

Decoding the Dashboard

A Specialist's Field Guide to Reporting Terminology

Chapter 1: The Basics (General Terms)

These terms define the "who" and the "where" of your phone traffic.

| Term | Plain English Definition | Why it matters to your Surgery |
|---------------------------------|--|--|
| Inbound Call | Any call coming into the surgery from an external number. | Your primary indicator of patient demand. |
| Outbound Call | Any call made from the surgery to an external number. | Tracks proactive work like results or clinician callbacks. |
| Queued Call | A call that successfully entered a specific group (e.g., Reception). | Patients waiting for a human response. |
| Missed Call | A call that reached a person or a queue but wasn't answered. | Access Alert: This patient expected an answer but didn't get one. |
| Abandoned Call | A call that hung up before reaching a queue or staff member. | Common during "Closed" hours or if the IVR is too long/confusing. |
| Average / Total Duration | The full length of the call (queueing + talking + holding). | Helps calculate staff capacity needed to handle demand. |
| Max Call Concurrency | The highest number of simultaneous calls happening at once. | Essential for "Monday Morning" line capacity planning. |

Chapter 2: The Queue Experience (Group Terms)

When a patient is "In the Queue," these metrics track your team's responsiveness.

Queued for Group: The total "footfall" for a specific team (e.g., how many people pressed '1' for Appointments).

Answered from Queue: Success! The number of patients who successfully reached a staff member.

% Answered/Missed: Your "Success Rate." A high % Answered is your primary KPI for patient satisfaction.

Missed from Queue (under 10s): The "Short-Hangs." If high, patients may be hanging up to redial or realize they called the wrong number. Not usually a staff performance issue.

Average Wait Time: The "Patience Threshold." If this exceeds your surgery's target (e.g., 5 mins), abandonment rates usually climb.

Chapter 3: The Virtual Waiting Room (Callback Terms)

Patient Callback is a "virtual waiting room." Use these metrics to see if it's working:

- **Callbacks Offered:** How many times the system offered the callback option.
- **Callback Requested:** How many patients accepted the offer and hung up to wait.
- **Callbacks Made:** How many times the system actually dialed the patient back.
- **Callbacks Accepted: The Golden Metric.** The patient answered the return call.
- **Callbacks Rejected:** The patient didn't pick up or cancelled. Check if your Caller ID shows as "Private."
- **Queue Timeout:** The patient waited the max allowed time and was automatically moved by the system.
- **Caller Rang Back In:** The patient requested a callback but got anxious and called again anyway. High numbers suggest low trust in the system.

Chapter 4: The "Double-Backs" (Re-entry Terms)

Rejoined Queue: Patient requested a callback but called back and entered the queue again before being called.

Hung Up / Cancelled: The patient called back but changed their mind or decided to wait for the original callback.