



ENGLISH PRODUCT MANUAL

User Manual | Full Content

A branded operational guide for the Spechy platform, formatted for direct sharing, onboarding, and internal product reference.

DOCUMENT NAME

User Manual

VERSION NO

1.0

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Manual Introduction

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SECTION 01

Introduction Guide to the Spechy Platform

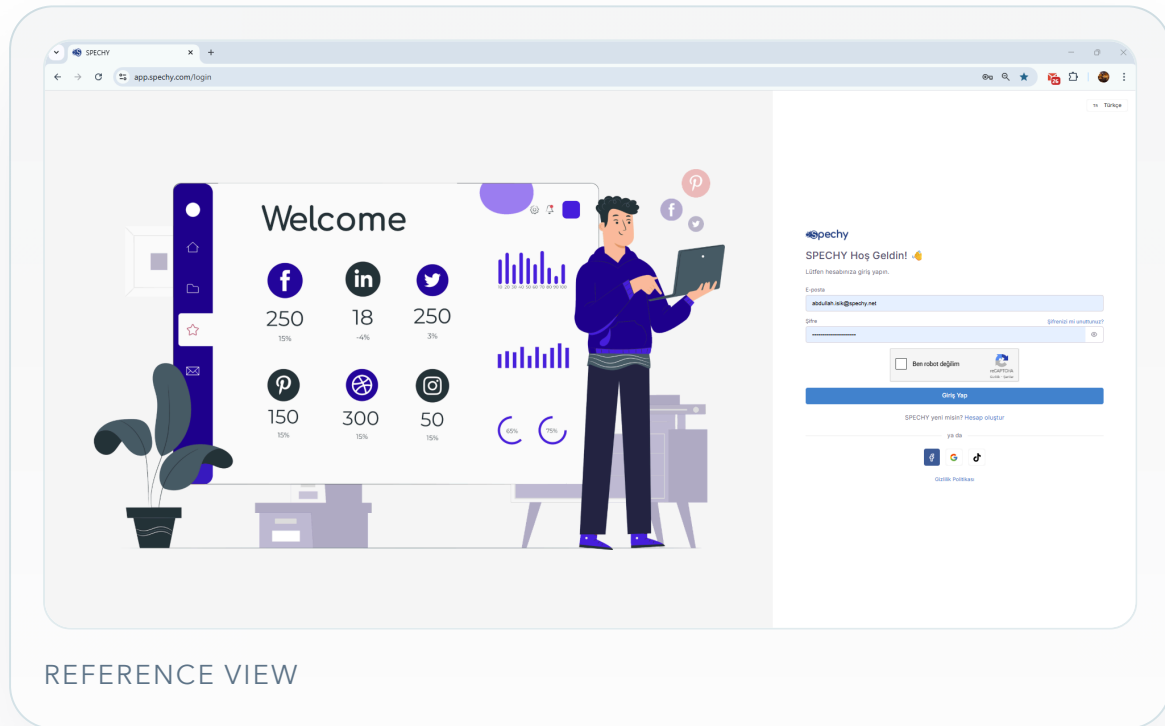
Access URL; <https://app.spechy.com/login>

You can follow the steps below to access the system without any problems:

1. Log In to the System

- Address: Go to the address app.spechy.com from your browser.
- Information: Log in by entering your username and password in the relevant fields.
- Verification: Enter the verification code sent to your email address for your security and click the "Log In" button.

2. Password Reset (I Forgot My Password)



Access URL; <https://app.spechy.com/forgot-password>

If you do not remember your password, you can use the password reset section on the login page:

- Request: Request a link by writing your email address in the password reset area.
- Email: Click on the password reset link that has been sent to your inbox (or spam folder).

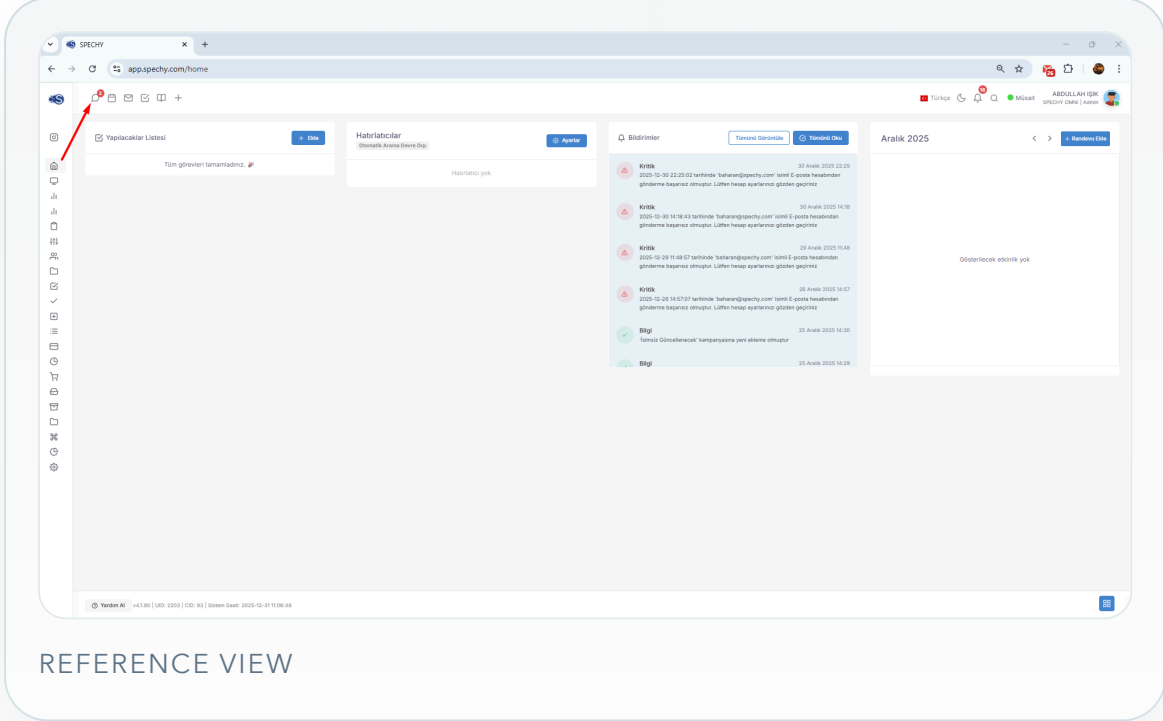
- Update: Complete the transaction by creating a new, strong password on the opened page.

A Small Tip: Verification codes sent to your email address may sometimes be delayed by a few minutes. If you do not receive the code, it will be helpful to wait for a short while before using the "Resend" option and to check the "Unwanted/Spam" folder.

SECTION 02



How Does the Interviews Module Work?



All your interactions are collected and managed under the Conversations tab, regardless of their source.



Source of the Flow

On the Conversations screen, two basic types of operations are automatically opened in the form of "Person Card":

- Communication Channels: All messages received via web chat, WhatsApp, Social Media (Instagram, Facebook, etc.).
- Phone Calls: All incoming and outgoing voice calls made through the call center.



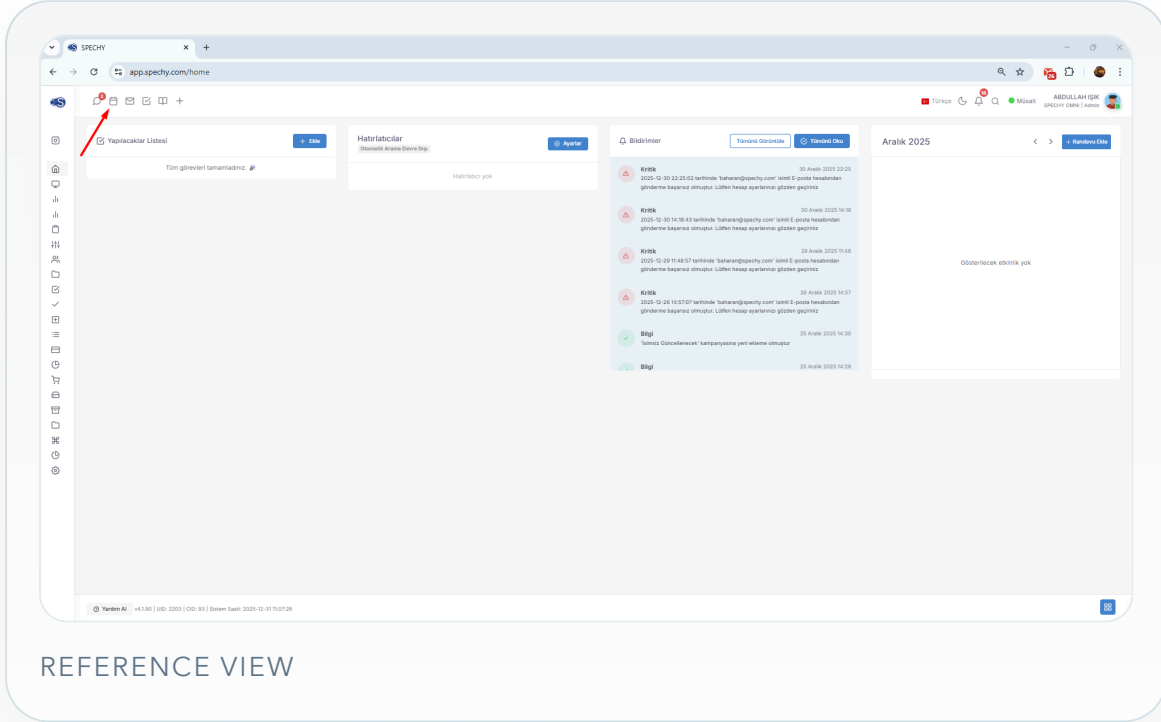
Person Card Advantages

Thanks to these cards, which open as soon as the interview begins, you can do the following:

- See the customer's past communication history instantly.
- Take notes during the interview.
- Transfer the transaction to the relevant department or representative.

Note: At the end of the interview, you can increase reporting efficiency by selecting the transaction result code (disposition) through these cards.

The Calendar tab on Spechy gathers your entire business plan and team interactions on a single screen.



Viewing Options

Access URL; <https://app.spechy.com/calendar>

You can track at three basic levels through the calendar module:

- Personal Calendar: Your own appointments, tasks and reminders.
- Shared Calendars: Private work plans shared with your team members or managers.
- General (All) Calendar: All events, meetings or department-based planning throughout the company.

What Can You Do?

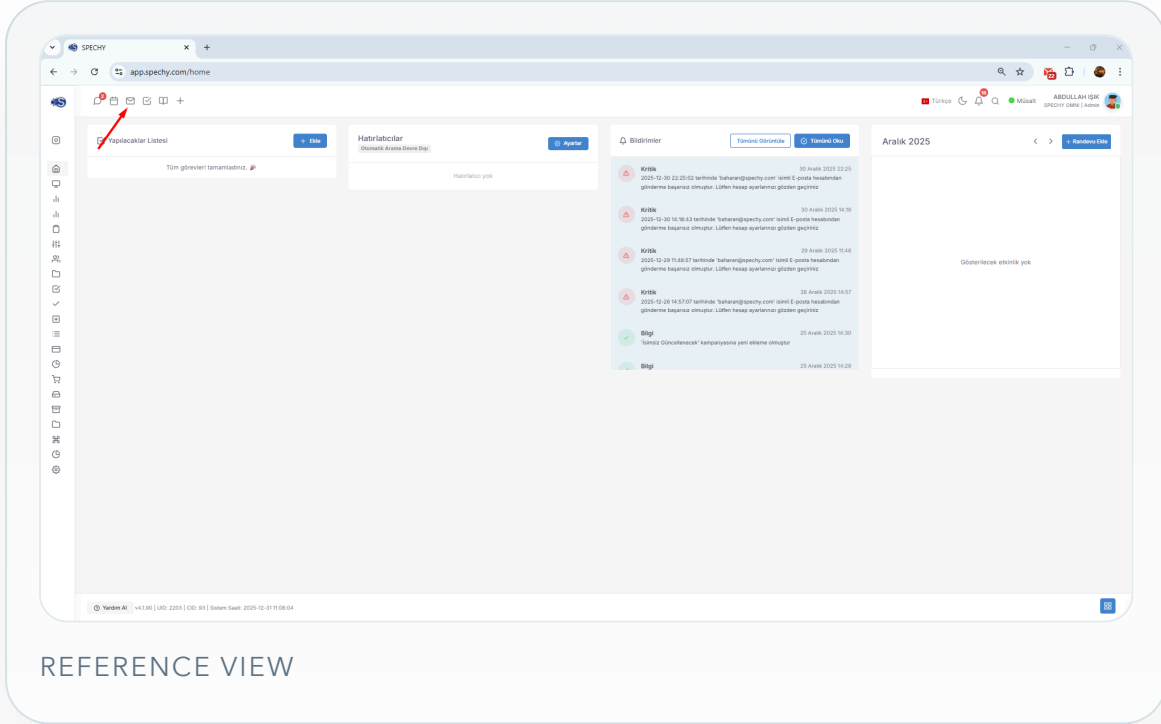
- Planning: You can invite participants by creating a new event or meeting.
- Synchronization: Thanks to shared calendars, you can see the availability of your team members instantly.
- Filtering: You can only focus on your own plans or analyze the intensity of the entire team in a single view.

A Small Tip: Appointments taken through the person cards opened in the Meetings module are automatically processed into this Calendar section, ensuring that you do not miss any follow-up.

SECTION 03



Inbox Module



REFERENCE VIEW

Access URL; <https://app.spechy.com/inbox>

The Inbox on Spechy allows you to manage all your correspondence from within the platform without the need for an external email client.



Basic Operations

You can quickly perform the following operations via your Inbox:

- Check: You can instantly list all incoming emails and mark them as read/unread.
- Do not reply: You can reply directly to emails from your customers or business partners through the platform.
- Forward: You can forward an email that reaches you to other team members about the subject or to a different address.



Integration Advantage

The emails in the incoming box are not just messages; they are also records:

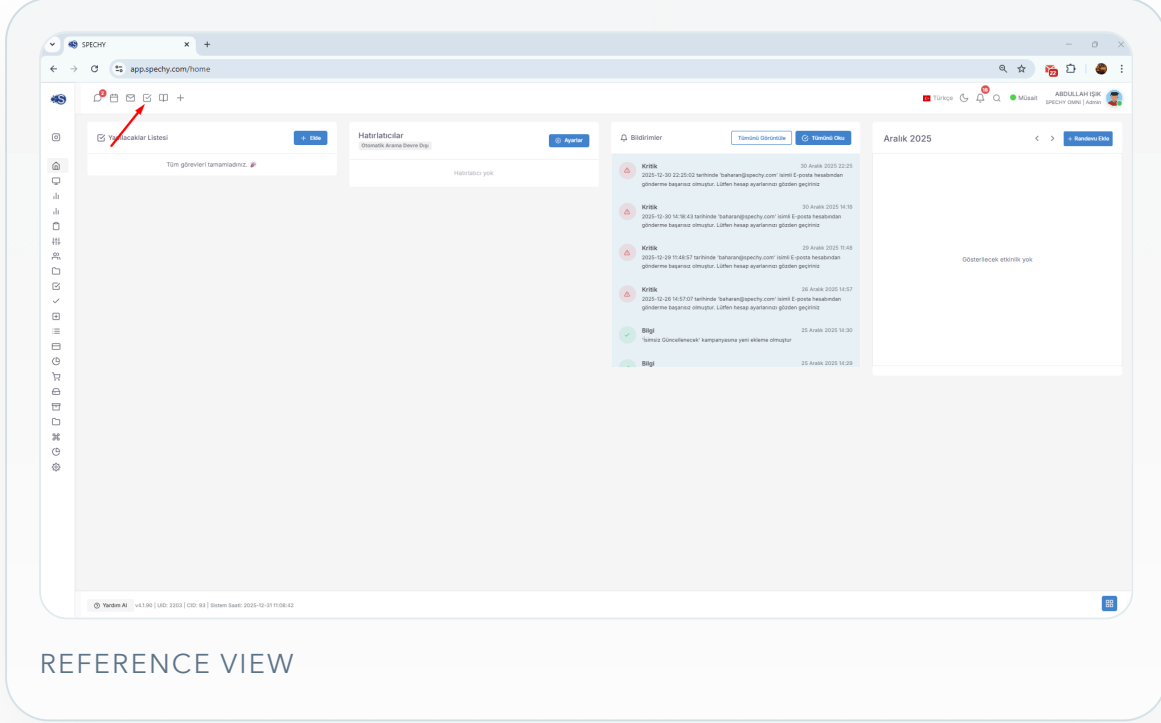
- If the sender in the incoming email is registered in the system, it is automatically associated with the relevant Person Card.

- Thus, you can see email traffic with past phone calls or chat records on the same screen.

Important Note: When replying to your emails, you can create a standard and professional communication language by using the ready-made Draft Texts on the platform.

SECTION 04

✓ Task Management Module



REFERENCE VIEW

Access URL; <https://app.spechy.com/tasks>

Task Management is a central control point that allows you to organize your projects and daily tasks, and assign responsibilities to your team members.

🔧 Basic Features and Usage

You can manage your workflow through this module with the following steps:

- **Job Assignment:** You can directly assign a specific task (task) to other users or teams on the platform.
- **Detailed:** You can clarify the scope of the work by adding an explanation, file attachment, priority status and deadline (due date) to the tasks.
- **Tracking and Monitoring:** You can instantly monitor which stage your assigned tasks are in (to be done, ongoing, completed).
- **Feedback:** You can quickly communicate about the process by commenting on the tasks.

🔗 Integration with Other Modules

Task Management also talks to the other parts of Spechy:

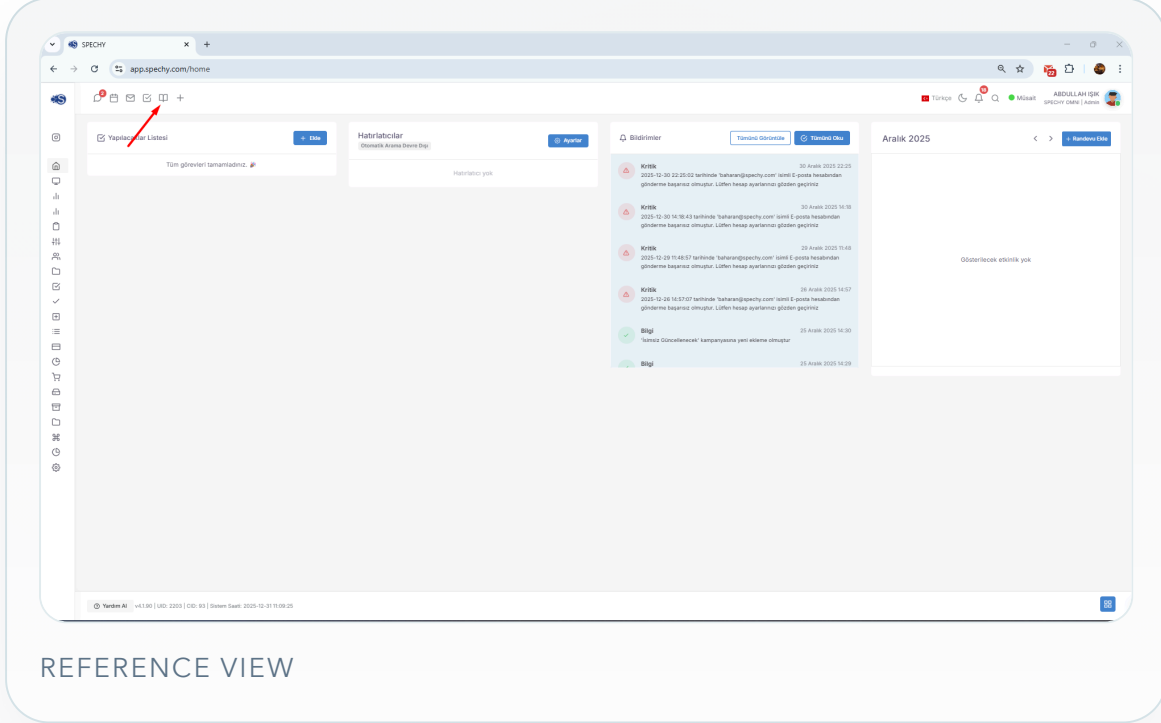
- A note taken during a Meeting can be quickly converted into an Assignment.
- The end date of the task is automatically processed into the user's Calendar.

Professional Tip: By marking your tasks as "High Priority", you can ensure that your team focuses on the most critical tasks and minimize delays.

SECTION 05



Information Bank Module



REFERENCE VIEW

Information Bank is a module that enables you to digitize the knowledge base of your institution and allows your users to access the information they need as quickly as possible.

Basic Operations and Configuration

You can organize your information through this module as follows:

- **Creating Categories:** You can create a regular structure by dividing your information into main categories such as "Technical Support", "Sales Processes", "IK Policies" or "Product Guides".
- **Title and Content:** Under each category, you can open specific topics in headings; you can add detailed texts, images or documents to these headings.
- **Quick Access:** You can ensure that your users (customer representatives or field teams) can reach the correct guide within seconds to solve a problem they encounter.



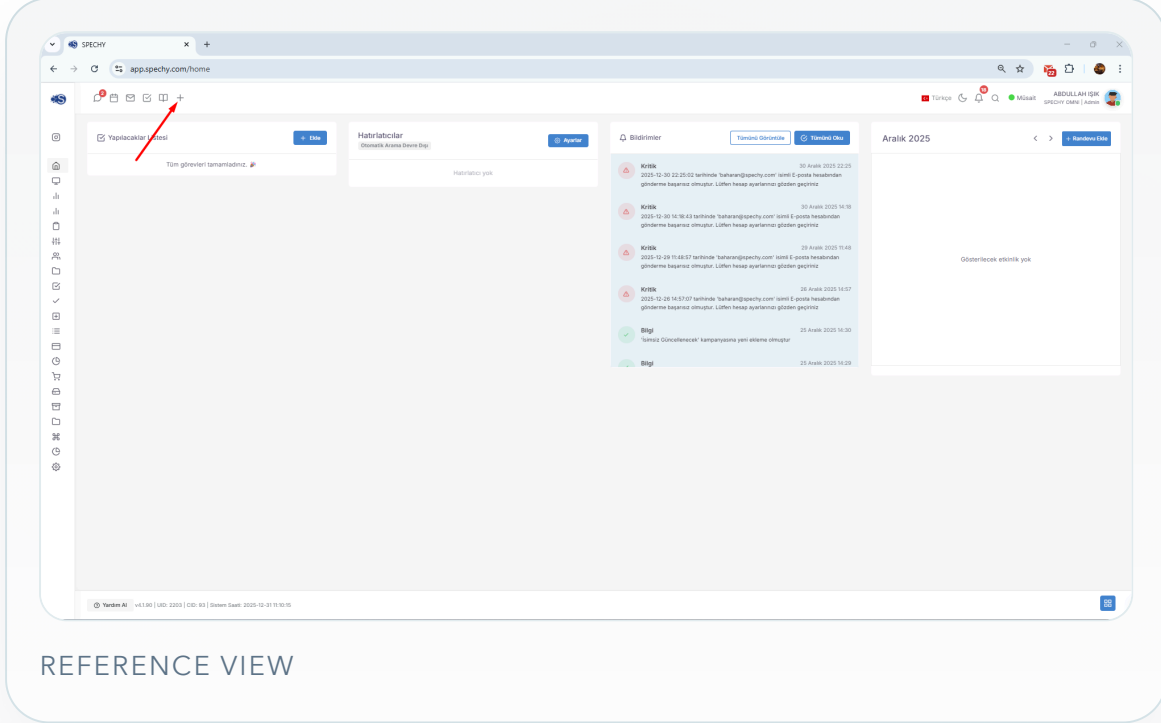
Why is it Important?

