

Immediate Reporting – Customer Relationship Management



Sample on-line report

Item	Date/Time	Duration	Advertiser	PLID	PLID Name	Caller Number	Caller Location	Phone Number	Number Name	Call Type	Status	Reason	Retail	Caller Postcode
1	13/08/09 9:15	278	Flight Centre	AALRwW	VIC-TAS Web	61401234567	VIC, Melbourne	390928600	North Brighton	nat-nat	called	Advertiser-hangup	2.78	3186
2	13/08/09 9:21	25	Flight Centre	bLn7HV	NSW-ACT Web	61401234567	mobile (optus mobile)	249501672	Jesmond	mob-nat	called	Caller-hangup	0.45	2287
3	13/08/09 9:15	0	Flight Centre	AALRwW	VIC-TAS Web	61401234567	VIC, Melbourne	390928600	North Brighton	nat-nat	Clicked	click-expired	0	3186
4	13/08/09 10:06	158	Flight Centre	nxdUkj	QLD Web	61401234567	mobile (optus mobile)	731154200	Nundah	mob-nat	called	Advertiser-hangup	1.78	4012
5	13/08/09 11:06	9	Flight Centre	nxdUkj	QLD Web	61401234567	mobile (optus mobile)	746392622	No post code	mob-nat	called	Advertiser-hangup	0.29	
6	13/08/09 11:13	319	Flight Centre	7qjPau	SA P/Codes	61401234567	mobile (telstra corp)	883937444	Mount Barker	mob-nat	called	Advertiser-hangup	3.38	5255
7	13/08/09 11:06	793	Flight Centre	nxdUkj	QLD Web	61401234567	mobile (optus mobile)	746392622	No post code	mob-nat	called	Caller-hangup	8.12	
8	13/08/09 11:27	202	Flight Centre	bLn7HV	NSW-ACT Web	61401234567	ACT, Canberra	262214900	Bunda Street	nat-nat	called	Advertiser-hangup	2.02	2601
9	13/08/09 11:27	775	Flight Centre	SF48qy	WA P/Codes	61401234567	mobile (optus mobile)	893551204	Victoria Park	mob-nat	called	Caller-hangup	7.95	6100
10	13/08/09 11:55	23	Flight Centre	bLn7HV	NSW-ACT Web	61401234567	mobile (telstra corp)	249501672	Jesmond	mob-nat	called	Caller-hangup	0.42	2287
11	13/08/09 12:16	22	Flight Centre	yJTEKWh	WA Web	61401234567	mobile (optus mobile)	892189055	No post code	mob-nat	called	Caller-hangup	0.41	6599
12	13/08/09 12:18	0	Flight Centre	yJTEKWh	WA Web	61401234567	mobile (optus mobile)	892189055	No post code	mob-nat	Clicked	click-expired	0	6599
13	13/08/09 12:57	38	Flight Centre	ubgYeNM	NSW-ACT P/Codes	61401234567	mobile (optus mobile)	242261977	Wollongong	mob-nat	called	Caller-hangup	0.57	2500
14	13/08/09 13:25	8	Flight Centre	SF48qy	WA P/Codes	61401234567	mobile (telstra corp)	892333111	Kingsway	mob-nat	called	Advertiser-hangup	0.28	6065
15	13/08/09 21:18	0	Flight Centre	nxdUkj	QLD Web	61401234567	mobile (telstra corp)	754081600	Morayfield	mob-nat	Clicked	click-expired	0	4506

Item Item number

Date / Time Date and Time of the Activity

Duration Duration of the Call in Seconds

Advertiser Name of the Advertiser

PLID Phone Link ID number – Used by 13TEXT to Link “Keywords” to Phone Number and used for Audit Tracking purposes

PLID Name Phone Link ID Name – This is the Keyword used by Flight Centre

Caller Number The mobile number of the Customer responding to the advert

Caller Location If the information is made available to us, the mobiles carrier service or location

Phone Number The Flight Centre Store answer point number

Number Name The Flight Centre Store Name that answered the call

Call Type Nat-Nat (Land Line to Land Line answer point) – Mob-Nat (Mobile Call to Land Line answer point)

Status Reports on the status of the call (Called was a successfully connected call) – (Clicked, could mean “Out of Hours” call or that the client did not press the “Call me Now” button)

Reason The reason the call ended (Advertiser hang-up = Flight Centre Store hang-up, Caller hang-up = Customer hang-up, could also have

“No Ans” or “Busy”. Click-expired means the time-out limit was reached and NO action has been taken)

Retail Cost of the call to the Flight Centre

Caller Post Code The Post Code entered by the customer (Either via the Website or by entering their Post Code in response to an Advert)

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Sample on-line report graphs

