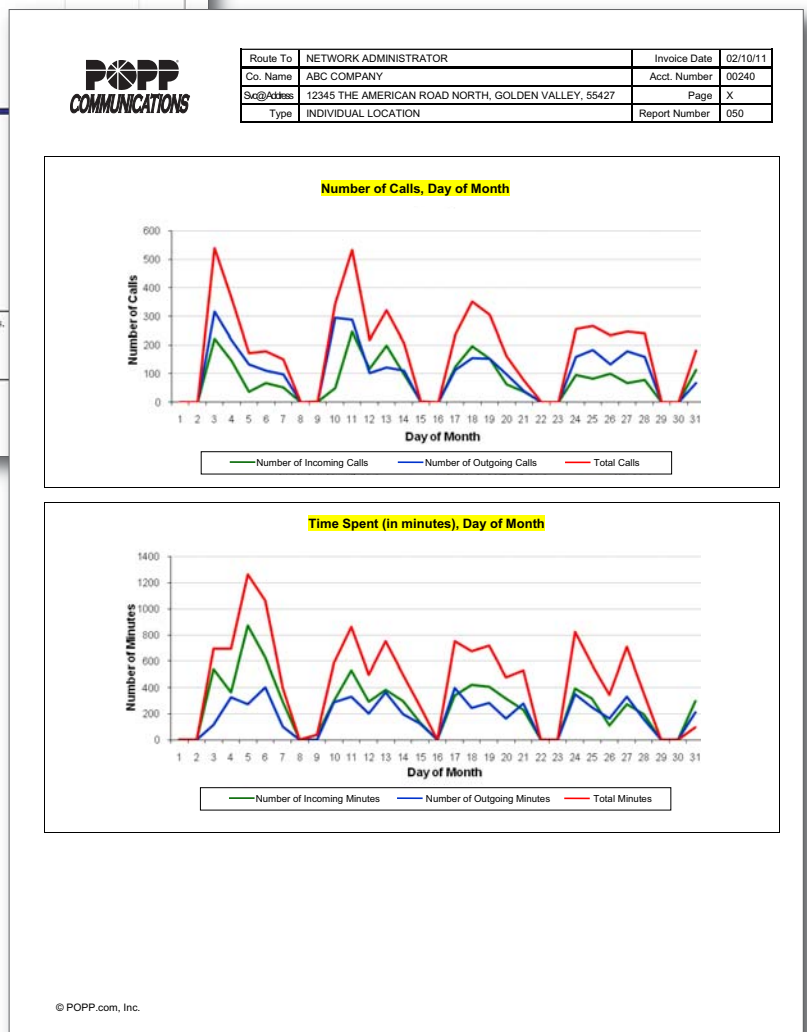


- **High Value Monthly Call Traffic Statistics.** Big businesses invest in call accounting hardware/software and a telecom administrator to obtain voice call traffic information—with POPP, this high value information is included in your monthly report.

- **Measure Incoming vs. Outgoing Calls by Hour of Day.** Quickly see your peak vs. off-peak calling hours. Use this information to develop an off-peak calling plan that makes you more available to answer calls during peak calling hours.

Example of POPP's off-peak calling plan: We make proactive outgoing calls between 8-9 a.m. and 4-5 p.m. (off-peak hours) so we're more available to answer our customer's calls from 9 a.m.-12 p.m. and 1-4 p.m. (our peak hours).



- **Measure Incoming vs. Outgoing Calls by Day of Month.** Quickly identify your company's peak calling days throughout the month. Use this information to schedule employees and identify calling trends.