- Shortens the Training Period: New users provide rapid adaptation with the ready-made guides on the platform.
- Reduces Error Rate: Since the standard steps of all processes are recorded in the Information Bank, transactions are carried out without errors.
- Self-Service Support: If this bank opens up to the outside world, your customers can solve their own problems without being connected to a representative.

Professional Advice: By regularly updating the Knowledge Base, you can ensure that your team always acts according to the most accurate and up-to-date procedures.

SECTION 06

⚡ Quick Add Module



REFERENCE VIEW

Quick Add is a time-saving "shortcut" center located in the upper right corner of the platform or at an easily accessible point. You can start the following operations instantly with a single click:

🔧 What Can You Do?

- **Add Person:** You can quickly manually register a new customer or contact to the system without going to the detailed guide page.
- **Company Addition:** You can create new institution and organization records for your B2B processes in seconds.
- **Creating a Request:** During or after a conversation, you can open a new support/work request (ticket) that needs to be followed up.
- **Sending Email:** You can send emails directly by opening a new email draft without having to switch to the "Inbox" module.

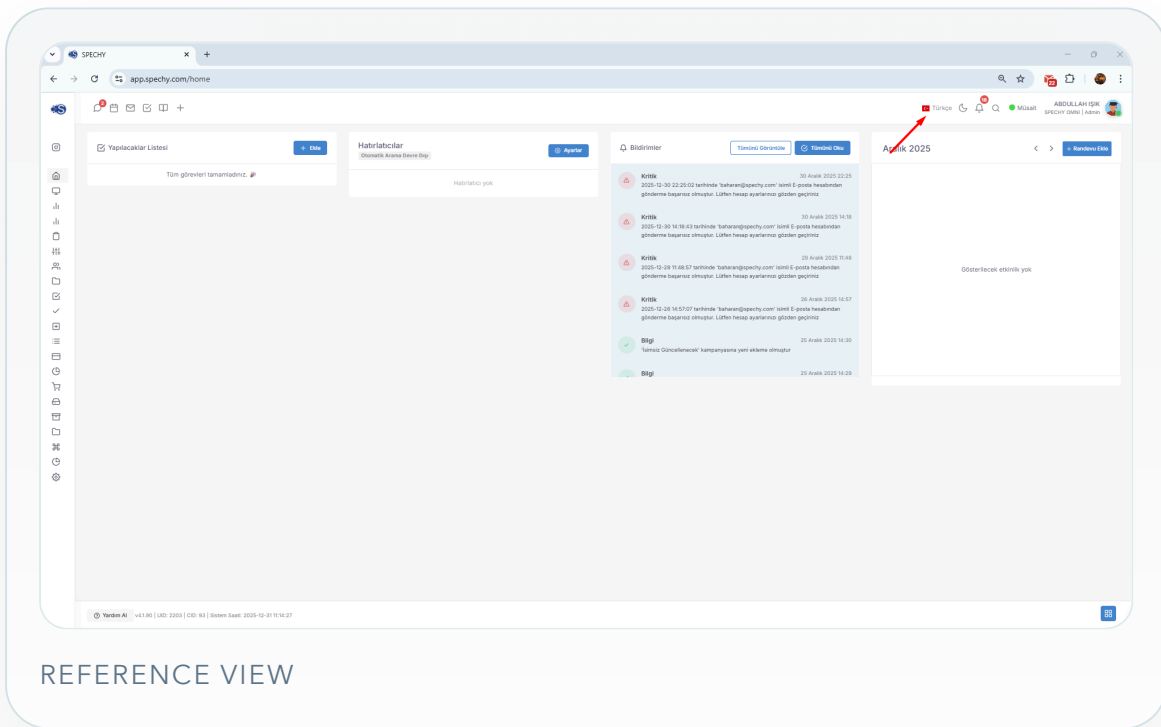
💡 Usage Advantage

The biggest benefit of this module is that it provides uninterrupted working opportunities. For example; While planning in your Calendar, you do not need to leave

your current screen to save a customer that comes to mind or to create an emergency email draft.

Professional Recommendation: When adding manual people, entering all email and phone information ensures that the Interviews to be conducted in the future are automatically matched with the correct "Person Card".

One of the most important features that completes the structure of the Spechy platform in global standards and its user-friendly interface is Language Options. This feature allows the personalization of the platform for teams that provide services in different languages.



REFERENCE VIEW

I have summarized the information you shared in a stylish and compatible way with the other headings of our guide:

SECTION 07



Language Options (Multilingual Support)

Spechy offers extensive language support to fully adapt to multilingual working environments. This allows each user to increase their productivity by using the platform in the language they are most proficient in.



Language Options Offered

The platform contains many options, including the following languages:

- 🇹🇷 Turkish
- 🇬🇧 English
- 🇩🇪 German
- And many other language options...



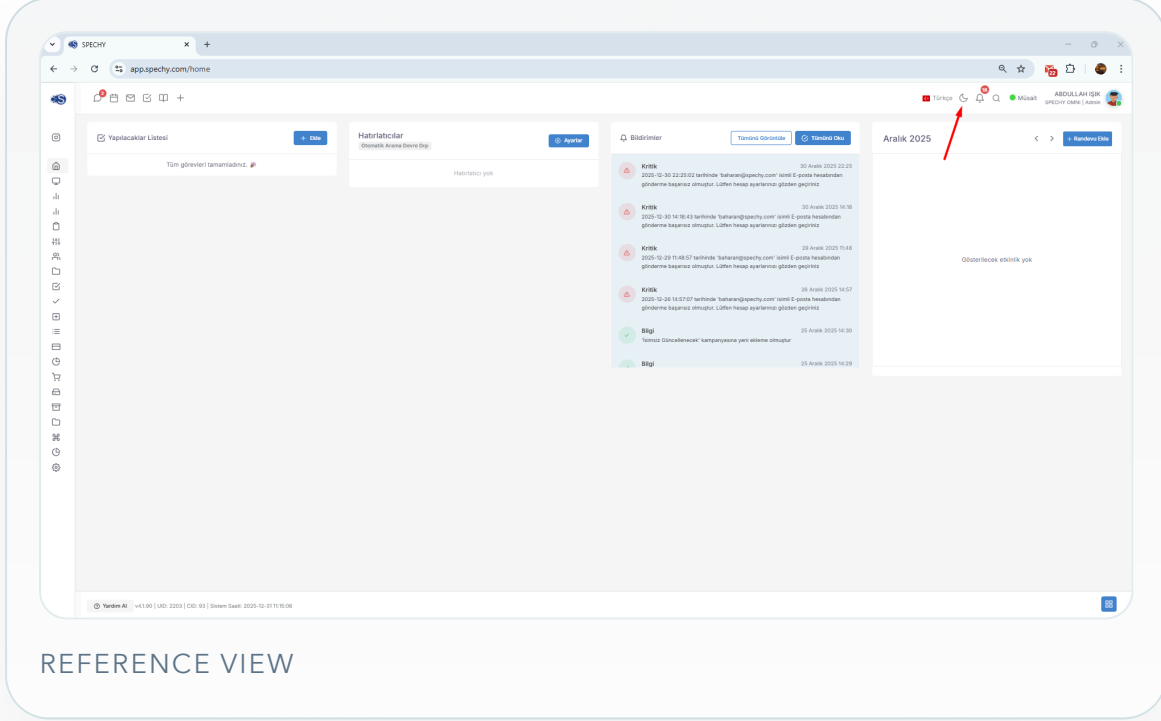
Usage Advantages

- Personalization: Each user can independently change the interface language through their own profile settings.
- Global Operation: Your teams in different countries can work synchronously in their own languages on the same system.
- Decrease in Error Rate: Having terms and commands in the native language minimizes the risk of making incorrect operations.

Professional Recommendation: When you change the language, not only menu headings but also system alerts and notifications are automatically adapted to the language you choose.

SECTION 08

View Options



REFERENCE VIEW

The appearance allows you to personalize your working environment and adapt to different lighting conditions. Two basic mode options are offered in the Spechy interface:

Offered Modes

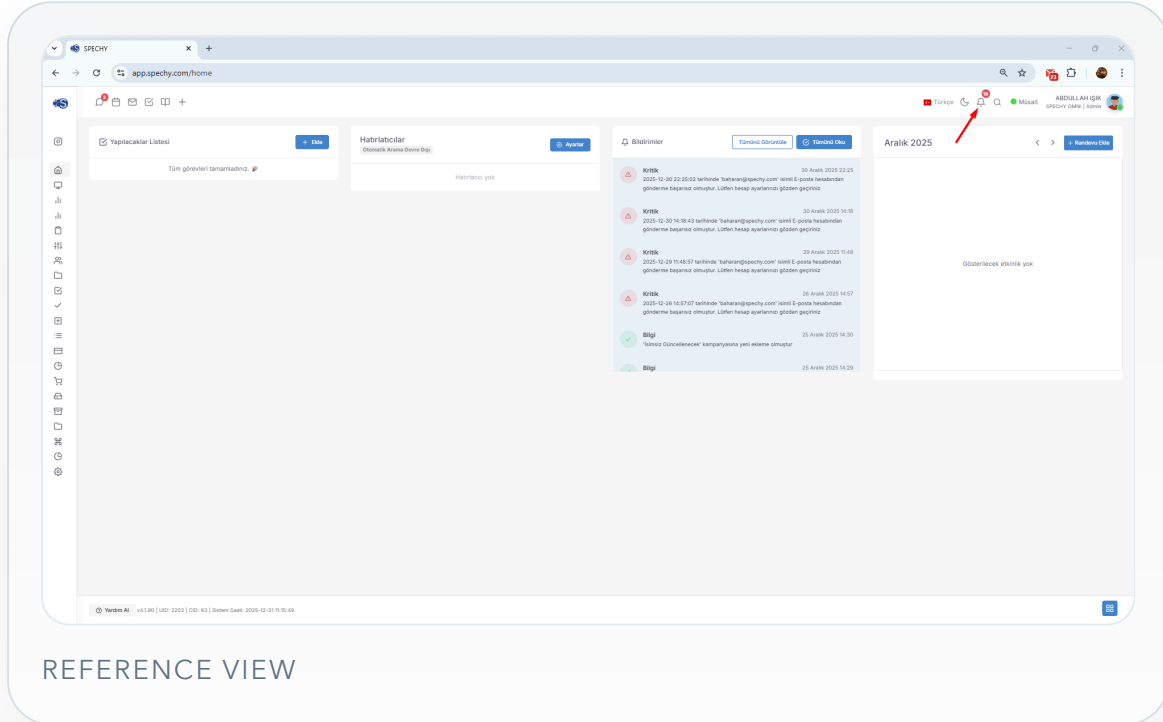
- Day Mode (Light Mode): Ideal for a standard, bright and spacious working environment. It allows text to be read more clearly in high-light environments.
- Dark Mode: Reduces eye strain in low-light environments. While providing an aesthetic appearance, it also contributes to the battery life of devices (especially mobile devices).

Why is it Important?

- Eye Health: In prolonged use, Dark Mode can be preferred to reduce the effect of blue light, which can strain the eyes.
- Focus: Allowing users to adjust the interface according to their own visual preferences positively affects their work motivation and screen focus time.

Professional Advice: You can switch between modes at any time from your profile settings and update the appearance according to the time of day.

We have arrived at the Notifications module, one of the most dynamic parts of the Spechy guide. This feature works like an "early warning system" that allows you not to miss any critical developments within the platform.



REFERENCE VIEW

I have turned this information you shared into a professional structure that is compatible with the other sections of the guide:

SECTION 09



Notification Module

Notifications are a central communication point that allows you to track your workflows on Spechy in real time. The system automatically alerts you when critical events occur.



Notification Types

You will receive instant notifications in the following categories through the system:

- Reminders: Timely alerts for events you add to your calendar or upcoming important appointments.
- Request Notifications: New job requests (tickets), assignments assigned to you, or status updates for your current requests.
- Evaluations: Customer satisfaction surveys, performance feedbacks or analysis outputs generated by the system.
- System Announcements: Platform updates or important internal announcements.

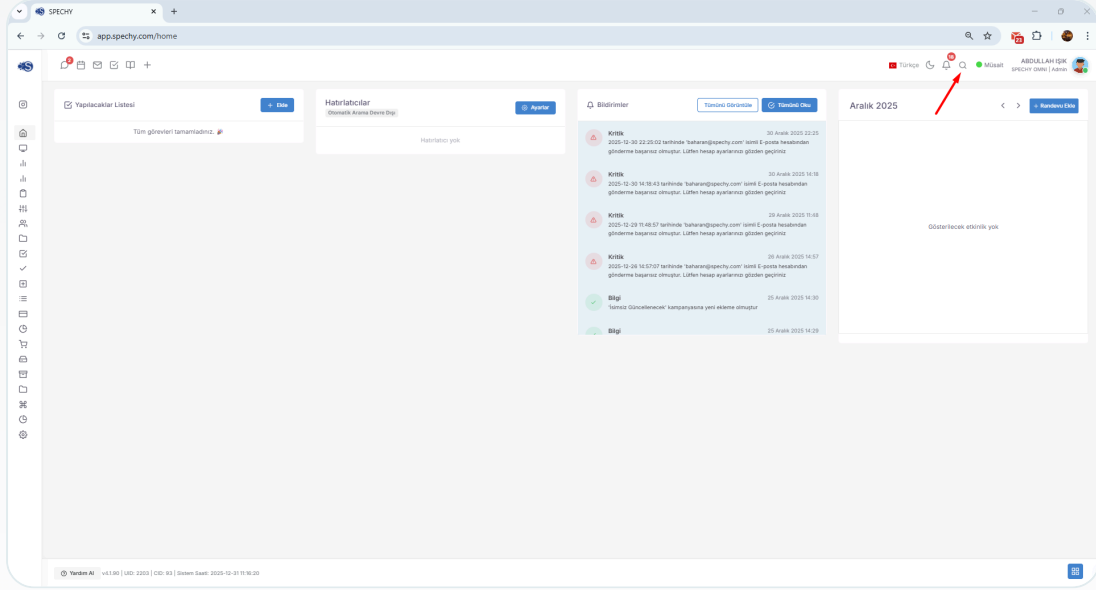


Usage Advantage

- Unmissable Tasks: You don't need to constantly check your screen; the system will alert you when a new task comes in.
- Fast Reaction: It increases service quality by allowing you to respond instantly to customer requests or urgent tasks.
- Regular Workflow: Thanks to reminders, you will never miss any meeting or deadline during the day.

Professional Advice: By marking as "Read" from the notification panel, you can focus only on the current notifications that you are not interested in yet and keep your panel organized.

We have come to the Search feature, which is an extremely critical module that completes the efficiency circle of the Spechy platform. This feature performs the task of "smart navigation" that allows you to access the information you need from thousands of records in seconds.



REFERENCE VIEW

I have made the information you shared compatible with the other headings of our guide:

SECTION 10

Search Module

Search is a central tool that allows you to access all kinds of data registered in the Spechy database in the fastest way. It enables you to work target-oriented without getting lost among complex menus.

What Can You Find?

You can quickly search between the records below using the search bar:

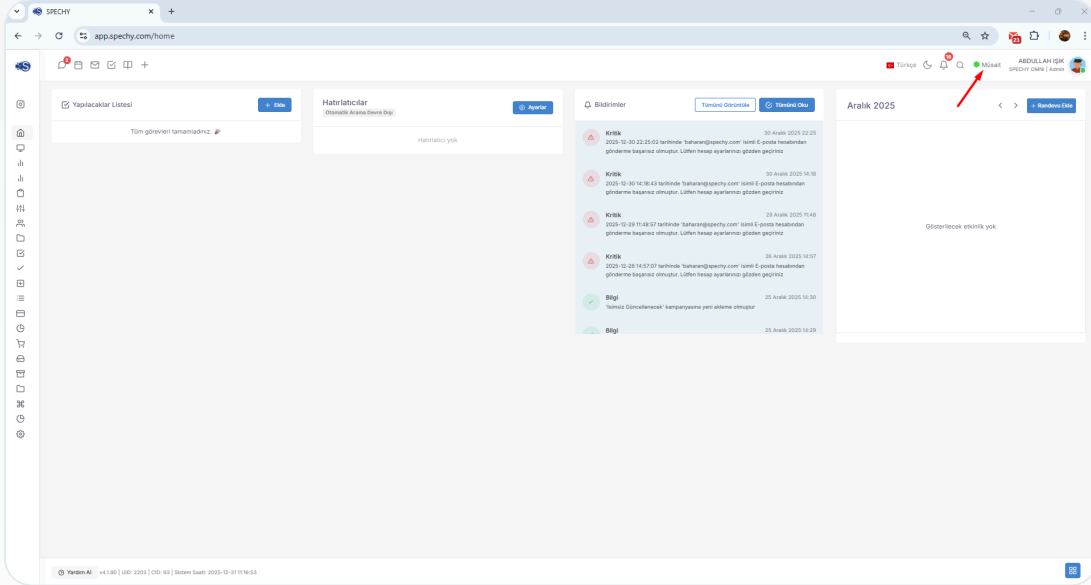
- Customer Records: Reach people registered with their name, surname, phone number or email address instantly.
- Company Information: Find your corporate customers or business partners in your B2B processes by name.
- Requests and Negotiations: Go to the relevant record by calling the reference number of a request or correspondence opened in the past.

Usage Advantage

- Time Savings: Instead of manual listing, you reach the result directly with a single keyword.
- Duplicate Registration Prevention: Before adding a new person, you can check if that person is already registered in the system by searching.
- Quick Action: As soon as you find your customer, you can start a new "Interview" or assign them a "Task".

Professional Tip: While searching, you can further narrow down the results by using specific details such as the last 4 digits of the phone number or the email extension, not just the name.

We have come to the Status management, one of the most critical features of the Spechy guide in terms of operational efficiency and team management. This feature not only informs your availability status to your team but also provides data for performance reporting in the background.



REFERENCE VIEW

I have turned this information you shared into a professional structure compatible with the other headings of our guide:

SECTION 11

Status Management

The status allows you to determine your immediate availability level on the platform. This way, your team members and managers can easily see if you are currently working.

How Do You Update Your Status?

You can press the following options from the status menu located at the top of the platform or in the profile area:

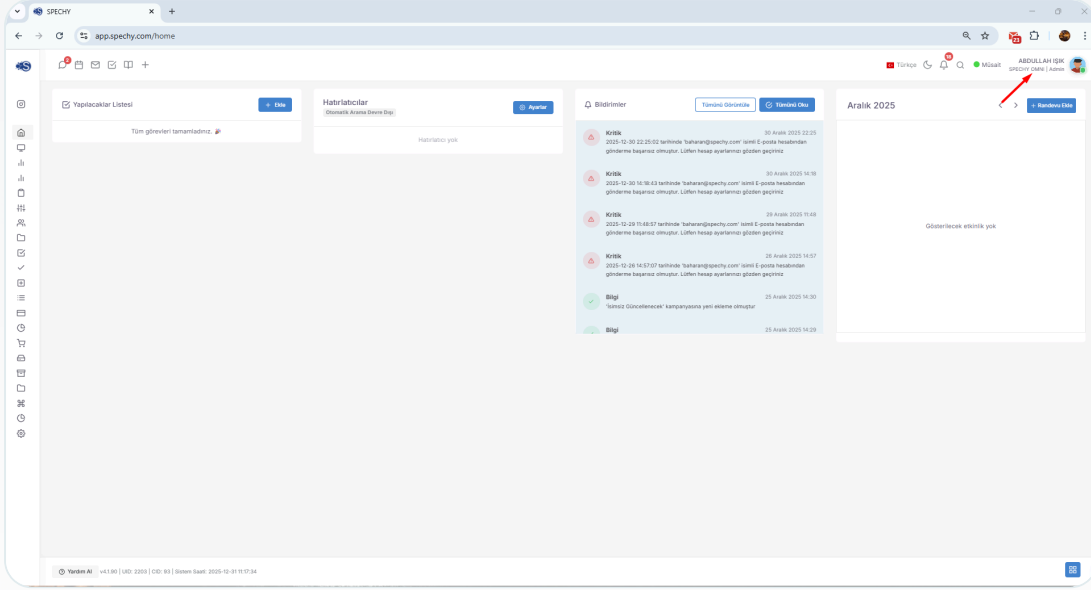
-  Ready/Active: Indicates that you are ready to answer incoming calls, correspondence and tasks.
-  Break: Used during short rest intervals.
-  Meal Break: It updates your status during the daily meal time.
-  Meeting: Indicates that you are in an internal or external discussion, and that you cannot focus on a new job at that moment.
-  Special Situations: You can also choose other options such as "Training", "Technical Issue" or "Project Work" determined by your institution.

Why is it Important?

- Correct Job Distribution: The system cannot automatically assign a new live call (Call/Chat) to a user who is in the "Break" or "Meeting" mode.
- Team Transparency: Before reaching a friend, you can instantly understand if they are available by checking their status.
- Efficient Reporting: At the end of the day, the amount of time spent on each situation can be reported, which strengthens operational planning.

Professional Advice: Not forgetting to update your status when leaving your desk prevents customers from being kept waiting and ensures that intra-team communication runs smoothly.

We continue with the Profile section of the Spechy guide, which is the personal management and security center. This area is like a "control tower" where the user manages his identity in the system and ensures his security.



