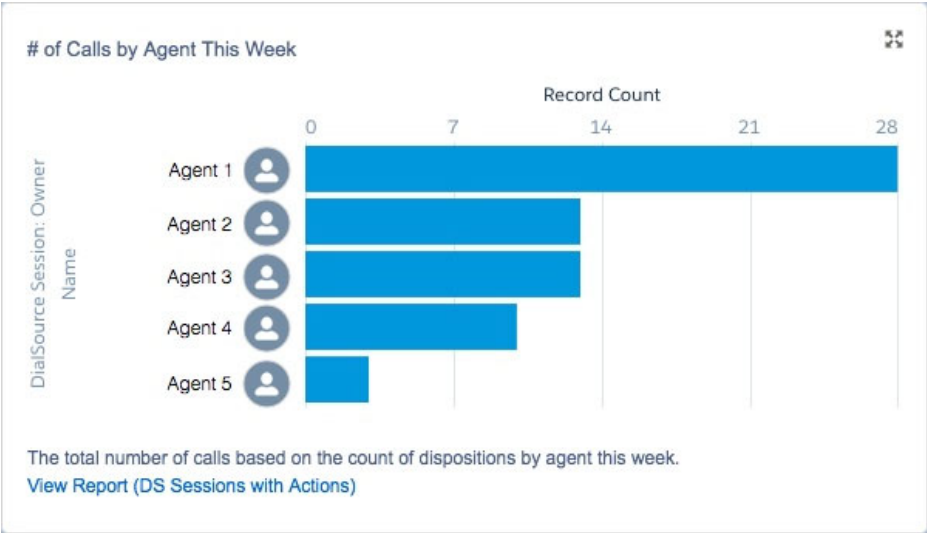
- **Overview Panel:** Displays high-level metrics such as total calls, average call duration, and team performance.
- **Customizable Filters:** Focus on specific time frames, campaigns, or individual agents.
- **Real-Time Updates:** View live data for current calls and ongoing campaigns.



Key Metrics and Reports

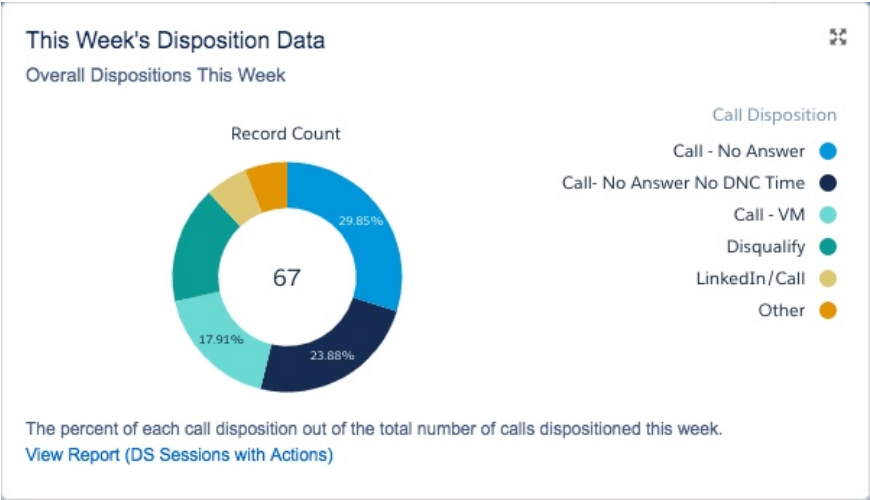
A. Call Volume and Activity

- Monitor the number of calls made, received, and missed by each agent or team.
- Identify peak calling times to optimize scheduling.



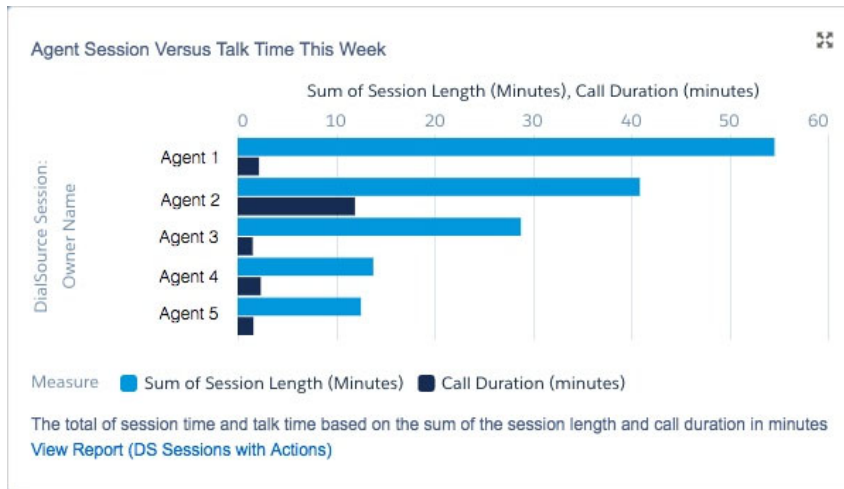
B. Response and Conversion Rates

- Analyze the percentage of calls answered and the rate of calls converting into sales opportunities.
- Compare campaign performance to identify winning strategies.



C. Agent Performance

- Review individual metrics such as talk time, call outcomes, and dispositions used.
- Use this data for targeted coaching and recognition of top performers.



D. Campaign Insights

- Track the performance of specific Salesforce campaigns integrated with Conquer Voice.
- Evaluate ROI by comparing campaign call data to pipeline and revenue outcomes.

Configuring Custom Reports

Step 1: Create a New Report

1. In the Conquer Voice Analytics tab, select **“Create Custom Report.”**
2. Choose the metrics and dimensions to include (e.g., call outcomes, response rates).

Step 2: Apply Filters

- Filter by time frame, team, agent, or campaign for more granular insights.

Step 3: Save and Schedule Reports

- Save the report for future use and schedule it to be sent to stakeholders at regular intervals.
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Best Practices for Using Real-Time Analytics

1. **Set Team Goals:** Use analytics to establish clear, measurable targets for call volume, response times, and conversion rates.
 2. **Track Progress Frequently:** Review dashboards daily to ensure the team stays on track with performance goals.
 3. **Identify Trends:** Look for patterns in successful calls, such as time of day or script effectiveness, and replicate them.
 4. **Leverage Data for Coaching:** Use individual agent reports to tailor coaching sessions and improve performance.
 5. **Integrate with Campaigns:** Align analytics with Salesforce campaigns to measure ROI and refine outreach strategies.
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Troubleshooting Analytics Issues

Common Issues:

- **No Data Displayed:** Verify that you have appropriate permissions and that data logging is enabled in Conquer Voice.
- **Delayed Updates:** Ensure a stable connection between Salesforce and Conquer Voice to receive real-time data.
- **Incomplete Reports:** Check filter settings to ensure all relevant data is included.

Need Help?

- Contact support@conquer.io for technical assistance.

- Explore detailed guides in the Conquer Help Center.
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Licensing and Feature Access

If Real-Time Analytics is not included in your current Conquer Voice license, you can:

- **Contact Sales:** Email sales@conquer.io to learn more about feature availability.
 - **Schedule a Demo:** Experience the full capabilities of Real-Time Analytics by [booking a demo](#).
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Taking Action with Real-Time Analytics

By effectively utilizing Conquer Voice's Real-Time Analytics, you can:

- **Boost Productivity:** Identify bottlenecks and streamline workflows.
- **Improve Outcomes:** Focus on high-impact activities to drive better results.
- **Increase Accountability:** Empower your team to achieve and exceed performance goals.

For additional resources or support, visit the [Conquer Help Center](#) or contact our team directly at support@conquer.io.