

Sentel's CA3 is a communications transparency and analytics engine

We leverage multiple communications sources of data such as Fixed line, mobile and collaboration tools like Zoom and MS Teams and bring them all together on one single platform. With these insights the business has true transparency of their comms. CA3 gives you the ability to interpret your data with immediacy, focus and clarity across sales, finance, operations and personnel.

Transparency is the key. We are independent of all vendors and manufacturers, so you the customer can trust us to ensure that the inputs are precise through our unique Audit process, and that usage charges are accurate. CA3 tracks the whole journey of the call from multiple data sources collating and presenting every leg of the journey - cradle to grave - at a glance. With home and hybrid working, CA3 will provide visibility of efficient and productive employees and how the customer has been managed.



CA3 gives you access to the data you thought you already had.

Your data analysis and insights in one place. Informing strategic leadership - data integration and aggregation that drives the strategic direction of the entire business.

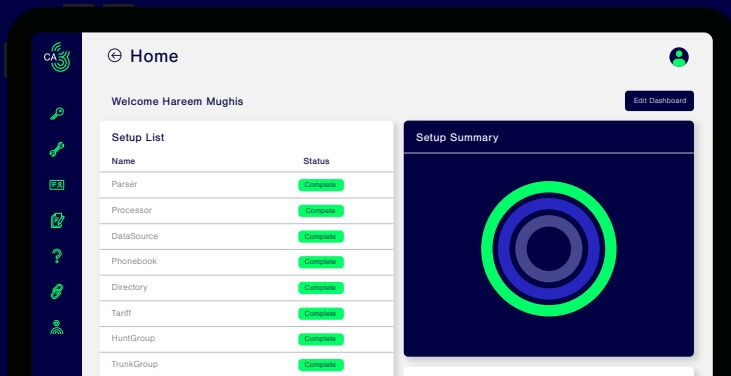
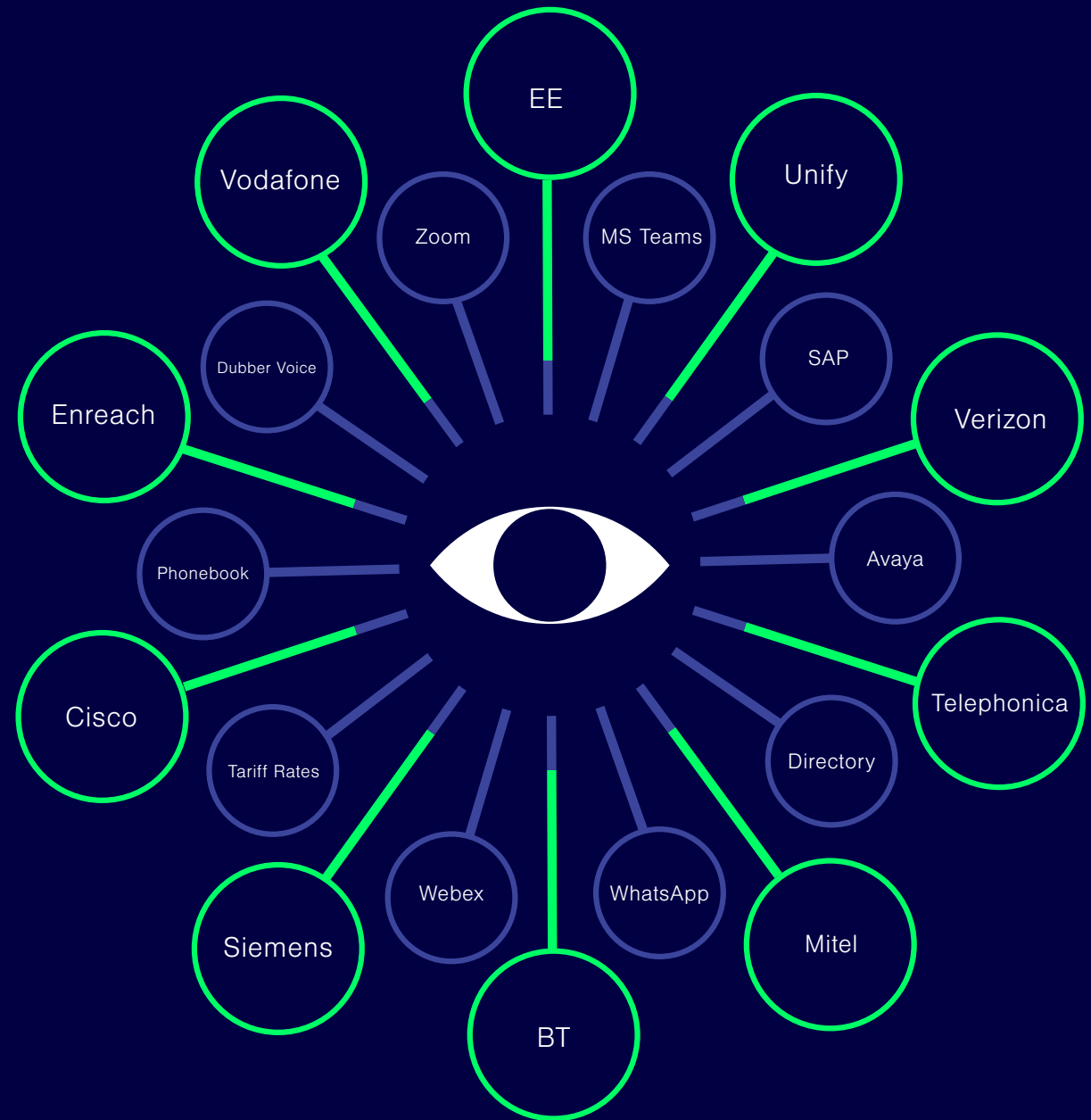
Customer insights

- Churn detection and reduction
- Marketing and loyalty campaigns
- Customer behaviours

Supporting customer service activities across multiple channels

- Employee productivity
- Streamlining operations and efficiencies
- Optimise workflows
- Understand customer engagement
- Compliance and freedom of information requests

CA3 has been developed and honed by Sentel over 25 years



Features - Highlights

Data transparency

Full view of call journey 'cradle to grave'.

Multiple Data Set Handling

Holistic single view across multiple platforms.

Vendor Management

Add/subtract for accurate current/historical reports.

Self Service Portal

Ability to configure platform data inputs.

Unique Audit/MOT

Diagnostic report to warranty clean data inputs.

Data Sovereignty

Use of Azure data centres for storage.

White Knight

Neutral and independent analysis.

API

Facilitates white labelling options.

Contact

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Communications Analytics