REFERENCE VIEW

I have detailed this information you shared in accordance with the general flow of the guide:

SECTION 12



My Profile Module

Access URL; <https://app.spechy.com/settings/profile>

My Profile is the section where you manage your personal information on the platform, update your security and end your session.



What Can You Do?

- Changing Profile Information: You can update your personal identifiers such as your name, surname, contact information or profile photo.
- Password Update: To protect your account security, you can periodically or when needed, change your current password to a new one.
- Log-out: You can perform the secure log-out operation to ensure the security of your account when your work is over or when you disconnect from a shared device.



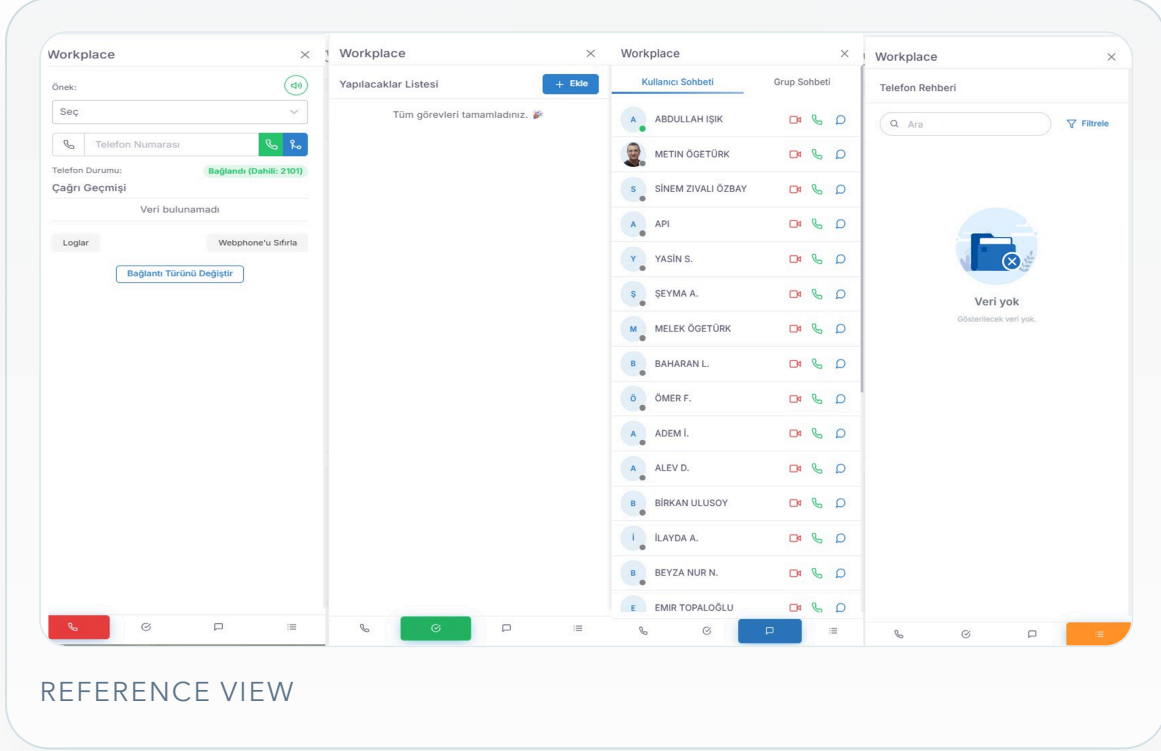
Why is it Important?

- Security: Updating your password from this menu at regular intervals minimizes the risk of unauthorized access.
- Representation: Having up-to-date profile information ensures that you appear with the correct identity in internal communications and customer contact.
- Data Privacy: Using the "Log Out" option helps protect your data by preventing your session from remaining open.

Security Note: When updating your password; it is recommended that you choose complex combinations containing uppercase letters, lowercase letters, numbers and special characters for your system security.

SECTION 13

Workplace (Quick Access Panel)



REFERENCE VIEW

Workplace is a multifunctional control center that accelerates your Spechy experience, accessible by tapping the square button in the lower right corner of every screen. It contains four main tools:

1. Call Screen (Softphone)

- Manual Search: You can start an instant voice call by dialing the number you want to call.
- Call History: You can list all your recent calls, incoming, outgoing and unanswered, and make a return with one click.
- Calling with Different Numbers: Within your authorization, you can make calls by selecting different outgoing numbers (DIDs) defined in the system.

2. To-Do List (To-Do List)

- Full Integration: This list works in sync with the "To Do" section on your homepage.
- Quick Follow-up: While having a conversation or reading an email, you can add a new task or highlight the tasks you have completed.

3. Chat (Messenger)

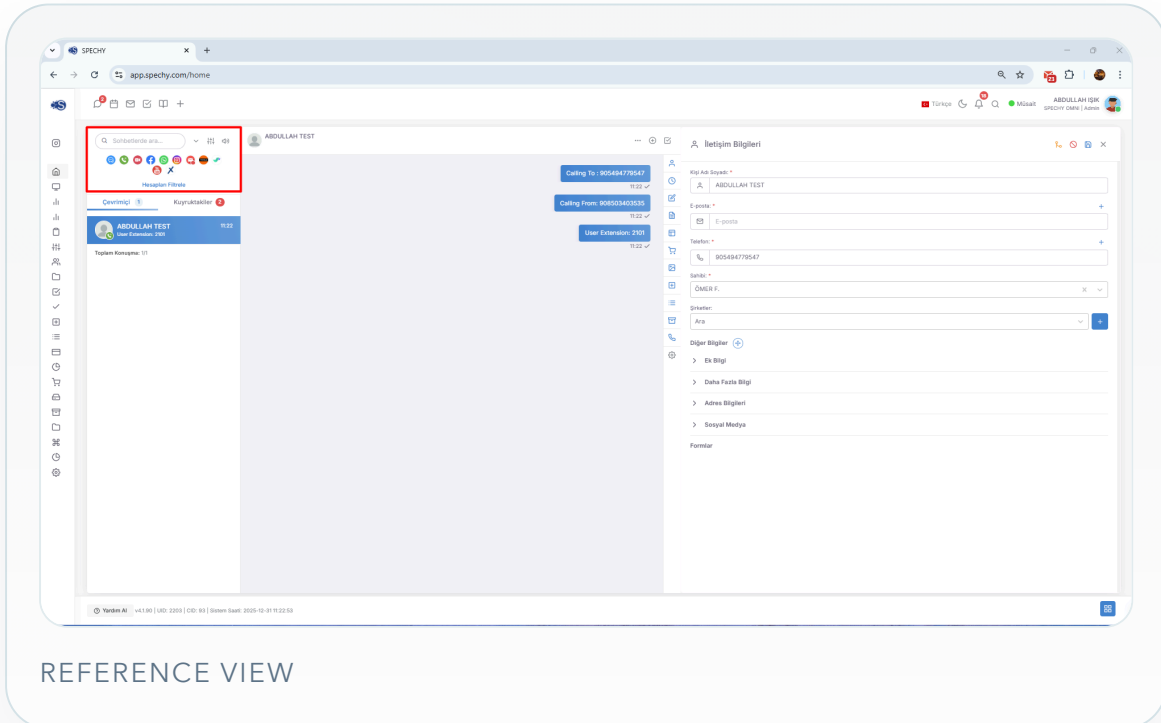
- Personal Communication: You can instantly write to other users, call them directly by voice, record voice messages or send important documents.
- Group Chats: You can provide file sharing and fast coordination by creating team or department-based groups.

4. Phone Directory

- Person Management: You can quickly register new people in the guide.
- Detailed Information: Not only the number; you can also store the person's location and additional contact information in the form of a business card.

Professional Advice: Since the Workplace panel is in a "collapsible" structure, you can close it when you are done with your work and expand your screen area, and you can continue from where you left off with just one click when you need it.

We are deepening the guide by adding details about the most exciting and operational traffic management module of our Spechy guide, the Conversation module. This module is the control center of omnichannel communication.



I have combined these specific features you shared with the other sections of the guide to form a professional structure:

 Conversation (Interview Management) Module

Conversation allows you to manage message traffic from all connected communication channels (WhatsApp, Web Chat, Social Media, etc.) from a single screen without any confusion.

Advanced Filtering and Editing Options

You can use the following tools to manage your meeting list efficiently:

- **Channel-Based Filtering:** You can quickly filter between channels to focus only on a specific source (e.g., only WhatsApp or only Web Chat).
- **Account-Based Filtering:** If you have multiple accounts belonging to the same channel type (for example, two different Instagram accounts), you can narrow down the conversations by selecting between these accounts.
- **Smart Sorting:** You can sort the meetings chronologically in "Oldest to Newest" or "Newest to Oldest" according to your business priorities.
- **Mute:** When you need to focus during heavy traffic or for a certain period of time, you can prevent notification clutter by muting the channels you choose.

Usage Advantage

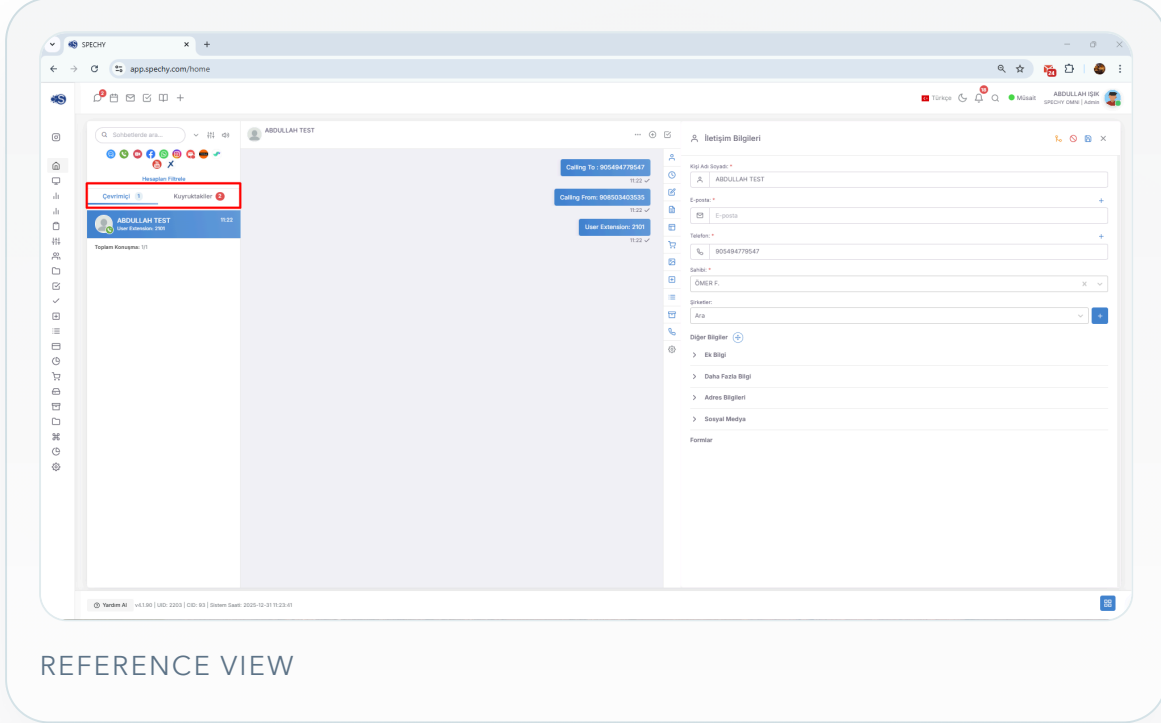
- **Focused Work:** Thanks to filters, you only see messages on the channels you are responsible for, and you prevent distractions.
- **Quick Answer:** You can instantly react to the most recent messages by reordering them in reverse order.
- **Flexibility:** The mute channels feature helps representatives manage screen clutter in situations such as breaks or meetings.

Professional Recommendation: You can capture the most fresh customer requests using the "Back to Old" ranking during the busiest hours of the day, and you can clean all past requests waiting with the "Old to New" ranking during off-peak hours.

SECTION 14



Conversation (Conversation Flow) Module



REFERENCE VIEW

The listing structure on the meeting screen is divided into two basic categories to distribute the workload fairly and regularly:

1. Queued Items (Queue)

This tab includes all interactions that have just been added to the system and have not yet been answered by a customer representative:

- Source: Every new message coming from communication channels (WhatsApp, Web Chat, etc.) first falls here.
- Ownership: There is no owner yet. Representatives start processing the negotiations "on behalf of" this pool.
- Speed: It is critical to keep the waiting time in the queue to a minimum for customer satisfaction.

2. Online (Active Conversations)

This tab represents meetings owned and actively managed by a representative:

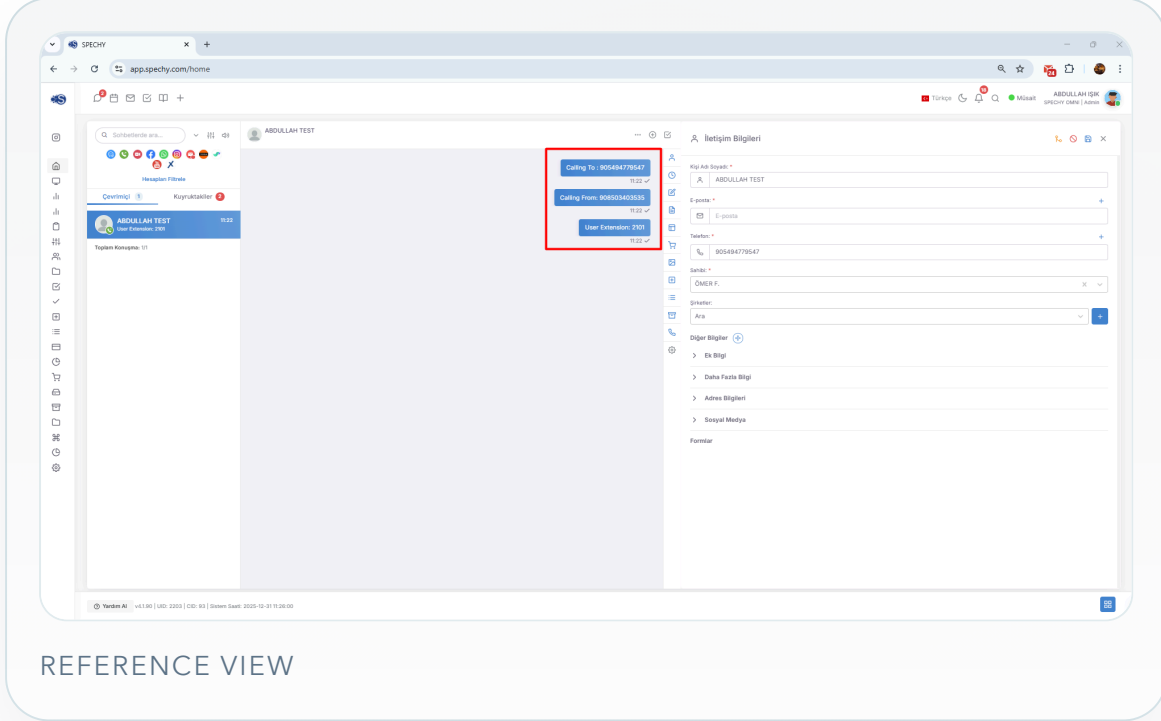
- Under Processing: All transactions that the user (representative) has taken over and continues to communicate with are listed here.

- Management: The representative responds to the customer, sends the file or concludes the interview through this tab.
- Personal Pool: Each representative keeps his focus by following the "Online" meetings he takes on himself.

Professional Advice: When you take a waiting appointment in line, the system automatically opens the customer's Personal Card; thus, you can start the appointment with full control.

SECTION 15

Caller ID and Line Information



REFERENCE VIEW

When you start a call or receive a call via the search screen (Softphone), the following three critical information are located at the top of the screen:

Information Displayed

- Number you are looking for: The phone number of the customer or person you are currently communicating with.
- Number You Searched: Your outgoing number (DID), which is defined in the system and appears on the other party's screen. If you have multiple numbers, you can verify which line you are talking on here.
- Your Internal Number: A short number assigned to you within the system (Example: 1002). This information identifies you during intra-team transfers or domestic calls.

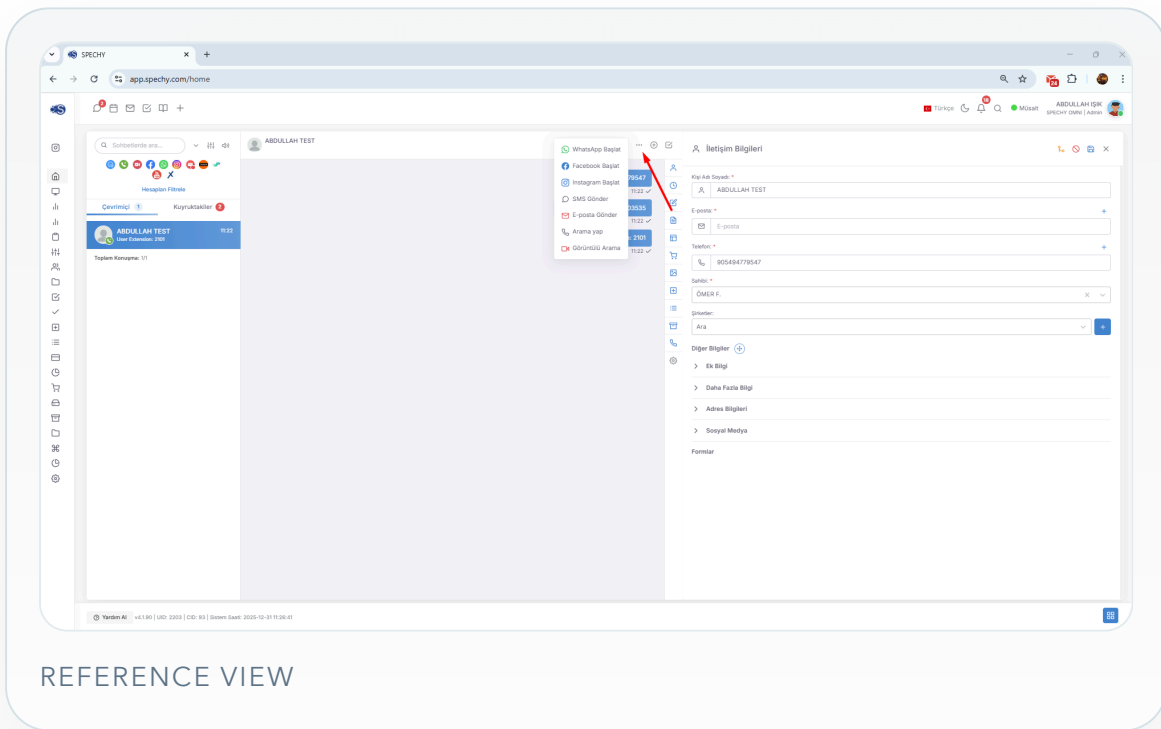
Why is it Important?

- Correct Representation: Knowing which number you are calling allows you to address the customer with the correct corporate identity.
- Quick Action: You can use this information when transferring a call to another friend or asking for help from the internal line.

- **Security and Control:** It helps you monitor in real time which lines the search traffic is passing through.

Professional Recommendation: If you have different extension numbers for different departments (Sales, Support, etc.), make sure you are calling with the correct identity by checking the "Number You Are Calling From" information before starting the call.

We have come to the Start Conversation module, one of the most proactive features of the Spechy guide. This feature allows you to start the process without waiting for them to write, to contact the customer.



REFERENCE VIEW

I have detailed this critical step you shared in accordance with the professional structure of our guide:

SECTION 16



Interview Start Module

Start Meeting is a tool that allows you to get out of passive waiting and start an active communication process. When you want to reach the customer, you can engage in a dialogue by selecting the desired channel through this module.



How to Use?

- Channel Selection: You can select the platform you want to contact (WhatsApp, SMS, Email, etc.) from the list.
- Person Identification: You can select a registered person in your guide or specify a new target by entering a number/email.
- Starting the Transaction: A call window will open through the channel you have selected and you can send your first message/call.

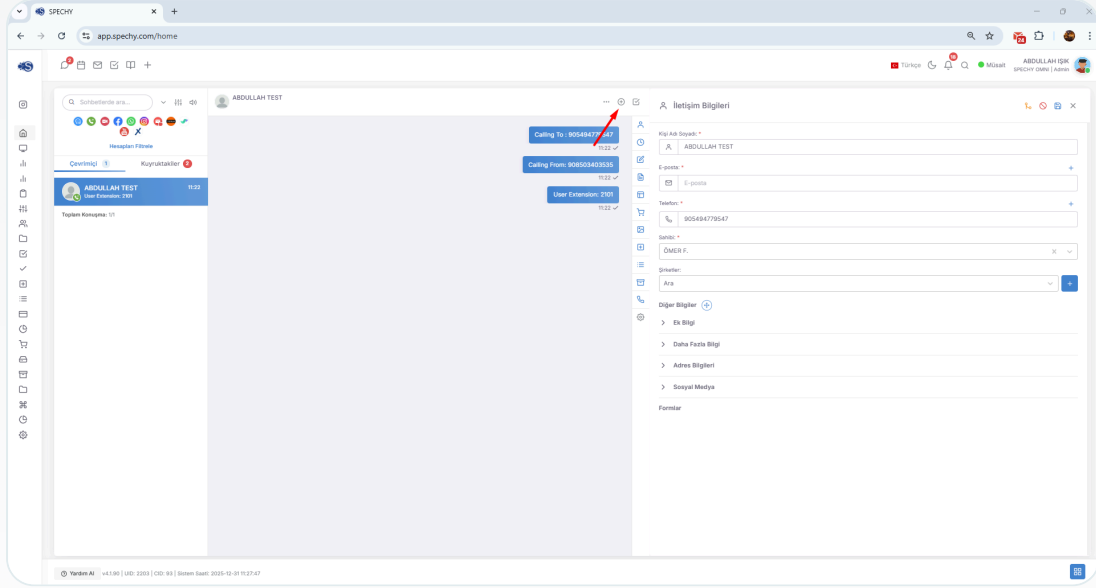


Usage Advantage

- Proactive Support: When a problem is solved or you want to provide information about a campaign, you can take the first step for the customer.
- Channel Flexibility: You can increase your access rate by selecting the channel that the customer uses or prefers the most (e.g., only WhatsApp).
- Central Registration: Every conversation you initiate automatically creates a "Meeting Record" in the system and is processed into the past.

