Liberty Communications Platform
Liberty Analytics

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technologies

Introducing Liberty Analytics

4 Tools for Analysing Communication Trends and Activity

The purpose of Liberty Analytics is simple: to transform the customer experience. Today, customers expect immediate, seamless and personalised interactions. As these expectations rise, organisations need more visibility into how well their communication channels are performing in order to remain competitive. Without this visibility, missed opportunities, inefficient processes and poor communication can quickly damage business reputation.

By monitoring, measuring and analysing every customer interaction, organisations gain the insight they need to prevent abandoned or missed calls, enhance communication quality and continuously develop and support team performance.

The Liberty Analytics Portfolio is made up of 4 tools designed specifically for the Liberty Cloud Communications Platform. Together, these tools give organisations a clear picture of how well their communication channels are performing, from real-time activity to long-term patterns that affect the customer experience.

- Reporting
- Real Time Wallboards
- Active Dashboards
- Call Recording

Why Liberty Analytics

Improved Customer Experience

Customer service isn't just a "nice to have", it's what separates successful organisations from everyone else. Every time someone tries to contact your business, that moment shapes how they feel about your organisation. Long wait times, dropped calls or difficulty reaching the right person can quickly turn customers away and push them toward a competitor.

Liberty Analytics helps you make every moment count by showing where frustrations occur and why, so you can fix issues early and deliver faster, smoother, more satisfying customer experiences.

Clear Visibility

Instead of guessing what is happening on your phone lines, Liberty gives you real clarity. You can see who is calling, how calls are being managed, where delays happen and what your customers experience daily. It is a straightforward way to check service levels, response times and communication gaps.
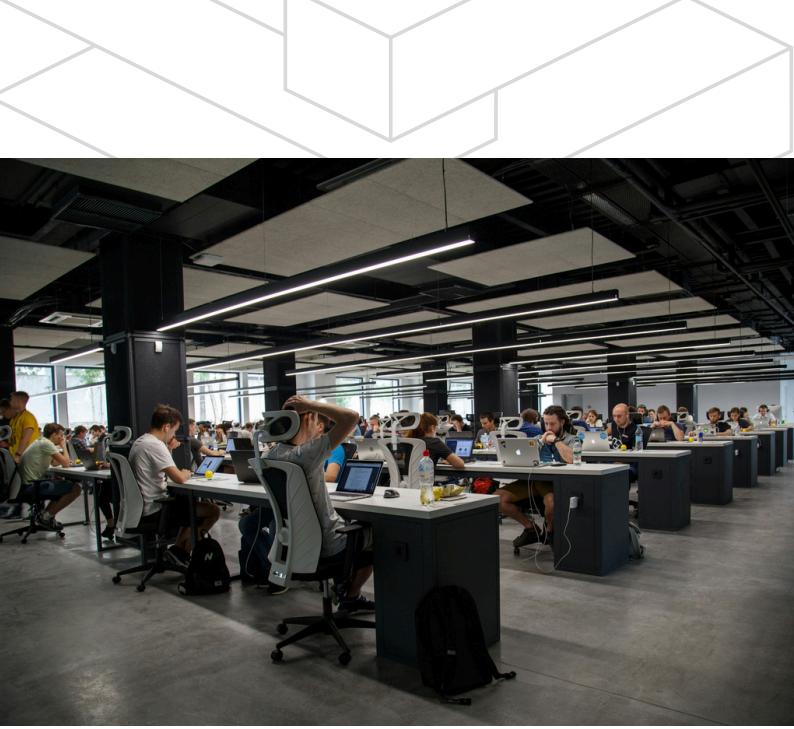
Smarter Staffing & Workflow Decisions

By tracking call volumes, busy periods and how long calls take, you can plan staffing far more effectively. No more being short staffed at peak times or overstaffed during quiet hours. Liberty helps you put people where they are needed most.

