

TELE-TOWNHALL CALL REPORT

CLIENT: TPC



AUDIENCE:

- Criteria: Client Provided List
- Total Audience: 99,996

CALL OVERVIEW:

Outbound calls answer by a person	40,446	40.43%
Voicemails delivered	32,776	32.77%
Disconnected numbers	14,331	14.33%
Busy numbers	6,440	6.44%
No answers or voicemail system	6,035	6.03%
Total outbound calls	100,028	-

CALL ENTRANCE:

People reached with outbound call	40,446	-
People who hung up w/out attending the call	4,317	10.67%
People who attended the live call	36,129	89.33%
People who dialed into the call	445	-
Total Live Attendees	36,574	-
Live Attendee Contact Cost (Total cost of call / Total live attendees)	10.4 Cents	

LIVE CALL SUCCESSES:

Stayed on the call for over 1 minute	19,843	54.25%
Stayed on the call for less than 1 minute	16,731	45.75%
Total live attendees	36,574	-
Average time per live attendee	3.3 Minutes	-
Live attendee peak	7,468	20.42%
Question requests	454	-
Live questions asked	12	2.58%
Action Item - Transfers to Call Center	417	1.14%