Professional Recommendation: When starting a conversation, you can send your messages faster and in a more corporate language by using the ready-made text templates in the Knowledge Base.

We have reached the most critical step of the Spechy guide in terms of operational efficiency and data analysis, which we can almost say is the "golden rule", the Result Code (Disposition Code) step. This step is the process of crowning every interview with a "label" and turning it into meaningful data in the system.



REFERENCE VIEW

I have turned this vital information you shared into one of the most emphasized sections of the guide:

SECTION 17

Adding Result Code (Disposition Code)

Every interaction on the Spechy platform has a purpose and a result. Processing this result into the system when the interview is completed is essential for the health of the operation.

Why Should You Choose a Result Code?

- Reporting: It allows you to see numerically how many meetings were held on which topics at the end of the day (e.g. Sales, Technical Support, Complaints, etc.).
- History Control: When browsing backwards from the "History" tab, it helps you understand what happened by just looking at the code without listening to or reading the content of the conversation.
- Transaction Tracking: By analyzing which topics are experiencing high intensity, you can shape company strategies according to these data.

How Does the Process Work?

- Automatic Card: For every call made (Incoming/Outgoing Call, WhatsApp, Chat, etc.), the system automatically opens a Person Card.
- Closing Stage: When the interview ends, a list of "Result Codes" appears in front of the representative.
- Mandatory Choice: You must end the conversation by selecting the code that best matches the nature of the transaction.

 **Important Note: Person cards that are closed or left unfinished without selecting the result code will appear as "Unknown" in reports, negatively affecting efficiency analyses. Making this selection after each interview is an integral part of a professional workflow.**

We have come to the most powerful automation feature of the Spechy guide: Advanced Result Codes and Workflow Automation. This feature is not only a reporting tool, but also serves as a "smart assistant" that accelerates operations and eliminates the margin of error.

Sonuç Kodu Ekle

Sonuç Kodu Ara

▼

AranacakHatırlatıcı

OlumluHatırlatıcı

TEST

İKForm

Olumsuz

BayiHatırlatıcı

Tanıtım Yapıldı - Trendyol - ADEM

Tanıtım Yapıldı - Trendyol - ÖMER

REFERENCE VIEW

I have brought these technical details you shared to a professional structure as the final touch of our guide:

SECTION 18



Advanced Result Codes and Automation

Choosing a result code in Spechy is not just a label; it can trigger complex workflows running in the background.



Mandatory Areas and Integrations

You can define the following "mandatory" actions behind the strategic result codes you have determined:

- **Reminder & Calendar:** Depending on the selected code, the system may set up an automatic reminder for the user or open a date field in the calendar.
- **Form & Agreement:** If the meeting ends with a sale or contract, it may be mandatory to fill out the relevant form or agreement text.



Automatic SMS and Email Sending

Thanks to the "Template Triggerer", one of the most efficient features, the process works as follows:

- **Definition:** Ready SMS or Email templates are attached behind certain result codes (e.g., "Information Provided", "Appointment Approved").
- **Trigger:** The system activates as soon as the user finishes the consultation and selects the relevant result code.
- **Automatic Sending:** The notification message defined for the customer (the person who received the interview) is automatically sent in the second when the personal card is closed.



Usage Advantage

- **Speed:** Eliminates the burden of the representative manually writing emails or SMS.
- **Standard:** Ensures that all customers receive an error-free response in the same professional language.
- **Complete Data:** Thanks to mandatory fields, it guarantees that no form or appointment is missed.

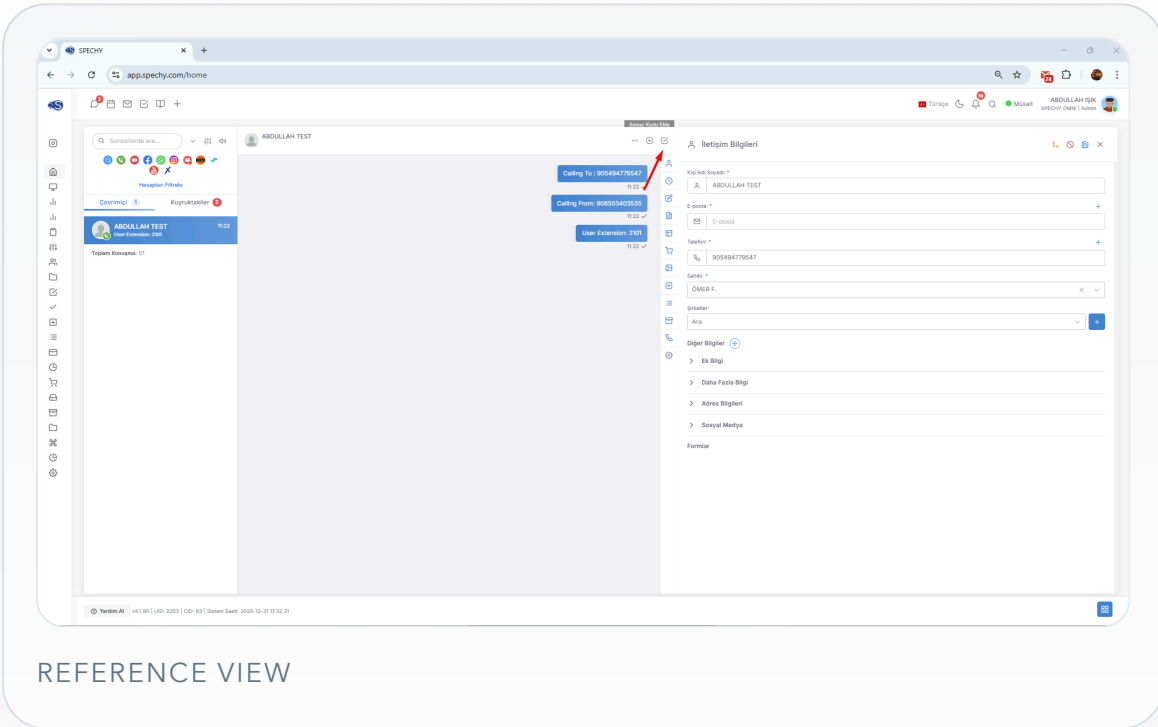
Professional Tip: By attaching a "Thank You Email" to critical codes such as "Sale Completed", you can take the customer experience (CX) to the highest level without the need for human intervention.

SECTION 19

Save and Close (Person Card Closure Protocol)

When a meeting or transaction is over, manually closing the Person Card you are working on is the most critical step for the accuracy of your data.

Transaction Steps and Critical Rules



- Manual Close: After making all your note entries, result code selections and adjustments, you must end the card using the "Save and Close" button.
- Data Approval: This process ensures that the changes you make are permanently processed into the database.

24 Hour Rule (Automatic Shutdown)

If a person leaves the card open, a security mechanism applied by the system to protect the data health comes into play:

- Duration: If the period expires within 24 hours from the moment the card is opened, the system card will be automatically closed.
- Result: Cards that are automatically closed are considered terminated without selecting the result code.

- Impact: This situation causes the occurrence of "Uncertain/Incomplete Data" in reports and leads to the erroneous measurement of representative performance.



Why is it Important?

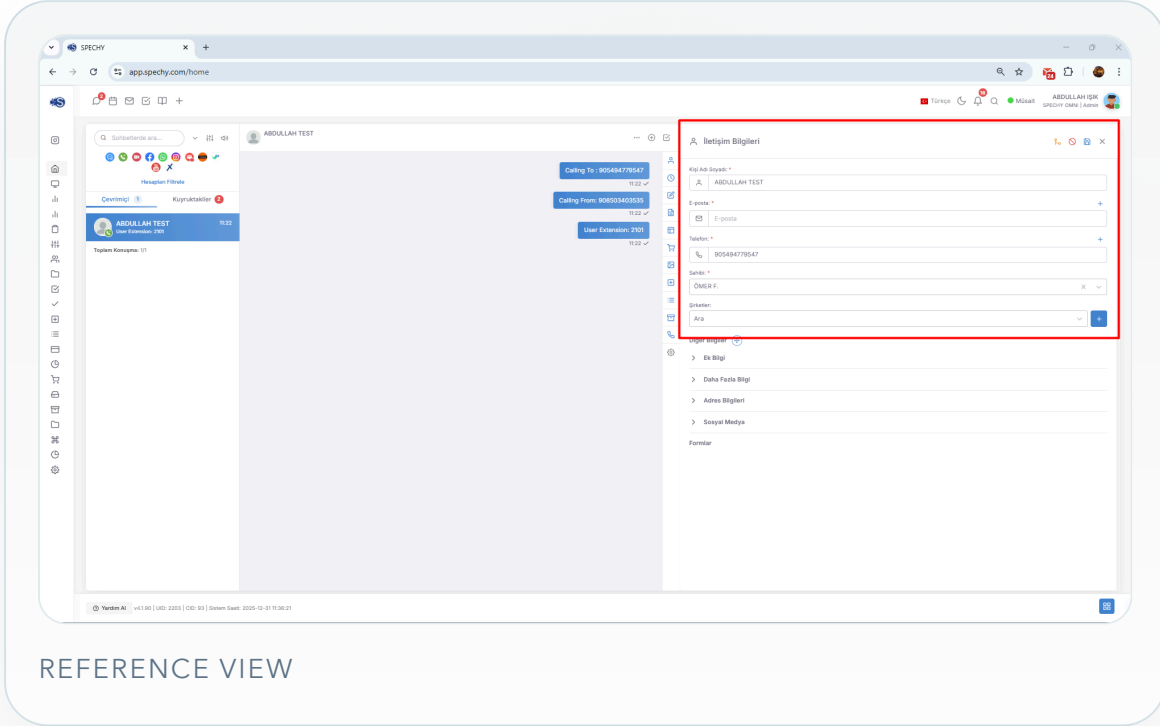
- Instant Reporting: As soon as you close the card, the data for that meeting is reflected in the management panel and statistics.
- Workload Management: Open cards accumulate on the representative's screen and make it difficult to focus.
- System Health: Manual shutdown ensures that automation (SMS/Email sending) works correctly by ensuring that you meet the "Result Code" requirement.

Professional Advice: Before your shift ends, make sure to check all your open person cards and click "Save and Close". Cards that are stuck in the 24-hour rule may bring up the question of "why it did not result" in past checks.

SECTION 20



Personal Card and Data Management



REFERENCE VIEW

The Person Card, which opens when an interaction begins, is built on three main pillars to identify the customer and manage the process correctly:

1. Contact Information (Contact Info)

You can centrally keep all transportation channels related to the customer in this area:

- Identity: The person's full name and surname.
- Phone World: You can enter more than one phone number belonging to a person into the system, not just one number.
- Digital Addresses: By adding one or more email addresses of the person, you can match the correspondence history with these addresses.

2. Owner of the Second Meeting (Ownership)

There is a ownership structure in the system that operates according to the principles of "responsibility" and "tracking":

- First Contact Rule: The representative who initiates the meeting or provides the first communication by taking the queue is automatically assigned as the "Owner" of that meeting by the system.

- Liability: This structure clearly shows who the recipient is when there is a development related to that customer in the future.



3. Company Relationship Linkage (B2B Integration)

You can connect individual customers with corporate structures:

- Corporate Relationship: If there is an institution/company that the person works for or is affiliated with, you can add this information to the person card.
- Centralized View: Thus, you can report all meetings made by different people from the same company under a single corporate umbrella.

Professional Advice: The more detailed (such as multiple emails and phone numbers) you fill in the information on your personal card, the higher the likelihood that requests from different channels in the future will be matched with the same person, and duplicate registrations are prevented.



- **Single View of Customer:** It allows you to see all the customer's past correspondence, requests and notes not divided into different cards, but in a single timeline.
- **Data Cleaning:** By preventing the system from having 2-3 of the same person, it helps the guide stay current and regular.
- **Correct Reporting:** It prevents data fragmentation when analyzing how many times a customer has called or how long it takes to reach a solution.

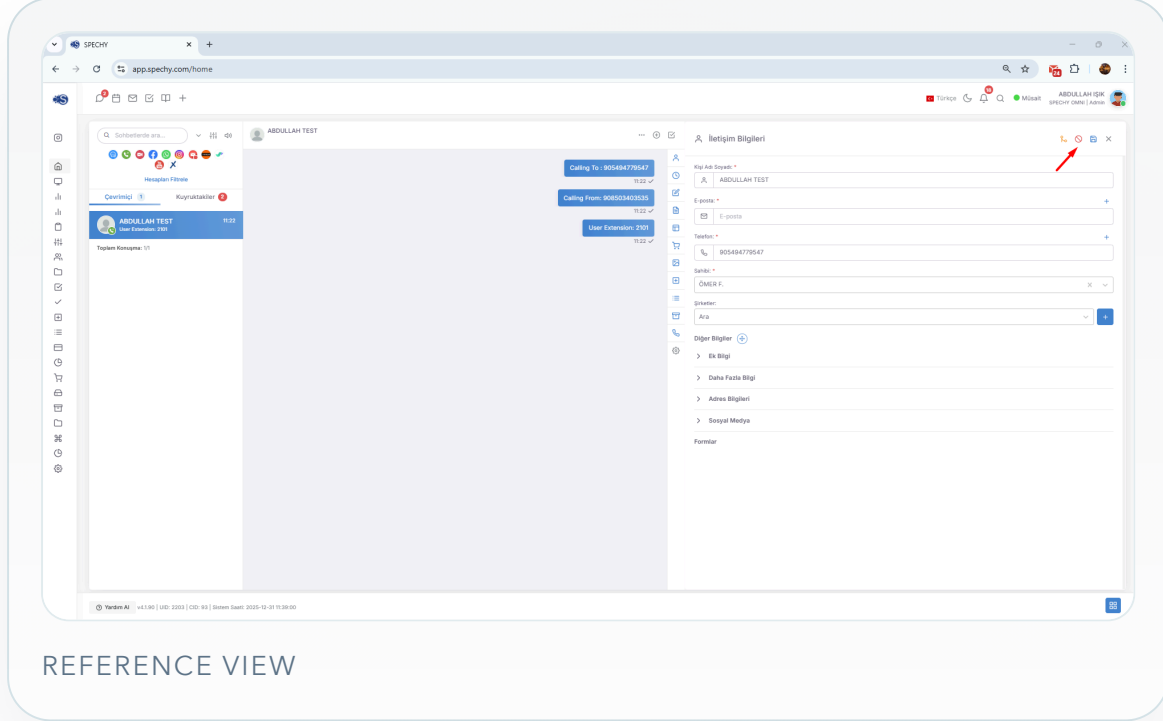
When you notice that a new registration has been opened with a different contact information belonging to the same person (for example, an old email or a second phone line):

- Matching: You can use the "Combine" command by selecting two records.
- Data Transfer: All contact information and past conversations on the second card are automatically transferred to the main card.
- Single Profile: At the end of the transaction, there is only one "Main Person Card" left in the system and all information is consolidated on this card.

Professional Advice: Since the merging process is irreversible, it is important for data security to ensure that the first name, last name and contact information are truly the same person before merging the cards.

SECTION 22

Block (Block Person and Channel)



REFERENCE VIEW

Block is a security tool used to restrict the access of a specific person or number to your system. This way, your teams can focus only on real customer requests.

How to Apply and What are the Options?

When you decide to block a person, the following flexible options appear:

- Channel-Based Selection: You can specifically choose which platforms (WhatsApp, SMS, Voice Call, etc.) a person will be blocked from using. If you wish, you can block access from only a specific channel or all communication channels.
- Add Explanation: You can note the reason for the blocking process (e.g., "Spam content", "Incorrect number", "Improper tone") as a note to the system.
- Permanent/Temporary Solution: This process completely prevents that person from wasting time by falling on the screen of the representatives.

Why is it Important?

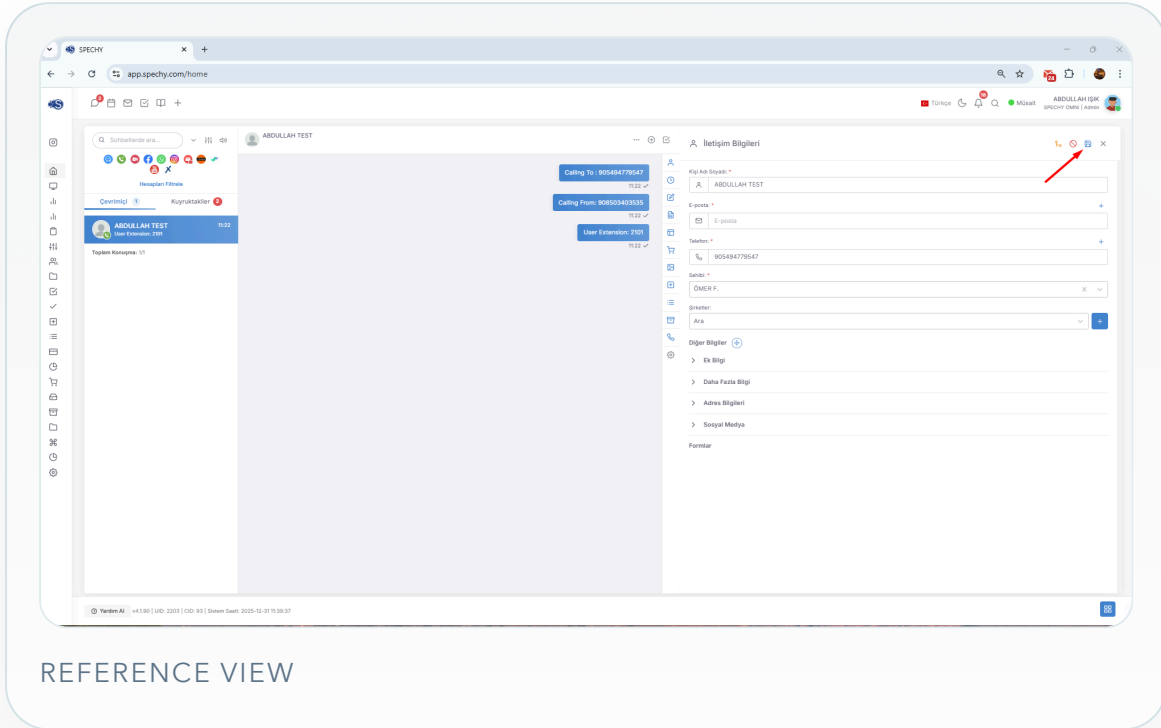
- Efficiency: Prevents spam (unnecessary) calls or messages from filling the "Queue" structure and causing real customers to wait.

- Representative Motivation: It maintains work peace by cutting off access to the system for individuals who exhibit inappropriate behavior.
- Transparency: Thanks to the statements written, your other team members can also see why the person in question was blocked from their past records.

Professional Recommendation: Filling out the "Description" section before blocking guides the management in future inspections or in the detection of blocked items made by mistake.

SECTION 23

Save (Instant Data Update)



REFERENCE VIEW

Save is the button that allows information updates such as name, phone number, email or company on your personal card to be processed instantly by the system.

The Difference Between "Save" and "Save and Close"

These two processes should not be confused, because both have different purposes:

- **Save:** It updates the data while the conversation is still ongoing or while working on the person card. It does not close the card, it only writes the current changes to the database.
- **Save and Close:** It notifies the system that the transaction is completely completed, finalizes the result code and removes the card from the screen.

Why is it Important?

- **Prevents Data Loss:** By recording the notes you take or the numbers you update during a long meeting instantly, you prevent data loss in case of a possible connection loss.
- **Live Update:** As soon as you save the information, another team member can access the most up-to-date data when they query the same person.

- **Flexibility:** It is used to make sure you are comfortable with all the other changes you have made, if you are not yet ready to close the card (for example, if you are still waiting for a file).

Professional Tip: Especially in complex files where you enter a lot of information, use the "Save" button as a checkpoint. This way, you can ensure that your data is safe before saying "Save and Close" at the end of the process.

SECTION 24



More Information (Segmentation and Title)

REFERENCE VIEW

More Information allows you to detail your customer's profile beyond the basic contact information on the person card. This field is especially critical for marketing and correct targeting strategies.

What can you define?

You can process the following data using the title and category fields under this tab:

- Customer Type: You can determine service priority by categorizing your customer into categories such as "Potential", "Loyal Customer", "Supplier" or "VIP".
- Professional Group: By selecting the person's field of expertise (e.g., Doctor, Engineer, Lawyer, etc.), you create a basis for offering them special campaigns or information.
- Title Selection: You can determine how to address the person during the interview or their position in the corporate hierarchy (e.g., General Manager, Operations Manager, etc.) from here.



Why is it Important?

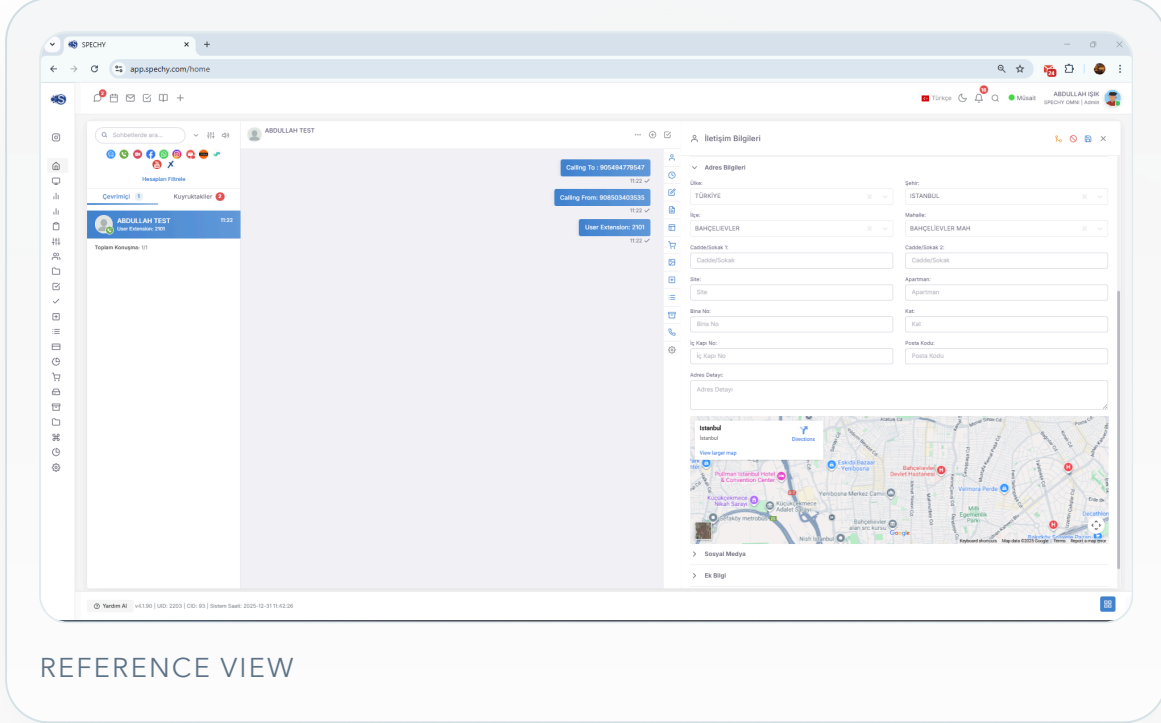
- Personalized Experience: Knowing your customer's profession or title allows you to establish a more professional and personalized communication language with them.
- Targeted Reporting: It helps you get answers to specific questions such as "How many engineers are registered in our system?" or "How many meetings were held with our VIP customers this month?"
- Segmentation: It facilitates sales or marketing teams to go to the right professional groups with the right offers.