Performance Management

With easy-to-understand metrics, managers get a great view of performance. You can see who's doing well and who might need extra support. Things like call handling time, hold time and missed calls make training more constructive and consistent.
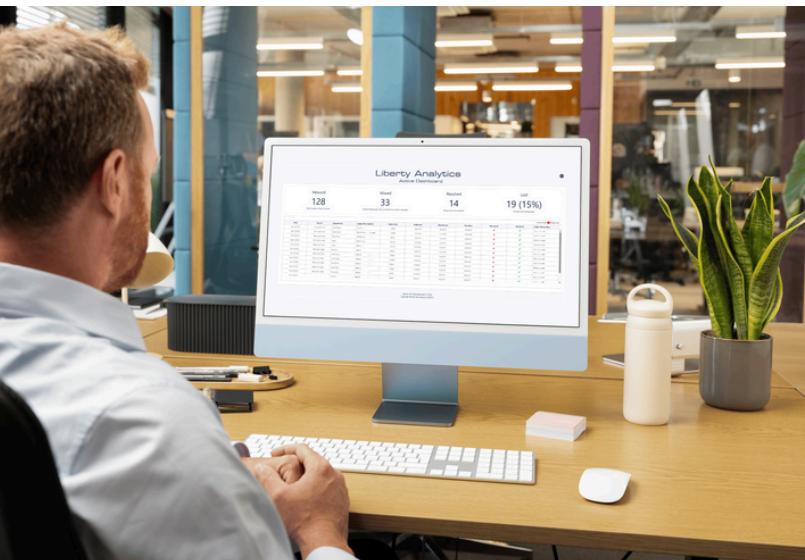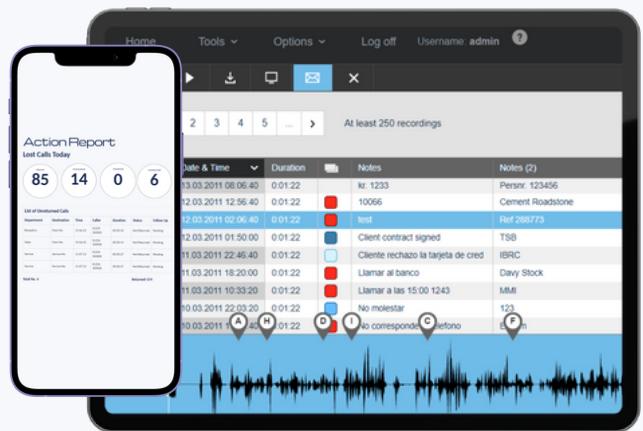
SLA & Compliance Support

If you work with service-level agreements or have compliance requirements, Liberty makes it easier to stay on track. You can quickly check response times, resolution times and other key metrics, helping you stay accountable with minimal effort.

Reporting

Helpful Insights From Your Call History

Liberty Reporting takes all your call activity and turns it into clear, easy to understand reports that show what's really happening in your organisation. Instead of guessing when your busiest period is or why customers aren't getting through, you get accurate information that helps you plan ahead and make important decisions.

These reports highlight important trends, reveal where extra support may be needed and help you spot opportunities to strengthen your customer experience. You can also choose exactly how and when reports are delivered, for example a call centre manager can receive a report in their inbox every morning at 9am, automatically.

Why Reporting Matters

Reporting explains why things happen and what to expect next. It connects all the dots by showing how call patterns, customer behaviour, and team activity change over time. With that bigger picture you can:

- See how demand rises and falls across different days, weeks, or quarters.
- Understand customer habits and identify predictable trends.
- Spot the root causes behind lost calls or long wait times.
- Learn how service levels shift over time and what influences them.
- Get a clear view of long-term team performance.
- Use evidence to guide planning, staffing, and service improvements.

Benefits of Call Reports

See the bigger picture

Reports help you look beyond the day to day. You can spot patterns in call volumes, wait times, and customer needs, which makes planning much easier.
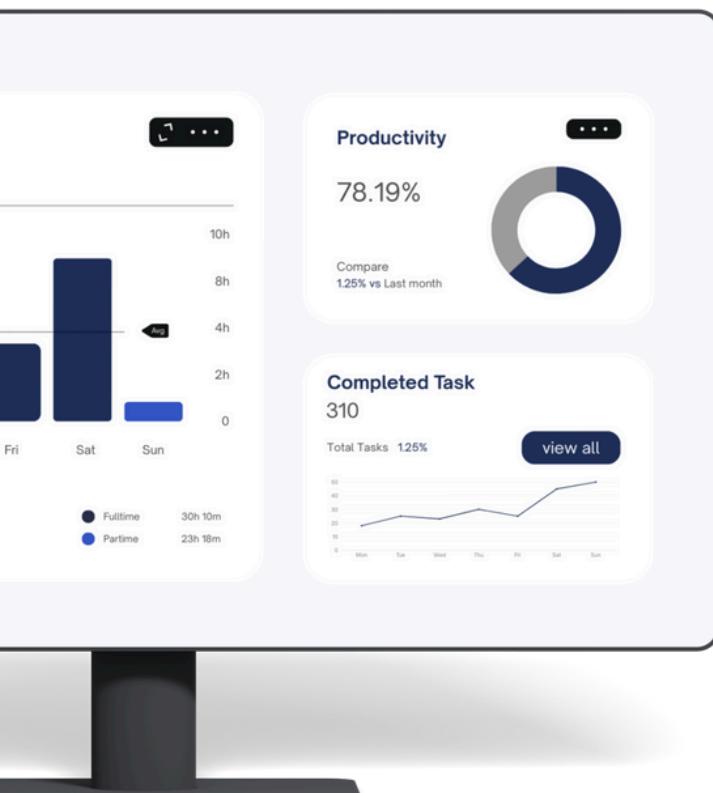
Plan staffing

By understanding when calls were busiest in the past, you can build smarter schedules and make sure you have the right coverage at the right times.

Check if changes are working

When you introduce a new process or change the way something's done, data lets you compare before and after so you can see the real impact.

Improve the Customer Experience

Looking back at past call trends helps you spot common issues or bottlenecks, so you can fix them and create a smoother experience for customers.

Real Time Wallboards

To-the-second Insight That Lets Teams Influence Outcomes

A Wallboard is a live display that shows what's happening with your calls right now. Instead of waiting for reports or delayed updates, it gives you up-to-the-second information on things like call volumes, wait times, and how busy your team is.

It can be viewed on any device, especially big screens in the office, so everyone can see what's going on and react quickly. This helps teams stay on top of customer demand, avoid missed calls, and keep service levels high.

If your organisation handles a lot of calls or relies on customer service, a wallboard makes it easy to stay organised, work efficiently, and keep customers happy.

Key Wallboard Panels

Calls Waiting
Live queue volume.

Longest Waiting
Duration of longest caller on hold.

Average Wait Time
Updated in real time.

Lost Calls
Visibility of abandoned calls.

Inbound/Outbound Active
Total number of active calls.

Agent Activity
Signed-in, busy, unavailable states.

Outbound Breakdown
By agent, extension, team, or site.

Average Talk Time
The average time spent on each call.

Inbound x to x
The number of inbound calls received within a selected period.

Benefits of Wallboards

Problems are spotted sooner

When something starts to slip such as queues getting longer, response times rising, or tasks piling up, a wallboard makes it obvious right away. This helps teams step in earlier, fix issues faster, and prevent small problems from turning into big ones.

Motivate Teams

Seeing progress updates in real time can be motivating for employees. Whether it's hitting targets, clearing tasks, or improving performance, wallboards let teams celebrate wins as they happen.

Everyone sees the same information

Wallboards put the most important metrics and updates in front of everyone so no one is guessing what's going on. Instead of digging through dashboards or asking around, your team can glance up and immediately understand what needs attention.

Improves Communication

Instead of managers repeating updates or team members asking for status checks, the wallboard does the talking. It becomes a single, reliable source of truth that cuts down on noise and confusion.

Active Dashboards

Ideal For Managers and Teams Who Need Actionable Insight, Not Just Stats

Liberty Dashboards give you a clearer, more detailed view of what's happening across your organisation. They update in **near real time** and let you dig into the numbers that matter, whether that's KPIs, trends, or how different teams or sites are performing. Everything is easy to customise so you can track exactly what you need to keep things running smoothly, spot issues early and make better decisions day to day.
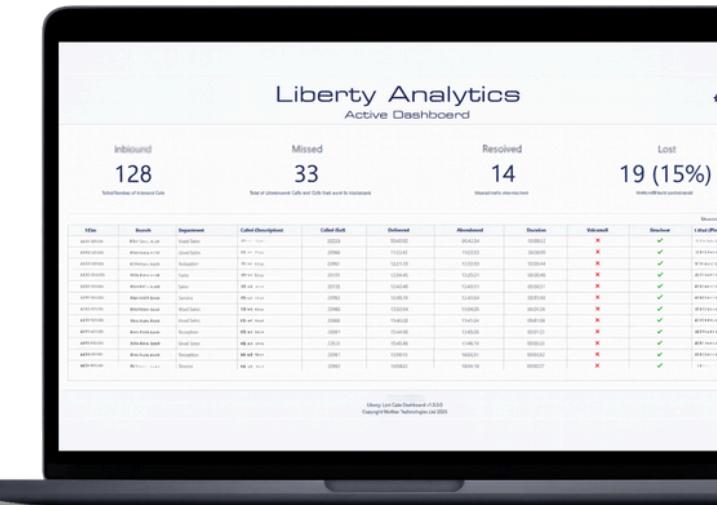
Features

Display headline metrics

Display detailed call information

Views that combine multiple sites or queues in one place

Device agnostic (browser based)