Professional Recommendation: If you are managing a B2B (intercompany) process, filling in the "Title" section allows you to quickly identify the decision-maker within the company (purchase manager, etc.).

SECTION 25



Address Information and Map Integration



REFERENCE VIEW

Address Information allows you to record your customer's physical location on the personal card to the finest detail and visualize this location instantly.

🔧 Features and Usage

- Detailed Registration: You can process all address components such as country, city, district, neighborhood, street and door number in separate fields or in the description section in detail.
- Smart Map Zoom In: When you start typing the address or enter the full address, the system processes this data in the background and automatically zooms in the map panel on the side to that location.
- Verification: Thanks to the marking on the map, you can visually confirm the accuracy of the address you entered instantly.



Why is it Important?

- Logistics and Field Management: If you provide technical service, courier or on-site support service, it allows your staff to transfer accurate location information.

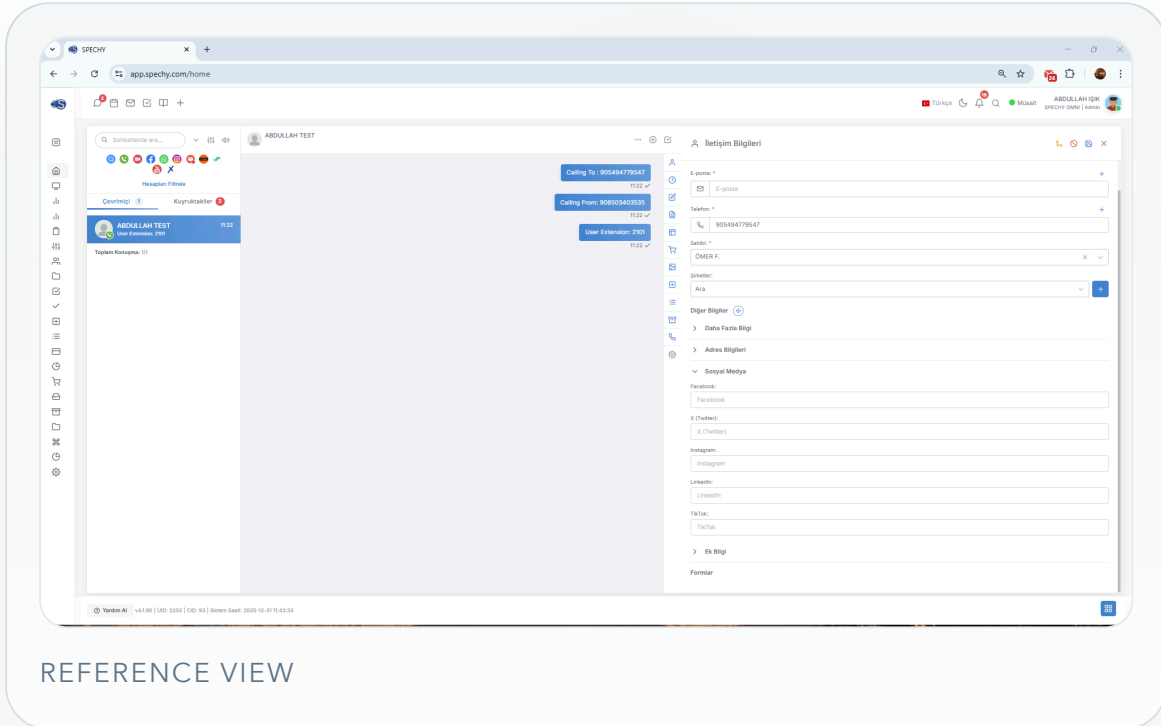
- Quick Action: Seeing the customer's location on the map makes it easier to locate the nearest field team or dealer.
- Regional Analysis: You can develop regional marketing strategies by seeing the locations where your customers are concentrated.

Professional Tip: When writing the address, don't forget to add additional information such as the building name or "type". Thanks to the map integration, you not only write an address, but you also digitally mark the route to your customer's door.

SECTION 26



Social Media Profiles and Integration



REFERENCE VIEW

Social Media allows you to collect your customer's digital footprint in the digital world (username and profile links) on the personal card at one point.

What can you define?

You can process the user information belonging to the following platforms that your customer actively uses into the system:

- Corporate and Individual Networks: User addresses on platforms such as LinkedIn, X (Twitter), Instagram, Facebook.
- Direct Link: By saving user names in this field, you enable your team to better familiarize the customer with the digital environment.



Why is it Important?

- 360 Degree Customer View: Knowing which platforms your customer is active on increases your chances of reaching them through the most accurate channel.
- Communication Speed: When responding to a request received via social media, the fact that this information about the person's profile is recorded on their card ensures that the representative is speaking with the right person.

- **Marketing and Brand Perception:** By analyzing your customers' social media habits, you can provide them with a more personalized experience.

Professional Recommendation: Especially in B2B processes, adding your customer's LinkedIn profile to this area makes it easier for you to make a short preliminary preparation before the interview and to communicate more effectively.



You can add these different data entry types according to your needs:

- **Text Boxes (Text Box):** For entering free notes or special codes.
- **Single Selection (Radio Button / Dropdown):** For situations where you want only one option to be selected from a specific list.
- **Multiple Selection (Checkbox):** Areas where multiple features or interests can be checked at the same time.
- **Date and Time Selectors:** For special reminders or event dates.

Flexibility and Obligation

- **Dynamic Structure:** You can open as much optional space as you want, and you can update these spaces as your business processes change.

- Required Fields: You can make any field you want "required to be filled" in order to ensure that critical data is not skipped. This way, the "Save" or "Select Result Code" operation cannot be performed without that field being filled.

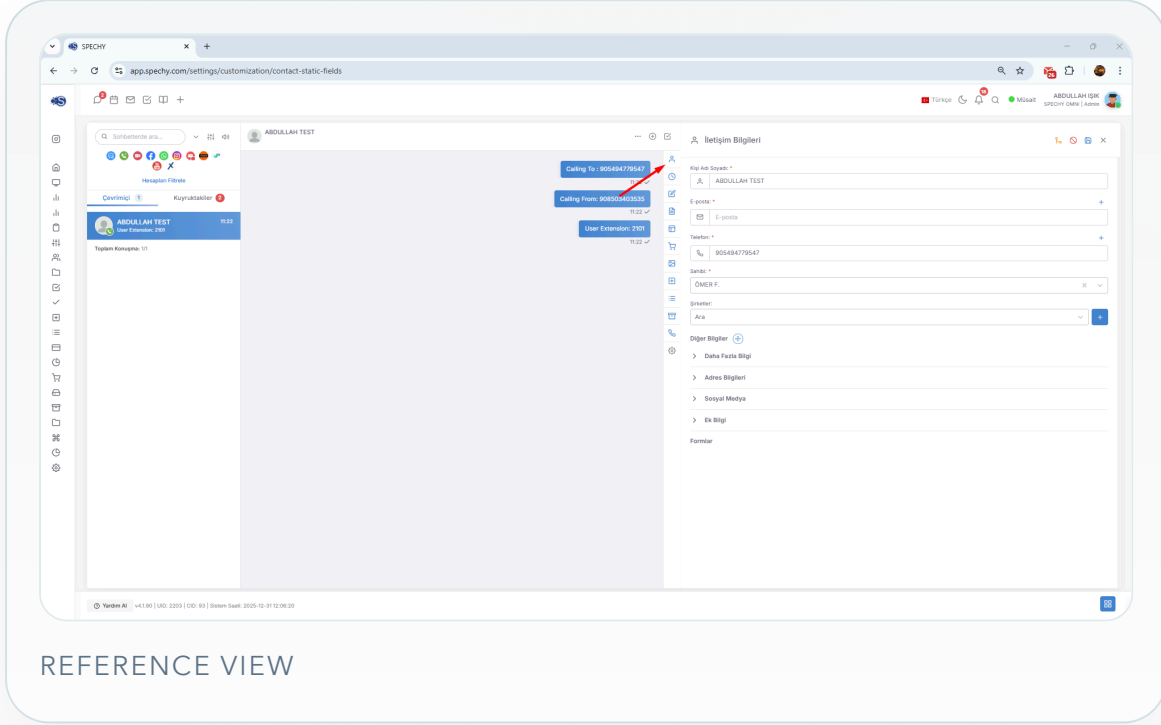
Why is it Important?

- Industry Compliance: It integrates sector-specific data such as "Property Type" for a real estate company and "Device Serial Number" for a technical service into the system.
- Data Standard: Thanks to the form elements, it prevents chaos by ensuring that all representatives enter data in the same format.
- Advanced Reporting: By filtering through these customized areas, you can obtain much more detailed and in-depth operational analyses.

Professional Advice: Opening too many mandatory fields can slow down the representative's speed. Therefore, only making the fields that are "essential" for your reporting mandatory and leaving the others optional increases operational efficiency.

SECTION 28

Contact Information (Person Card Consolidation)



REFERENCE VIEW

Contact Information is the center of all static and dynamic data recorded in the system about a customer or partner. This area allows the representative to see all kinds of details he may need at the moment of the interview at a glance.

What is Included in the Module?

- Basic Personal Information: First and last name, main phone numbers and primary email addresses.
- Location Information (Address): Location detection with physical location details and map integration.
- Social Media Identities: Usernames on digital platforms such as Instagram, X, LinkedIn.
- Corporate Identity (Title): The person's occupational group, position within the company and way of addressing.
- Private Areas (Additional Information): Customized according to your institution's workflow; text boxes, selectable forms and mandatory data entry fields.

Why is it Important?

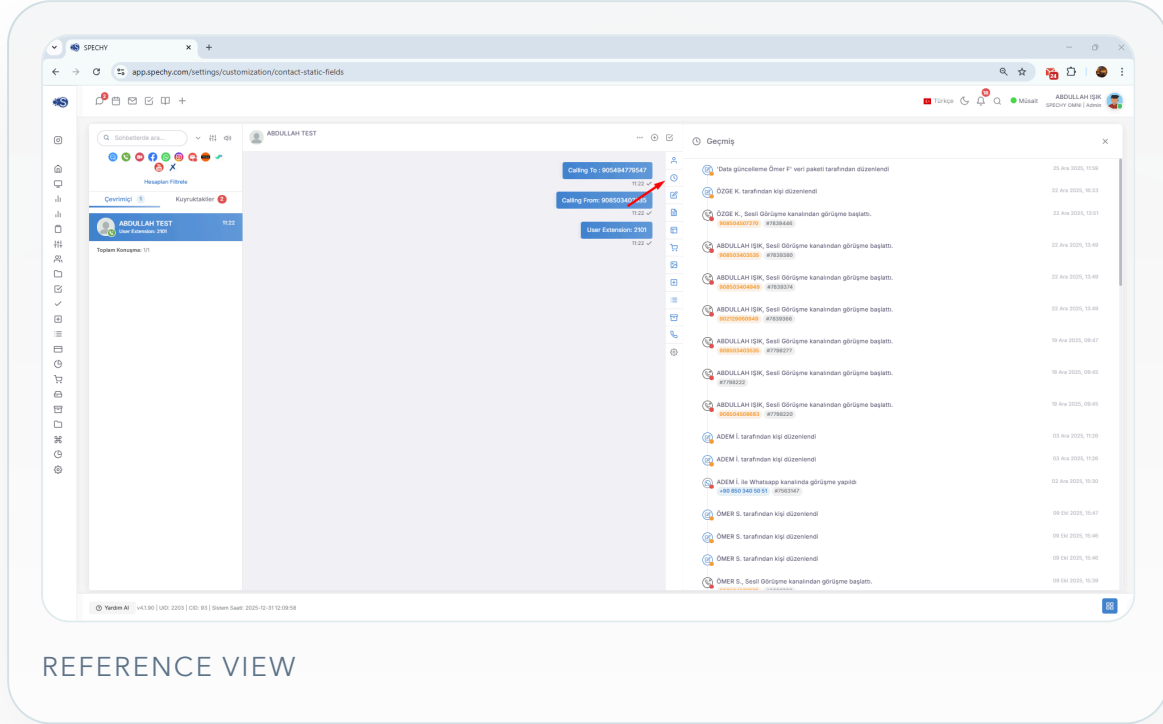
- **Integrated View:** It allows the representative to access all critical data about the customer from a single screen without having to navigate between different tabs.
- **Consistency:** Thanks to the special areas you add to the "Additional Information" section, it ensures that all your team members collect information at the same standard.
- **Personalization:** Details such as social media and title increase the quality of the approach established to the customer.

Professional Tip: Think of the contact information section as a "living entity". Including a social media account or an updated title that is missing in every meeting will increase the value of your database day by day.

SECTION 29



Past (Interview Timeline)



History is like a diary listing all the touchpoints (touchpoints) between that customer and your institution in the person card. A representative can have an overview of the customer's entire journey by looking at this section before starting the interview.

What Can Be Seen in the History Tab?

- Channel Information: Which platform the interview took place on (WhatsApp, Voice Call, Email, SMS, etc.).
- Representative Information: Which of your team members/representatives has previously spoken to the customer (Accountability tracking).
- Result Codes: How previous conversations ended (e.g., "Complaint Solved", "Offer Pending", "Information Provided").
- Time Stamp: Information about the day and time the interview started/ended.
- Content Access: (If authorized) Quick access to old correspondence content or voice recordings.

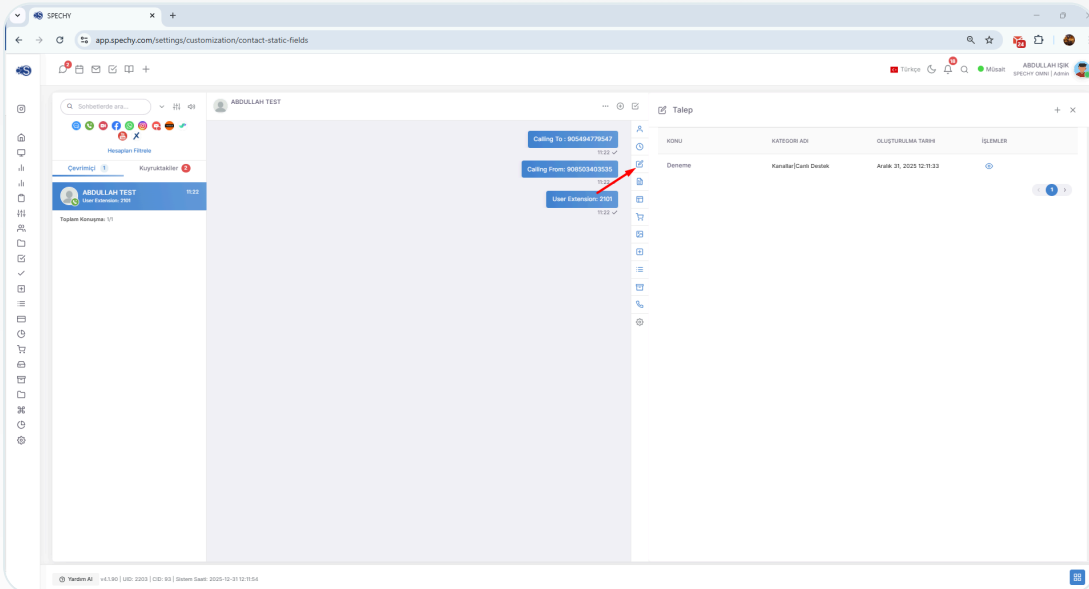


Why is it Important?

- Continuity: It allows the representative to continue from where he left off without the customer having to say "I told you this before".
- Context Provides: If the customer's last 3 consultations ended with a "Complaint" code, the representative may adopt a more empathetic approach in this consultation.
- Performance Analysis: It is an unique source to track how many different representatives a request goes to and how many steps it is solved in.

Professional Tip: Before starting to talk when you receive a new call, quickly glancing at the "History" tab allows you to gain trust by making the customer feel that you know their previous problems, beyond addressing them by their name.

We continue with the Request (Ticketing/Request Management) module, which represents the operational solution center of the Spechy guide. This feature allows you to not leave a conversation only in the "conversation" stage, but to turn it into a followable "business process".



REFERENCE VIEW

SECTION 30



Request (Ticket) Management and Tracking

Request is the inclusion of issues that cannot be resolved during a meeting with the customer or require a specific process (e.g., Return request, Fault record, Information request) into the workflow by being recorded.

What Can Be Done with the Request Module?

- Creating a Request: You can open a new support request (ticket) associated with the person at the moment of the conversation or after it.
- Status Control: You can instantly track which stage the created request is in (New, In Process, Pending, Solved, etc.).
- Process Tracking: You can see in chronological order who is on top of the request, how long it has been waiting and the updates made.
- Customer Information: As the request status changes (e.g., "Your request has been resolved"), automatic notifications can be triggered through the system.



Why is it Important?

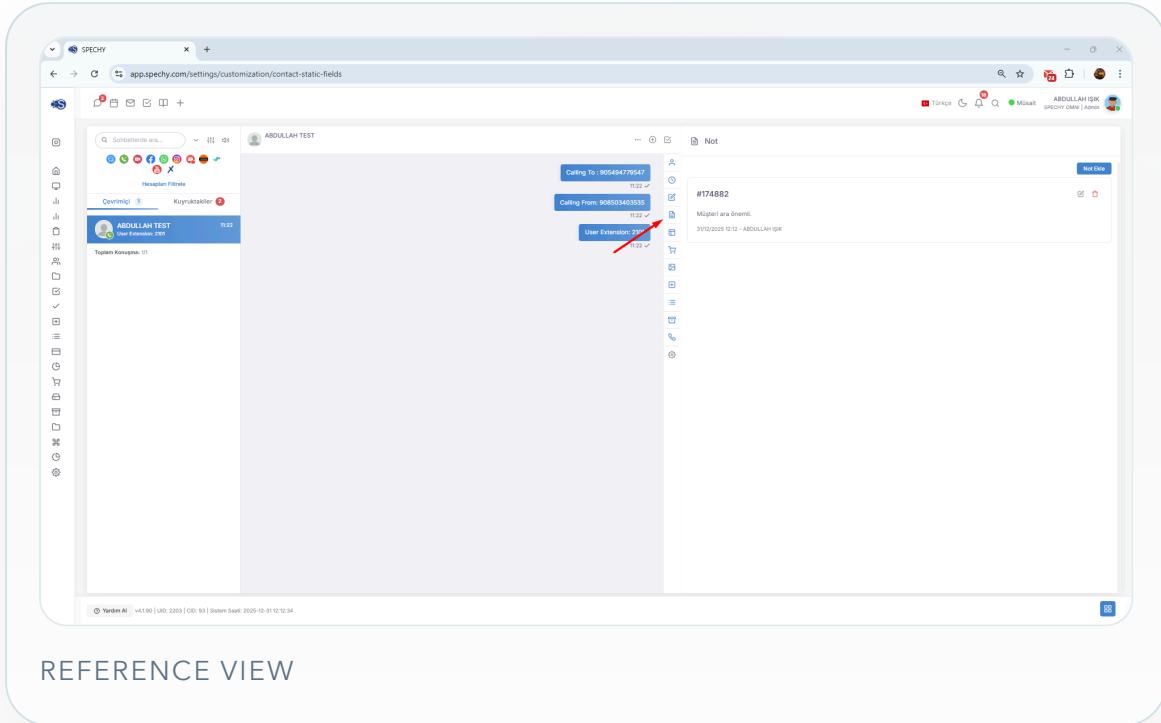
- Accountability: Prevents the loss of the customer's request in the system; each request has a owner and a deadline.
- Efficiency: It facilitates the transfer and tracking of complex problems to different departments (e.g. Accounting, Technical Team) based on "requests".
- Customer Satisfaction: When the customer calls back, it allows you to provide concrete information such as "Your request is currently in the review stage, we will get back to you as soon as possible."

Professional Advice: If the issue is not resolved immediately after a meeting, be sure to create a Request. This way, you can both track your work and your other team members can see the current process regarding that person.

SECTION 31



Note (Customer Special Notes)



REFERENCE VIEW

Note is the area where you record special information about that customer that only you or your team can see, which is included in the person card. Unlike the interview texts, this is used for strategic and reminder information.

What Can Be Noted?

- Critical Information: Operational warnings such as "The customer only wants to be called in the afternoon", "He is a user with VIP status", "He may repeat the previous technical problem".
- Personal Details: Address and communication preferences such as "Mr. X should be consulted with the brain assistant", "He prefers this template in corporate correspondence".
- Process Information: Additional notes that are not included in the interview but are necessary for the completion of the file.



Why is it Important?

- Team Synchronization: Your team member who will meet with that person after you can instantly see the customer's special sensitivities by looking at the notes section.

- Quick Adaptation: Instead of re-defining the customer every time, you can make him feel special with the small notes you receive.
- Data Depth: It increases service quality by recording "human" or "situational" details that are not included in forms or result codes.

Professional Advice: Keep notes short, concise, and understandable. Especially notes that start with phrases like "Important" or "Urgent" attract the representative's attention as soon as the card is opened, minimizing the margin of error.

SECTION 32



Form (Dynamic Data Collection and Tracking)

A form is a module designed for you to obtain information from the customer within a certain logical framework during an interview or to review forms that the customer has previously filled out.



What Can Be Done with the Form Module?

- **Data Entry During the Interview:** While speaking with the customer (voice or written), you can fill out the form by asking the questions defined in the system in order. This creates a "question-answer" flow, ensuring that no detail is missed.
- **Viewing Customer Forms:** If your customer filled out a form from your website or another channel (e.g., Application form, Complaint form), this data is listed directly under the Forms tab.
- **Standard Information Flow:** It creates an institutional standard in data entry by ensuring that all representatives ask the same questions.



Why is it Important?

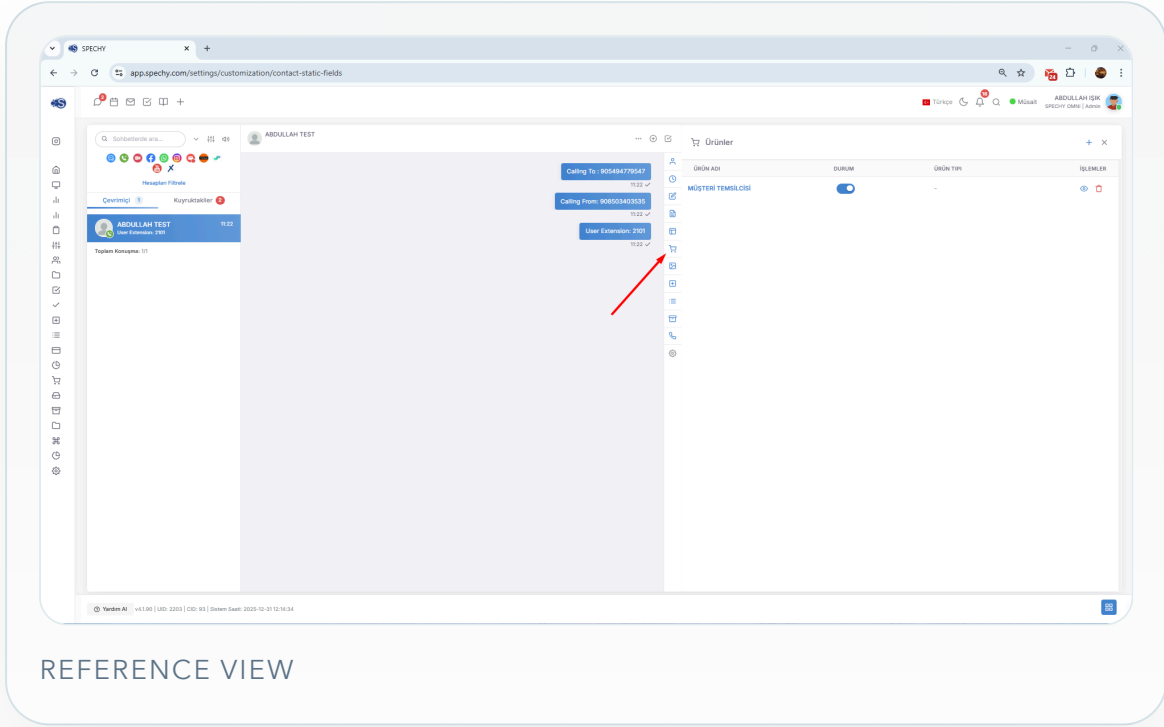
- **Reduces Error Rate:** The representative does not need to think about what to ask; he completes the process professionally by filling in the fields in the form.
- **Segmentation and Sales:** Depending on the answers from the forms, you can correctly segment the customer or instantly capture a sales opportunity.
- **Centralized Data:** The data entered by the customer himself and the data entered by the representative meet in the same place, thus preventing inconsistencies.

Professional Recommendation: When filling out a "Satisfaction Survey" or "Troubleshooting Log Form", processing the customer's answers on the form in real time eliminates the hassle of taking notes afterward and increases your productivity.

SECTION 33



Product (Interest Area and Inventory Management)



The product is the section in the personal card where you track which services or products your customer is interested in and what they are currently using.

What Can Be Done with the Product Module?

- Adding Products: You can link the products that the customer has contacted, purchased or wants to purchase to the personal card by selecting them from your portfolio.
- Interest Level Tracking: If a customer is interested in multiple products, you can see all these products in a list and determine your focus accordingly.
- Capturing Sales Opportunity: During the meeting, the representative adds a product mentioned by the customer here, creating valuable data for the sales team.



Why is it Important?

- Targeted Campaign: It allows you to make filters such as "Send SMS only to customers who are interested in product X".

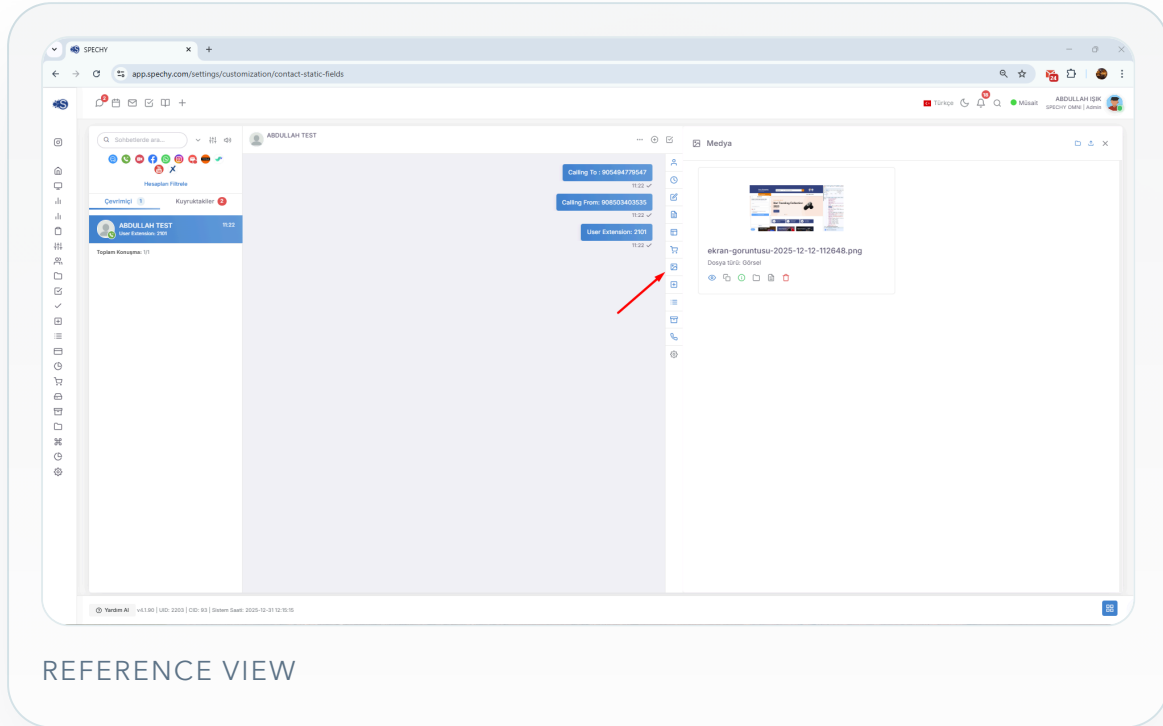
- **Personalized Offer:** By instantly seeing which product you are talking about when a customer calls, you can make an effective introduction such as "We have an update about the X product you were interested in last week."
- **Strategic Reporting:** It allows you to analyze which products you receive the most calls about or which products are more interested in.

Professional Advice: Even if the customer only asked to "get information", add the product they are interested in to this section. This way, when there is a discount or campaign related to that product in the future, you will have a ready-made list to reach that customer.

SECTION 34



Media (Image and File Archive)



Media is a pool where all files shared by the customer through communication channels such as WhatsApp, Email, Web Chat are automatically collected and displayed.

What Does the Media Module Cover?

Any kind of digital material received during correspondence is automatically recorded in this section:

- Images: Photos, screenshots (SS), product images.
- Documents: PDF files, Word documents, Excel spreadsheets.
- Multimedia: Voice recordings (Voice Message), videos.



Why is it Important?

- Quick Access: Instead of searching for a receipt or a malfunction photo in thousands of lines of correspondence history, you can access all files at a glance by clicking on the "Media" tab.
- Data Integrity: No evidence or document sent by the customer is lost in the system; it is permanently matched with the person card.

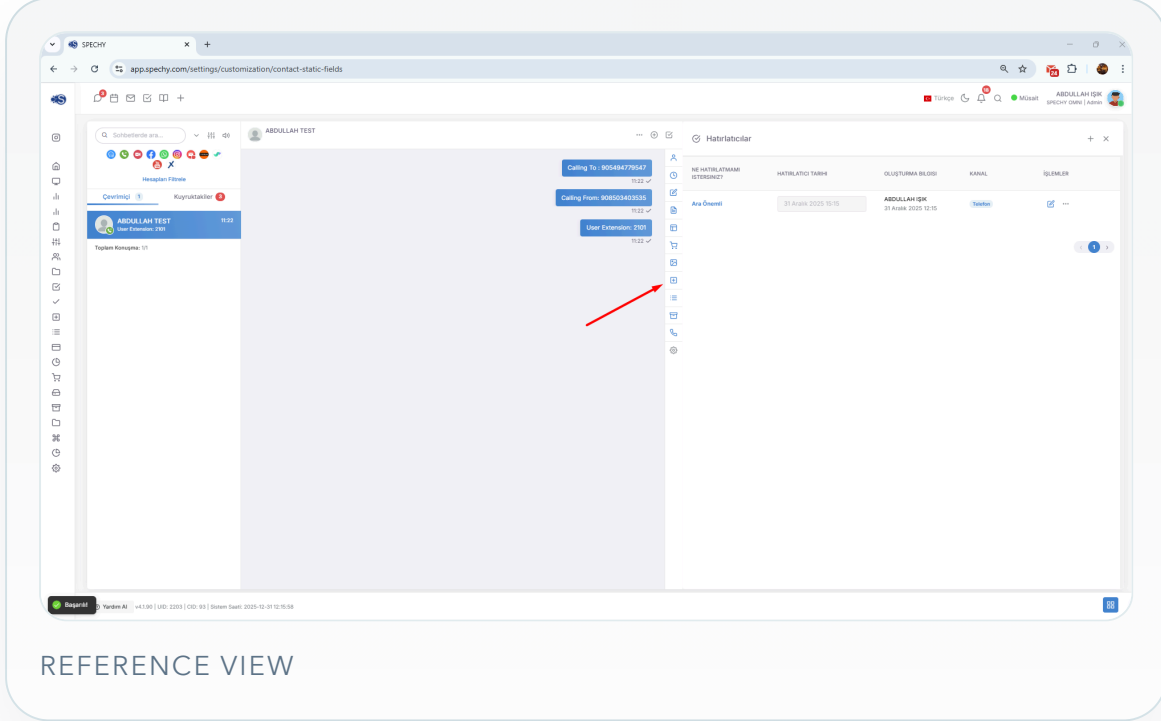
- Operational Speed: Especially in technical support or accounting processes, it allows you to instantly download and process the shared document.

Professional Advice: When reviewing a return or complaint process, first check the "Media" section. An image sent by the customer can provide a much more effective and faster solution to understanding the problem than a long text.

SECTION 35



Reminders (Timed Returns)



REFERENCE VIEW

Reminders are an alarm mechanism set up to remind you not to forget to return to the customer on a specific issue (giving a price quote, collecting information, calling back, etc.) after a meeting is over.

Notification System and Scheduling

The system does not leave you alone when the reminder time you have planned approaches and sends you a two-stage warning:

- 1 Hour Before: The first notification arrives; this is a warning to plan and prepare for the upcoming task (e.g., reviewing the file).
- 10 Minutes Before: The second and final notification arrives; this is an "instant" warning reminding you that you are about to proceed to the meeting.



Why is it Important?

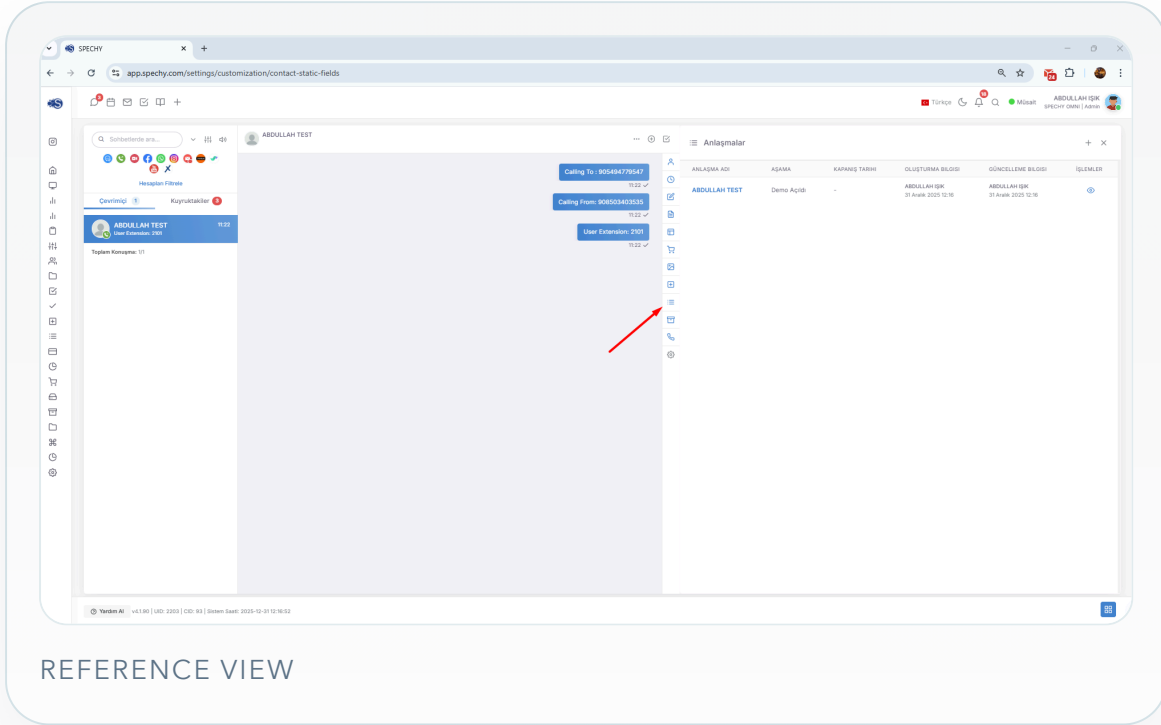
- Customer Loyalty: A customer who is called at the time you promised increases the trust he has in your institution.
- Operational Memory: It takes the burden of remembering when to return to which customer at what time in the busy pace of the day off your shoulders.

- Professional Tracking: Thanks to notifications, a flawless workflow is ensured so that no return request is overlooked.

Professional Advice: If you close a conversation with the code "Will be called again", be sure to set up a Reminder at the same second. This way, the system will start the tracking process on your behalf and will alert you when the time comes.

SECTION 36

Agreement and Proposal Management (PDF Proposal Submission)



The agreement provides you with a financial basis for an agreement for the product or services a customer is interested in. This module turns the discussion into a verbal commitment into a written commercial offer.

Sales Process with Agreement Module

- Creating an Agreement: You can create a digital agreement draft containing price, quantity and discount details for the products the customer is interested in.
- Automatic PDF Production: The agreement details you prepare turn into a stylish and corporate PDF Proposal File in seconds.
- Omnichannel Shipping: You can send the created PDF offer directly to the customer with one click via WhatsApp, Email or other active communication channels.

Why is it Important?

- Corporate Image: Instead of writing a price by hand to the customer, offering a professional PDF offer from the system increases the reliability of your brand.

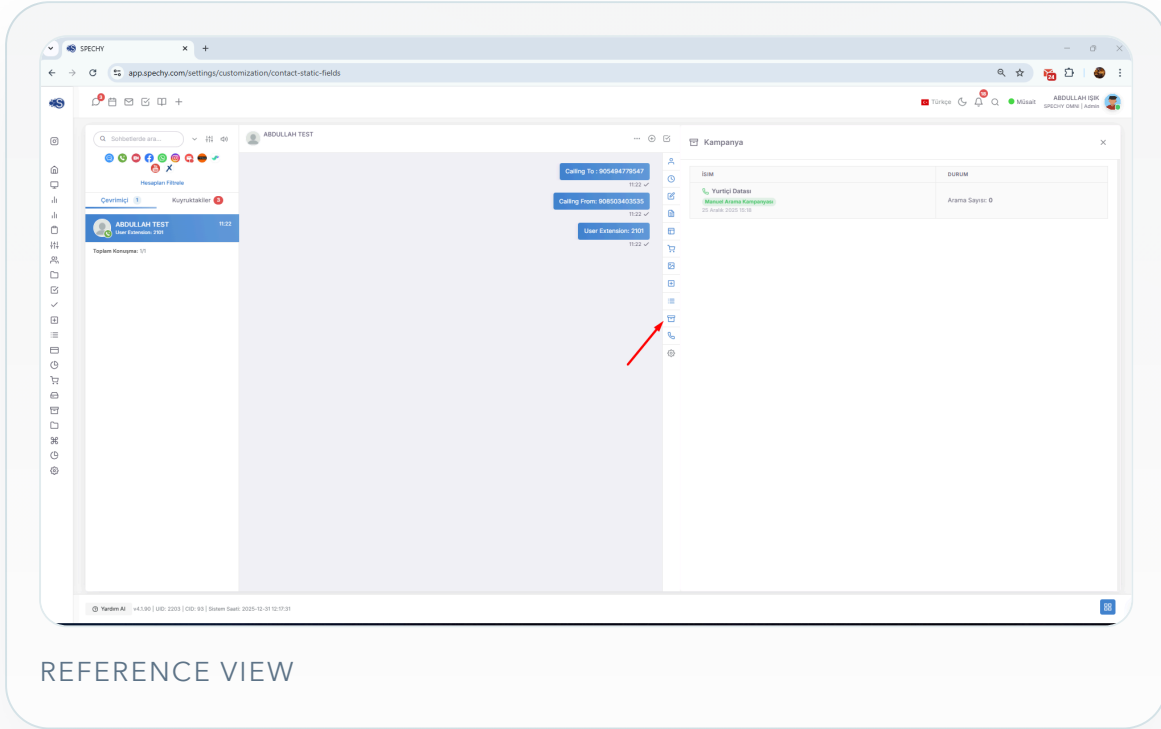
- **Speed and Efficiency:** You do not need to use external programs (Word, Excel, etc.) to prepare a proposal; everything starts and ends within Spechy.
- **Centralized Tracking:** All sent offers remain tied to the personal card. Thus, even months later, the amount of the offer given to the customer can be viewed immediately.

Professional Advice: When you create an agreement, do not forget to specify the expiration date of your offer. After sending the PDF, you can set up a Reminder through the system and set an alarm for yourself to ask about the fate of the offer.

SECTION 37



Campaign Tracking and Participation Details



REFERENCE VIEW

The campaign is the section where you monitor bulk mailing, call lists or marketing operations that include your customer within the personal card.

What Can Be Seen with the Campaign Module?

- Active Campaigns: Which active campaign lists the customer's number is listed in (e.g., "Spring Discount Calls", "New Member Welcome SMS Group").
- Campaign Status: Information on whether the person has been reached within the scope of the campaign, whether the message has been sent or not, or whether the call has been made or not.
- Operational Context: The representative instantly understands why the customer was called or why the customer returned (based on which campaign message they called) thanks to this field.



Why is it Important?

- Correct Information Flow: When the customer says "I received a campaign message," the representative does not need to ask "Which campaign are you talking

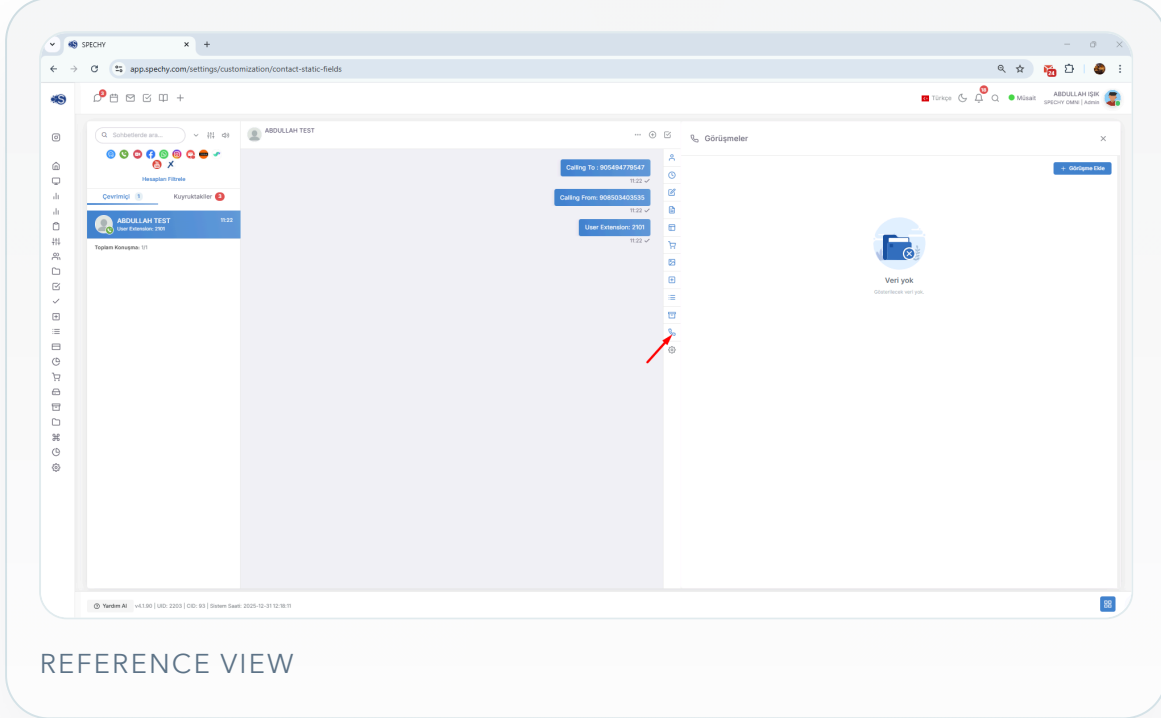
about?"; he sees the detail instantly on the card.

- Prevents Repeated Communication: The representative, seeing that the person is already on a campaign list, does not tire the customer by offering the same offer again.
- Marketing Efficiency: This is the most accurate data from the field to analyze which campaigns receive more feedback from which customer groups.

Professional Advice: If you see an active record in the "Campaign" tab when a call comes in, starting the conversation by reminding the customer of the benefits of this campaign will significantly increase your sales closing rate.

SECTION 38

Manual Interviews (Offline Interaction Log)



Manual Interviews allows interactions that do not occur automatically via Spechy (e.g., face-to-face interview, call made from an external phone, office visit, etc.) to be processed as a "Log" (record) on the person card.

🔧 How to Apply and What Does It Cover?