Quick overviews of how departments are performing

Filters so you can see data for specific people or teams

Dashboards vs. Wallboards
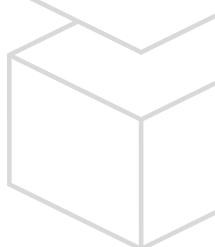
Wallboards and dashboards both show important information, but they're designed for different purposes. Wallboards focus on what's happening right now, while dashboards give deeper insights and trends. The table below highlights these differences:

| Features	Wallboards	Dashboards
Purpose	Showing real time activity as it happens.	Provide broader insights, trends, and historical data
Refresh Rate	Real time (to the second)	Updated continously (minutes, hours, or daily)
Best For	Immediate awareness, quick reactions, team visibility	Actionable insights
Typical Use	Call centres and high volume operations	Jeopardy Handing
Display Style	Large, easy to read, wall mounted screens	More detailed on individual devices such as desktops or tablets
Audience	Entire teams and departments	Nominated individuals
Goal	Keep teams responsive and on track in real time	Deal with what's happening rather than waiting to see what happened

Call Recording

Secure, Compliant Call Recording for Better Service and Protection

Witness is a secure and reliable call recording solution designed for organisations that need clear, accurate and accessible call records. It helps to improve customer experience and monitor employee performance by ensuring teams operate with confidence, clarity and accountability.

In an environment where expectations are getting higher, regulations are tightening, and cyber threats are becoming more sophisticated, Witness gives you a comprehensive audit trail of how people within your business communicate.

Why Call Recording Matters
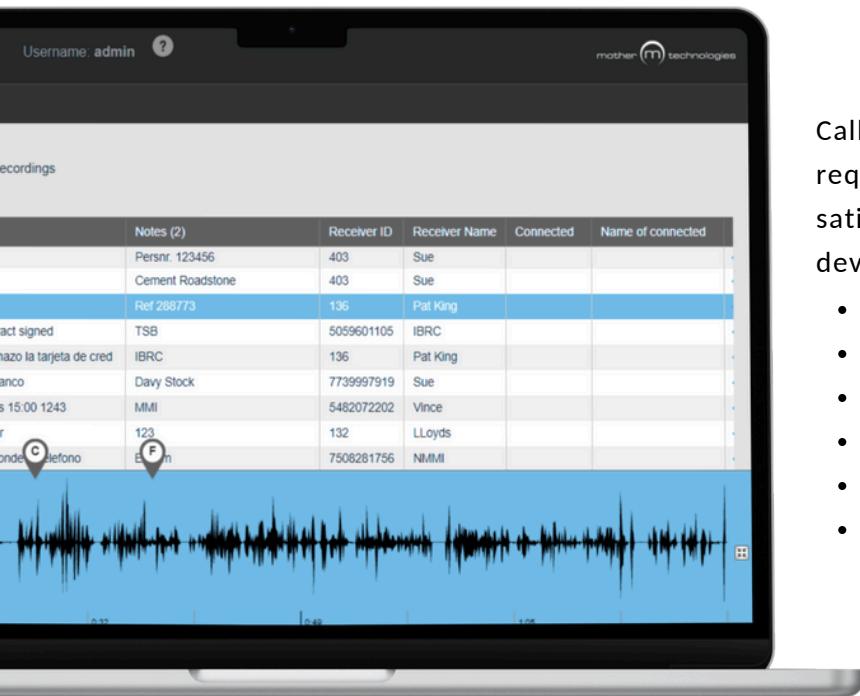
Call recording is far more than a compliance requirement, it's a key player in customer satisfaction, operational improvement and team development. Witness enables organisations to:

- Review customer interactions
- Improve service quality and consistency
- Support training and coaching with real examples
- Resolve customer issues quickly and accurately
- Protect staff and organisation interests
- Maintain secure, verifiable communication records

Key Features

Secure Storage
Your call recordings are kept safely in the cloud, protected from unauthorised access, choosing who can access recording choosing and stored in line with industry rules.

Easy Integration & Compatibility
Connect easily with CRM or DMS systems through its API, supports Active Directory for simple user management, and works with a wide range of phone systems and VoIP technologies.

Easy Organisation
Add tags or categories to recordings so you can group similar calls together, compare conversations and spot trends.

Training & Quality Checks
Real call examples help managers coach staff, improve performance and maintain consistent service standards.

Faster Dispute Resolution
Reliable, time-stamped recordings make it easy to review what was said and quickly resolve customer issues.

Compliance Ready
Helps your organisation meet important industry regulations and stay fully compliant without extra effort.

Flexible Storage Periods
Recordings are stored for 6 months by default, but this can be extended up to 7 years for regulated organisations.

Quick Search & Playback
Easily find and listen back to any call using a simple, user-friendly interface.

Contact Us

Aberdeen
Davidson House
Campus 1
Aberdeen Innovation Park
Balgownie Road
Aberdeen
AB22 8GT
+44 (0) 1224 350000

Edinburgh
Bonnington Bond
2 Anderson Place
Edinburgh
EH6 5NP
+44 (0) 131 603 4650

Glasgow
20-23 Woodside Place
Glasgow
G3 7QF
+44 (0) 141 212 6600