When a communication is provided other than through CRM, you can manually add this meeting to the system:

- Interview Details: You can add a short summary of where and how the interview was conducted.
- Log Entry: This entry is placed in the same chronological order as all other digital interactions (WhatsApp, Voice Call, etc.) in the "History" tab.
- Continuity: The representative keeps the corporate memory up to date by recording that the customer has come to the office or has been called while out.

💡 Why is it Important?

- Complete History: All the customer's contact points are collected on a single screen. The note "He came to the office yesterday, we talked about these" is kept digitally

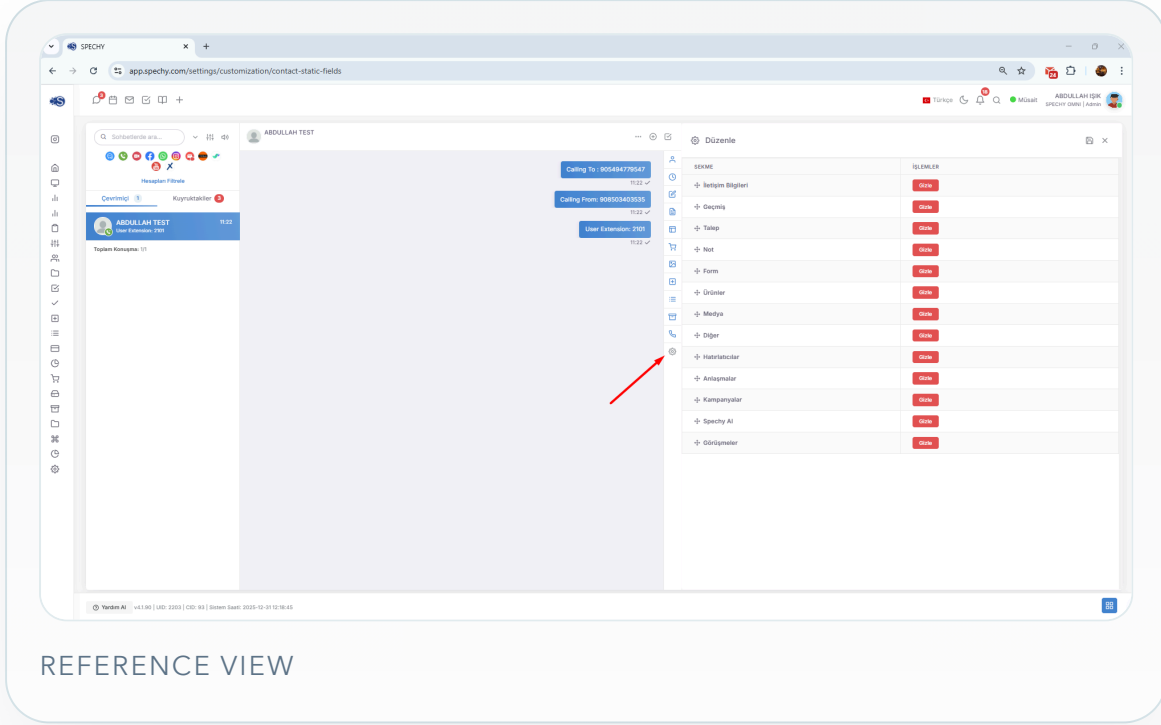
even if it is offline.

- **Team Information:** Your team member who will meet with the customer after you will be informed about this important meeting that takes place outside the system.
- **Performance and Tracking:** It allows the efforts of the representative to be visible not only through the system, but also through the field or external channels.

Professional Tip: After having a face-to-face meeting with the customer or a phone call outside, log in to Spechy and create a short "Manual Meeting" log immediately. Forgotten details can lead to operational errors in the future.

SECTION 39

Settings (Interface and Column Management)



REFERENCE VIEW

Settings is the control center where you determine which information you will see across the platform or on the person card lists in which order. This section allows you to focus by preventing screen clutter.

What Can You Do?

- **Field Hide:** You can hide data fields (e.g. Social Media, Product, etc.) that are not necessary for your workflow or that you do not need at the moment from the list, and make the screen look simpler.
- **Sorting Change:** You can keep the columns you use most often (e.g. Result Code or Reminder) at the top by putting them in the front of your eyes.
- **Personalized Appearance:** By designing your screen according to your own working habits, you can minimize your data search time.

Why is it Important?

- **Operational Focus:** It only allows you to see the data you need, prevents your attention from being distracted and increases your processing speed.

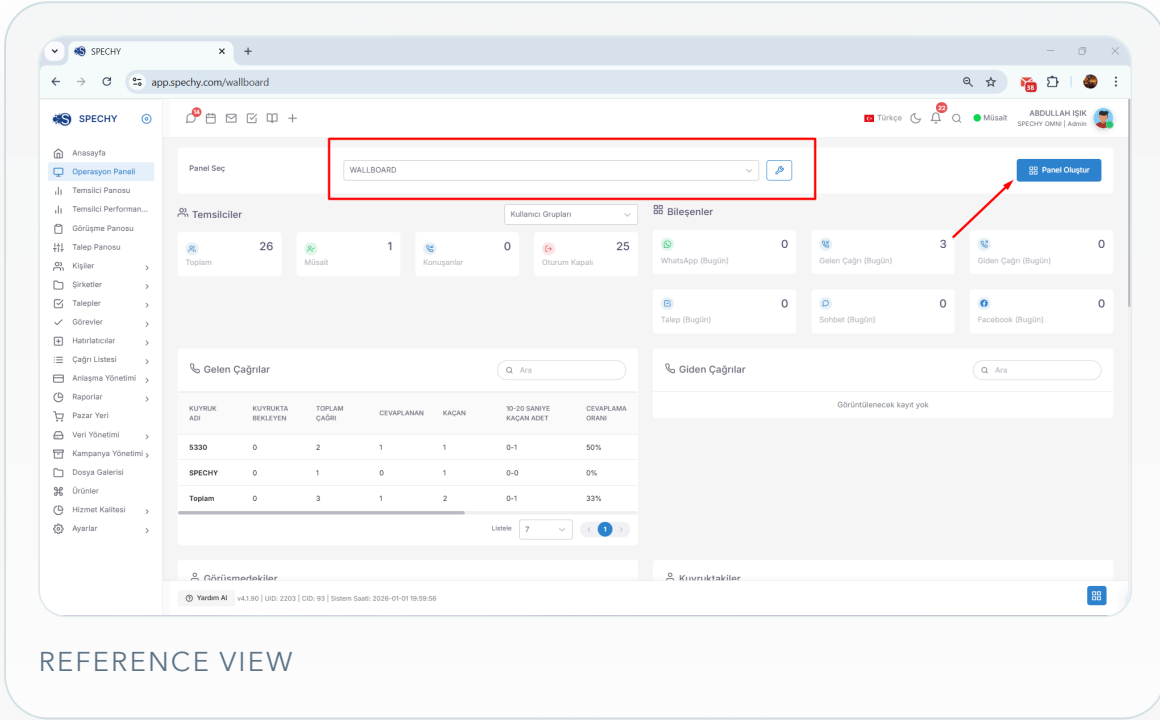
- **Screen Efficiency:** Especially on small screen devices, it allows the most critical information to fit on the screen by hiding unnecessary columns.
- **Quick Action:** Having the data you look at the most in the leftmost column helps you make decisions in seconds.

Professional Recommendation: You can update the "Settings" section according to your weekly workload. For example, if you are in a busy "Campaign" period that week, you can move the campaign column to the front; if you are in the follow-up week, you can move the "Reminder" column to the top.

SECTION 40



Create a Panel (Personalized Dashboard Management)



REFERENCE VIEW

Access URL; <https://app.spechy.com/wallboard>

Create Dashboard allows you to design your own "dashboard" to instantly monitor your operational efficiency. Each user or administrator can create a different screen according to their own priorities.

How to Use?

- Creating a Dashboard: You can build your own custom dashboard by selecting the data areas, graph types or performance metrics you want to see (e.g. Total call count, pending requests, successful sales).
- Selective View: You can create multiple panels (For example: "Sales-Oriented Panel", "Support-Oriented Panel"). From the Panel Selection section, you can instantly activate the dashboard you want to monitor according to your current workload.
- Flexible Widget Structure: You can place the areas you add to your panel as you wish, and make the most critical data the largest and most visible.



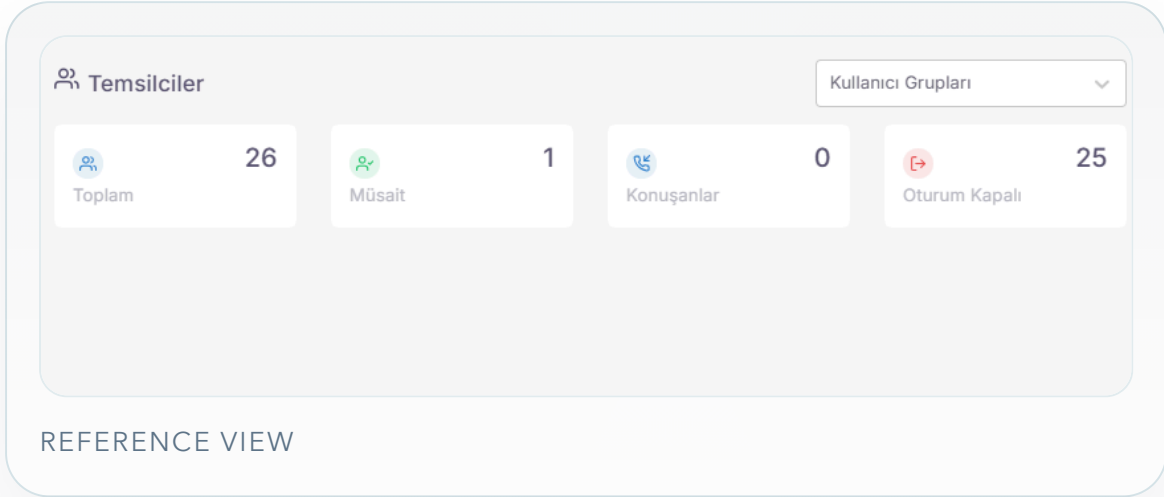
Why is it Important?

- Real-time Situation Analysis: You can see the answers to questions such as "How many meetings did we have today?", "How many offers are waiting?" without looking for them in reports, as soon as you open the screen.
- Data-Driven Decision Making: Panels allow you to instantly detect bottlenecks in operations (e.g. increasing waiting requests) and take quick action.
- Personalized Productivity: While a representative tracks their own daily goals, a manager can use a different panel that will track the overall performance of the entire team.

Professional Tip: When you start your morning shift, make the first task activating the dashboard suitable for your daily focus point from the Panel Selection section. This will give you a clear vision of what you should focus on throughout the day.

SECTION 41

Representatives (Instant Team and Status Tracking)



Representatives is the central management area where you can monitor the current status, workload and activity of all users (customer representatives) defined in the system.

What Can You Track?

- **Instant Status Changes:** You can see in real time which representative is in the "Available", "In Discussion", "Break" or "Busy" mode.
- **Total Number of Users:** You can monitor the total number of personnel registered in the system and how many of these personnel are currently active (online).
- **Operational Balance:** While there are pending calls or correspondence, you can intervene in the workflow by seeing which representatives are in break status.

Why is it Important?

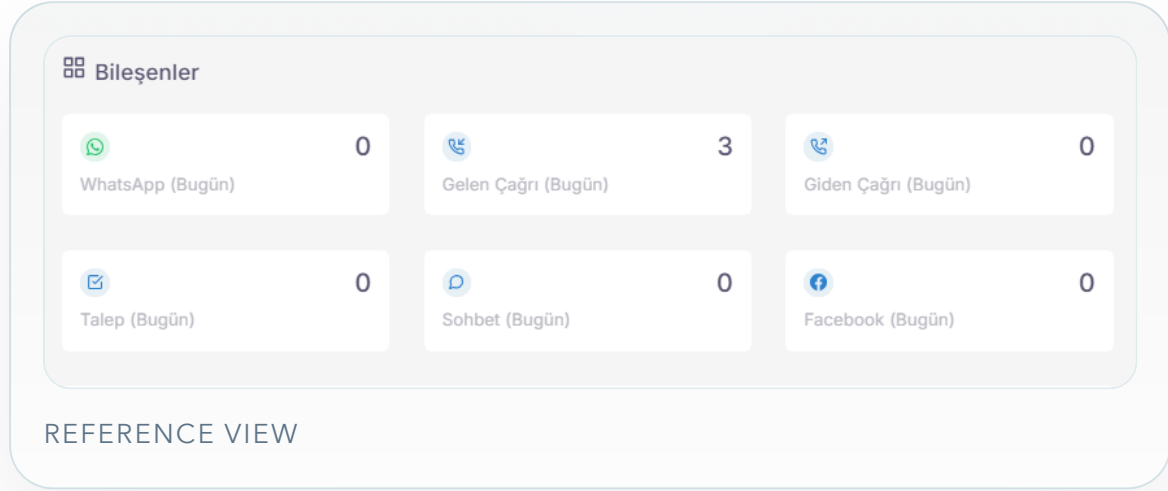
- **Efficient Resource Management:** It allows you to direct personnel to the right channels by monitoring team statuses during periods of high call traffic.
- **Performance Monitoring:** It maintains operational discipline by tracking how much time representatives spend in each status during the day (e.g., total break time).
- **Rapid Intervention:** You can detect whether there is a technical malfunction by noticing the staff who should be in the system but do not appear active or remain "In Meeting" for a long time.

Professional Tip: Keep the "Representatives" screen always open in a corner of your main dashboard. This way, you can keep an eye on your team and prevent operational bottlenecks from forming.

SECTION 42



Components (Daily Transaction and Channel Analysis)



Components are a performance indicator that shows which communication channels representatives use at what intensity during the day and how many transactions they perform in total.

What Can You Track?

- Channel-Based Transaction Counts: You can see data such as how many messages were sent via WhatsApp, how many voice calls were answered or how many emails were sent separately.
- User Performance: You can analyze which representative is more active on which channel and how the total workload is distributed among the channels.
- Instant Data: You can access the numerical breakdown of all interactions that have occurred from the beginning of the day until that moment.



Why is it Important?

- Resource Planning: If the "WhatsApp" transaction volumes are much higher than the "Voice Call" volumes, you can manage the intensity by shifting a larger portion of your team to the communication channels.
- Performance Comparison: You can measure the operational speed by comparing the targeted transaction volumes with the actual volumes.
- Omnichannel Visibility: Seeing the performance of all channels in bulk on a single "Components" screen proves how effectively the platform is used.

Professional Tip: Use the "Components" data as a basis for your daily meetings. Seeing numerically which channel requires more effort is your strongest argument to motivate your team and improve processes.

SECTION 43

Incoming Calls (Statistics and Traffic Analysis)

Gelen Çağrılar

Q Ara

KUYRUK ADI	KUYRUKTA BEKLEYEN	TOPLAM ÇAĞRI	CEVAPLANAN	KAÇAN	10-20 SANİYE KAÇAN ADET	CEVAPLAMA ORANI
5330	0	2	1	1	0-1	50%
SPECHY	0	1	0	1	0-0	0%
Toplam	0	3	1	2	0-1	33%

Listele 7 < 1 >

REFERENCE VIEW

Incoming Calls is the data center where you monitor the performance metrics, density maps and success rates of all calls coming to your central line.

What Can You Analyze?

- Call Volume: You can see the total number of calls you received in a certain time period (daily, weekly, monthly).
- Response Rates: You can track critical data such as how many calls reach the representative, how many are abandoned while waiting in the queue.
- Duration Analysis: You can measure average handle times (AHT) and the average speed of answer (ASA) of how long customers wait to connect to the representative.
- Time-Based Density: You can determine which times of the day the call traffic reaches its "peak".

Why is it Important?

- Shift Planning: By looking at call statistics, you can assign more representatives during peak hours and organize break plans during off-peak hours.
- Service Level (SLA) Tracking: It allows you to objectively measure whether calls are answered within the specified period.

- Training Needs: If the speaking times are too long, you can plan trainings to increase the competence of the representatives in the subject.

Professional Advice: Monitor the "Lost Calls" statistics closely. If this number is increasing, either your team size is insufficient or there is an issue with the representative status management.

SECTION 44

📞 Outgoing Calls (Outgoing Call Performance Analysis)

📞 Giden Çağrılar

Q Ara

TRUNK	TOPLAM ÇAĞRI	CEVAPLANAN	GÖRÜŞME SÜRESİ	ORTALAMA GÖRÜŞME SÜRESİ
908503403535	1	1	10sn	10sn

Listele 7 < 1 >

REFERENCE VIEW

Outgoing Calls is the statistics center where you monitor the results and efficiency of all calls initiated by your representatives (returns, sales calls, information calls, etc.).

🔧 What Can You Analyze?

- Search Volume: You can see how many outbound searches are made in a certain period of time.
- Accessibility Rate: You can track the information of how many of the calls made are answered, how many are busy or unanswered.
- Representative Effort: You can measure how much time each representative spends on external calls and how long these calls last on average.
- Campaign Efficiency: If external calls are made within a campaign, you can analyze the success rates (conversion to sale/solution) of these calls.

💡 Why is it Important?

- Proactive Tracking: It allows you to monitor how actively your team reaches customers, not just waiting for incoming calls.
- Time Management: It helps you see how efficiently representatives spend their free time with external calls.

- Return Quality: It proves how quickly and effectively calls missed or pending requests are returned (Callback performance).

Professional Recommendation: Examine the "Short Call" rates in the outgoing call statistics. If there are too many short-duration outgoing calls, your representatives may be having difficulty reaching the customer or transferring the call; this indicates a need for training.

SECTION 45



Those Not Seen (Live Monitoring and Intervention)

Görüşmedekiler 1					
AD SOYAD	KIMDEN	YÖN	TRUNK	KUYRUK ADI	KAYNAK
ABDULLAH IŞIK	905494779547	Outbound	908503403535		SPECH...

REFERENCE VIEW

The unconnected is the "live operation room" where you can track all representatives actively on the phone call at that moment and the call details in seconds.



Live Tracking and Monitoring Features

- Time Tracking: You can instantly see how long each representative has been on the call, and you can notice calls that are unusually long.
- Queue Information: In inbound (coming) calls, you can view which department or service queue the customer came from (e.g., "Technical Support", "Sales", "English Line").
- Call Listening: You can include the active call in the Transactions menu, listen to the conversation live, and monitor the quality standards.



Interactive Intervention Tools (Supervisor Tools)

- Whisper: You can provide verbal feedback to the representative during the call. The customer will never hear you; only the representative will hear your voice. This feature is unique for instantly training and directing the representative in difficult conversations.
- Conference (Barge-in): If necessary, you can participate in the call as a third party and join the meeting via conference so that both the representative and the customer can hear it.



Why is it Important?

- Instant Training: You prevent a new representative from making mistakes and increase their confidence by supporting them with the "whisper" feature during their first calls.
- Crisis Management: In a tense meeting, you can involve yourself in the conference at the point where the representative is stuck and solve the problem without escalating it.
- Quality Control: Instead of listening to the recordings of calls later, you guarantee customer satisfaction at that moment by intervening in the live stream.

Professional Tip: When using the "Whisper" feature, give short and clear commands. Remember that the representative is listening to both the customer and you at the same time; instead of forming complex sentences, guide him with spot information such as "Remember the discount rate as 10%".

SECTION 46



People in Line (Live Waiting and Queue Management)

Kuyruktakiler 1			
KUYRUK	KIMDEN	KAYNAK	BEKLEME SÜRESİ
SPECHY	05494779547	SPECHY OMNI	2sn

REFERENCE VIEW

The queue is a live screen listing all customers who have reached your central line but have not yet connected to a customer representative, listening to the waiting music.



What Can Be Seen on the Queue Screen?

- Calling Number: You can instantly see the identity information (number) of the customer who is currently on the line or waiting.
- Waiting Time: You can monitor how many seconds/minutes the customer has been waiting with the precision of a chronometer.
- Queue Information: You can prioritize by viewing which department your call is routed to (e.g., "Sales", "Technical Support", "VIP Line").



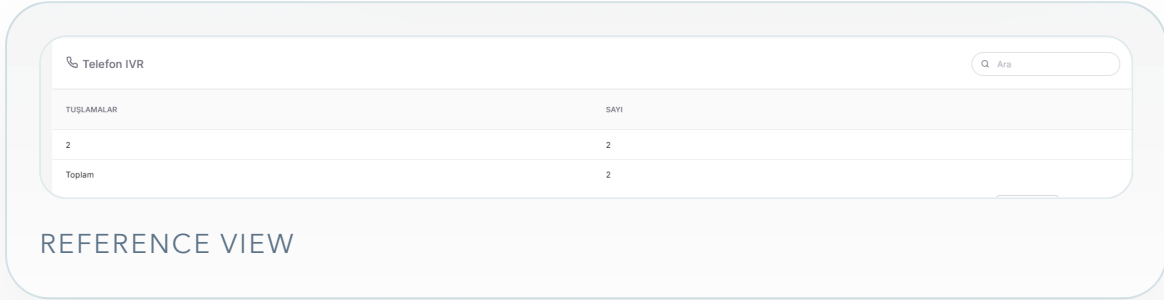
Why is it Important?

- Preventing Abandoned Calls: You can detect calls that reach a critical waiting time (e.g., 20 seconds or more) and redirect their representatives to this queue.
- Prioritization: If there is a waiting line in a critical queue (e.g., "Emergency Service Notification"), you can temporarily transfer representatives from other channels to voice calls.
- Psychological Management: When representatives see the number of people waiting in line, they gain motivation to end their current meetings more efficiently and quickly.

Professional Advice: If the waiting time increases on the "Waiting Line" screen, it indicates that it is time to intervene with the "Whisper" feature to the representatives on the "Unseen" screen. Our goal is always to achieve the highest satisfaction with the shortest waiting time.

SECTION 47

Phone IVR (Smart Routing and Key Press Analysis)



TUSLAMALAR	SAYI
2	2
Toplam	2

Telephone IVR is the center where the voice menu that appears before the representative is connected when a customer calls your institution and the keystrokes made in this menu (e.g., "Press 1 for Sales, Press 2 for Support") are managed.

What is Controlled with the IVR Module?

- Button Analysis: You can generally control which menus customers use more intensively and which queues they are directed to through which buttons.
- Preparation Before the Interview: Before the interview begins, you can see the customer's selections made in the IVR, ensuring that the representative answers the call in a "knowledgeable" manner.
- Flow Control: You can optimize the customer experience by detecting blockages or misdirections in the voice response system.

Why is it Important?

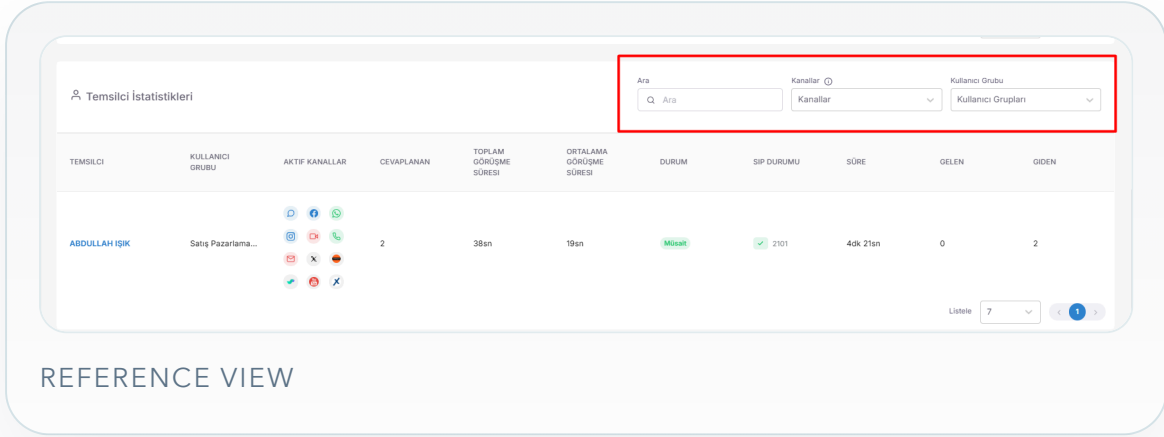
- Access to the Right Representative: Thanks to IVR, the person calling for a technical issue is not transferred to the sales representative; they are automatically transferred to the correct department.
- Operational Efficiency: The customer declares what issue they are calling about before connecting to the representative, which shortens the representative's time to enter the topic.
- Self-Service: With the information provided via IVR (e.g., "Our working hours..."), customers can find answers to their questions without connecting to a customer representative, which reduces call volume.

Professional Advice: Regularly check the general statistics of IVR key presses. If the vast majority of your customers use the "Other" option or the "0" (Operator) key, your menu options are not clear enough. Simplifying IVR immediately increases customer satisfaction.

SECTION 48



Representative Statistics (Individual and Group Performance Analysis)



REFERENCE VIEW

Representative Statistics is a performance mirror that allows you to see the success, workload and development areas of each individual in your team with data.

Filtering and In-Depth Analysis Options

- User-Based Filtering: By writing the name of the representative you are looking for, you can access the daily, weekly or monthly performance report of that person directly.
- Channel-Based Filtering: Do you want to see only the representative's success on WhatsApp or their performance in voice calls? You can compare by separating the channels.
- User Group Filtering: You can analyze which group works more intensively or more efficiently by drawing department-based (e.g., "Sales Team", "Support Team") aggregate reports.

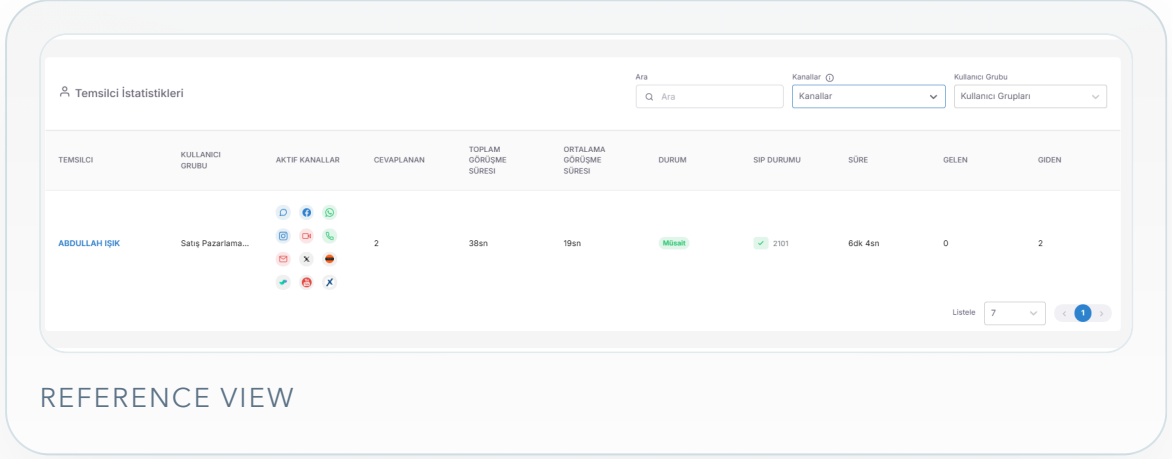


Why is it Important?

- Fair Performance Evaluation: A data-based reward and feedback process provides your business with not based on rumors.
- Identifying Development Areas: You can plan a special training plan for a representative by noticing that he is very fast in correspondence channels (Web Chat) but slow in voice calls.
- Capacity Planning: By comparing the statistics of the groups, you scientifically determine which team needs more reinforcement.

Professional Advice: Use statistics not only as a "control" tool, but also as a "motivation" tool. Create a friendly competitive environment and an organizational success culture by sharing the successes of representatives with the team who have the best statistics.

Representative Statistics and Performance Metrics



Representative Statistics is a performance analysis center that converts all the activities of your team within the day into numerical data, providing real-time and historical performance analysis. Each column on this screen offers a critical indicator (KPI) to measure the representative's productivity.

Statistical Dictionary and Metric Definitions

Metrik / Alan	Tanım ve Operasyonel Karşılığı
Temsilci	İşlemi gerçekleştiren kullanıcının sistemdeki adını ifade eder.
Kullanıcı Grubu	Temsilcinin bağlı olduğu departmanı (Örn: Satış, Destek) belirtir.
Aktif Kanallar	Temsilcinin o an hangi platformlarda (WhatsApp, Telefon vb.) aktif olduğunu gösterir.
Cevaplanan	Temsilcinin tüm kanallar üzerinden yanıtladığı toplam işlem/çağrı adedidir.
Gelen (Inbound)	Müşteriden gelen ve temsilci tarafından karşılanan toplam işlem sayısıdır.
Giden (Outbound)	Temsilcinin başlattığı (arama/mesaj) toplam işlem adedidir.

Toplam Görüşme Süresi	Aktif kanallarda yapılan tüm işlemlerin toplamda harcanan süresini ifade eder.
Ortalama Görüşme Süresi	Toplam sürenin işlem adedine bölünmesiyle elde edilen verimlilik skorudur (\$AHT\$).
Durum (Statü)	Temsilcinin güncel çalışma halini (Müsait, Mola, Toplantı vb.) ifade eder.
Süre	Mevcut durumun (statünün) ne kadar süredir devam ettiğini gösterir. Statü değişince sıfırlanır.
Sip Durumu	Temsilcinin sesli görüşmelerde kullandığı dahili hat numarasını ifade eder.



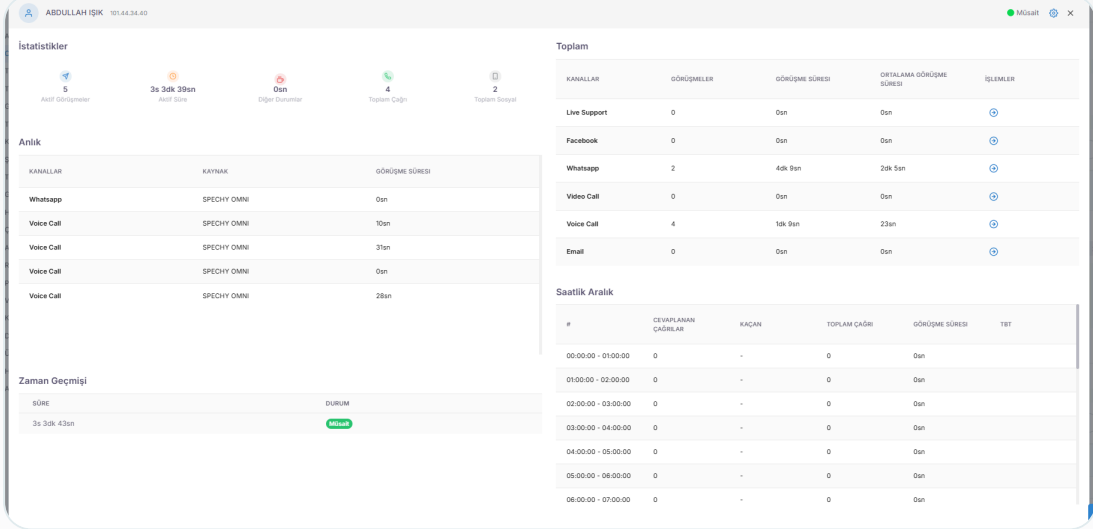
Why is it Important?

- **Instant Transparency:** It answers questions such as "What is everyone's status?", "How long has everyone been taking a break?" in seconds.
- **Efficiency Analysis:** By tracking average call durations (\$AHT\$), you can monitor how quickly customer issues are resolved.
- **Capacity Control:** You can optimize the representative's workload by monitoring the balance of incoming and outgoing transactions.

Professional Tip: Especially follow the "Duration" column. If a representative has been in the "In Meeting" status for a significantly longer period than the average, you may need to support them by switching to the "Not in Meeting" module and using the "Whisper" feature.



Representative Statistics (Detailed Performance Pop-up)



REFERENCE VIEW

Representative Statistics is not just a list; it is a detailed analysis panel that opens when you click on the representative name, revealing that person's entire digital footprint and performance metrics.

What Does the Detailed Pop-up Include?

Bölüm / Başlık	Analiz İçeriği ve Operasyonel Veri
Zaman Geçmişi	Temsilcinin gün boyu hangi statüde (Müsait, Mola, Toplantı, Görüşmede) ne kadar süre kaldığını kronolojik bir akışla gösterir.
Kanal Bazlı Toplam	Temsilcinin kullandığı her bir kanal (WhatsApp, Sesli Çağrı, E-posta vb.) üzerinden gerçekleştirdiği toplam işlem adetlerini ayrı ayrı listeler.
Saatlik İşlem Dağılımı	Günün hangi saat aralığında kaç işlem yapıldığını gösterir. Yoğunluk haritasını çıkarmak için kritiktir.
Görüşme Süresi (Saatlik)	Temsilcinin her saat diliminde yaptığı görüşmelerin toplam süresini vererek, verimliliğin gün içine nasıl yayıldığını ölçer.

Why is it Important?

- In-depth Time Analysis: It gives a clear answer to the question "Representative took a 2-hour break today, but which time slots did he use these breaks?"
- Productivity Trends: You can determine when the representative is more active or slower during the day (e.g. morning energy vs. evening fatigue).

- Channel Expertise: You can create a special work plan for the representative by seeing the success of his transactions on certain channels (e.g. Only WhatsApp) hourly.

Professional Advice: Before having a "Performance Interview" with a representative, be sure to review this pop-up area. Instead of just looking at the "total numbers", looking at the hourly transaction distribution will tell you a much more transparent story about the representative's work discipline.

SECTION 49



Social Media Statistics (Digital Channel Analysis)

Sosyal Medya İstatistikleri						
KANAL	KUYRUKTA BEKLEYEN	CEVAPLANAN	ORTALAMA GÖRÜŞME SÜRESİ	SERVİS SEVİYESİ	AHT	İŞLEMLER
Live Support	0	0	0sn	0%	0	Gör
Facebook	0	0	0sn	0%	0	Gör
Whatsapp	0	0	0sn	0%	0	Gör
Instagram	0	0	0sn	0%	0	Gör
Video Call	0	0	0sn	0%	0	Gör
Email	285	0	0sn	0%	0	Gör

REFERENCE VIEW

Social Media Statistics is an analysis module that measures the speed, intensity and solution performance of all interactions coming from social media channels such as WhatsApp, Instagram, Facebook.



What Can You Follow?

- Channel-Based Transaction Counts: You can see numerically how many requests you have received from which social media platform (e.g., Instagram DM vs. WhatsApp).
- Queued Messages: You can instantly monitor the number of active "chat" messages waiting to be assigned to the representative on social media channels.
- Interview Durations: You can analyze how long the communications take and how long an inquiry is solved on average.

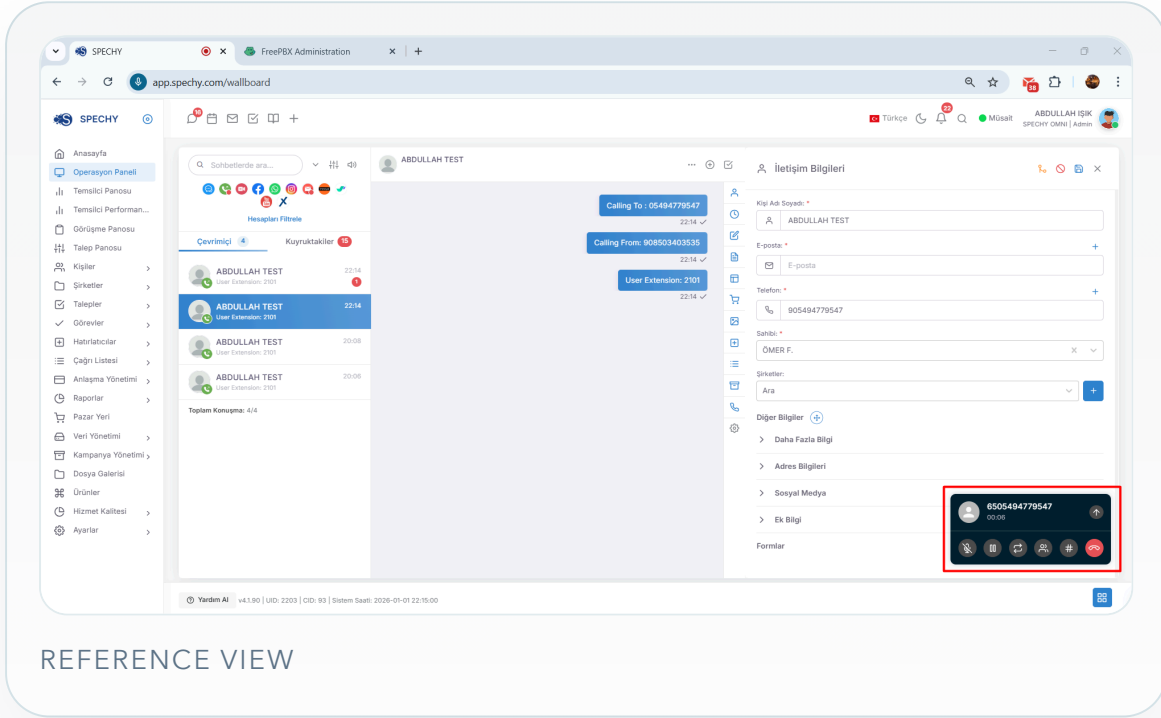


Why is it Important?

- Digital Trend Analysis: By determining which social platform your customers prefer to reach you the most, you can assign more representatives to that channel.
- Speed Control: Social media users expect a "quick response". By monitoring the number of people waiting in line, you have the opportunity to intervene without reducing customer satisfaction.
- Multi-Channel Productivity: You can compare the performance difference between voice calls and social media correspondence, and measure your team's written communication skills.

Professional Advice: If the number of "Waiting in Line" in social media statistics suddenly increases, this is usually the echo of a campaign post or a technical failure in social media. You can instantly manage the crisis by tracking this data simultaneously with the Components.

📞 Web Phone (Live Call Control Panel)



REFERENCE VIEW

Web Phone is a command center that automatically opens in both incoming (inbound) and outgoing (outbound) calls, allowing the representative to manage the call completely.

🔧 Call Control and Management Tools

- **Silent (Mute):** You can turn off your microphone with one click. This feature is used when you need to get information from your teammate while waiting or hide the ambient noise.
- **Hold:** You can put the customer on hold and play them waiting music. It is ideal for taking a professional break during file review or system checks.
- **Transfer to Representative (Transfer):** You can redirect the meeting to another team member who is an expert in the subject matter in seconds.
- **Conference (Conference):** By including a third person (manager or technical expert) in the call, you can hold a three-way meeting without disconnecting the customer from the line.

- Internal or External Transfer: You can safely transfer the call not only to an internal number within the system, but also to a mobile phone or an external number if necessary.

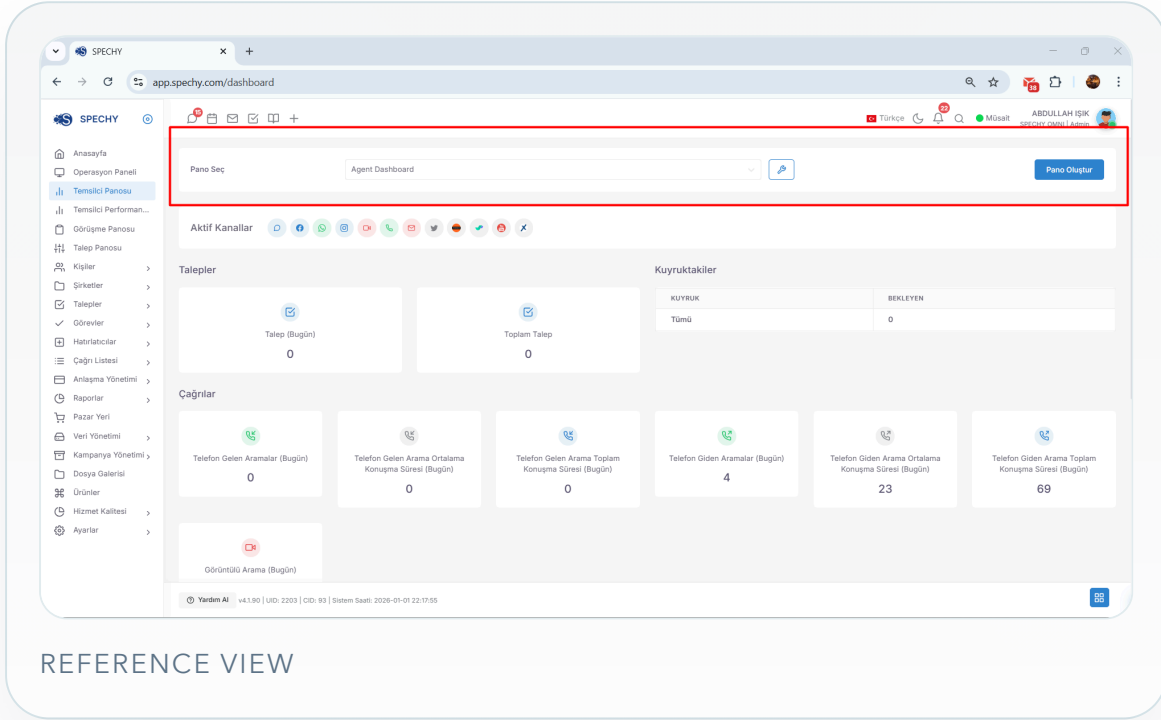
💡 Why is it Important?

- Professional Communication: Using the "Hold" button instead of saying "I'm waiting for you" creates a corporate image.
- Flexibility: The ability of the representative to transfer the call to a mobile phone even if he is not at the desk ensures that the operation continues uninterrupted.
- Fast Solution: Thanks to conference and transfer features, the customer's problem is solved in a single call without navigating between different units (FCR - First Contact Resolution).

Professional Advice: Before forwarding a meeting, be sure to use the "Hold for Later" feature and give your colleague you are forwarding a message a brief background on the subject. Avoiding the customer from having to explain their problem twice will directly increase your satisfaction score.

SECTION 50

Representative Panel (Personal Performance Command Center)



REFERENCE VIEW

Access URL; <https://app.spechy.com/dashboard>

The Representative Panel is a fully customizable monitoring screen where the user can instantly track their own transaction volumes, success rates and workload throughout the day.

Personal Dashboard Management and Features

- Creating a Custom Dashboard: The Representative can design a unique visual interface by selecting only the data that is suitable for their own workflow (e.g., "WhatsApp messages I answered today", "My closed requests", "My pending reminders").
- Dashboard Selection Option: The user can create multiple dashboards for different focus points (e.g., "Morning Traffic Dashboard" or "End-of-Day Report Dashboard"). From the "Select Dashboard" section, they can activate the most suitable view for their current needs within seconds.
- Individual Tracking: Without needing another administrator panel, you can track how close you are to your daily goals numerically and visually (graph/counter).

💡 Why is it Important?

- Self-discipline and Motivation: The representative gains motivation to improve his performance by seeing the answer to the question "How many calls did I receive today?" instantly.
- Time Management: Thanks to the "Pending Tasks" widget it adds to its dashboard, it immediately notices which request is urgent as soon as it opens the screen.
- Focus: A simple screen that eliminates unnecessary clutter and only contains the data within the representative's scope of responsibility directly increases processing speed (AHT).

Professional Advice: When you start working, open the board showing your priority job of the day (e.g. campaign calls) from the "Select Board" section. At the end of the day, switch to the board showing your general transaction habits and analyze your own "End of Day Report" without asking anyone.

Representative Panel: Requests are a numerical performance indicator that shows the current status and volume of cases (tickets) created or managed by the user on the system.



🔧 Main Indicators Being Followed

- Daily Request Count: Indicates the number of new requests opened/created by the representative from the start of his shift until that moment. This is proof of how "active" the day has been.
- Total Number of Requests: Refers to the cumulative number of all requests that the representative is responsible for across the system or has created from the past to the present.
- Status Analysis: Thanks to these data, the representative can easily establish the balance between pending and completed tasks.

💡 Why is it Important?

- Speed and Efficiency (KPI): The representative immediately realizes whether his average is below or above by seeing the number of requests he opens daily.
- Task Tracking: It is a reference point for the question "How much of my requests have been completed?"
- Administrative Visibility: While the representative sees this data on his own panel, the managers can also correctly analyze the representative's workload capacity (Bandwidth) by looking at this volume.

Professional Advice: If your daily number of requests is much lower than your number of "Answered Transactions", check the conversion rate of conversations into requests (tickets). Every problem should be crowned with a request record so that the institution's memory remains complete.

Representative Panel: The Queueing is an "early warning" widget that shows the instantaneous number of inbound (coming) calls waiting in the queue that have reached the system but have not yet been connected to a representative.

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KUYRUK	BEKLEYEN
Tümü	0

REFERENCE VIEW

🔧 Functional Features

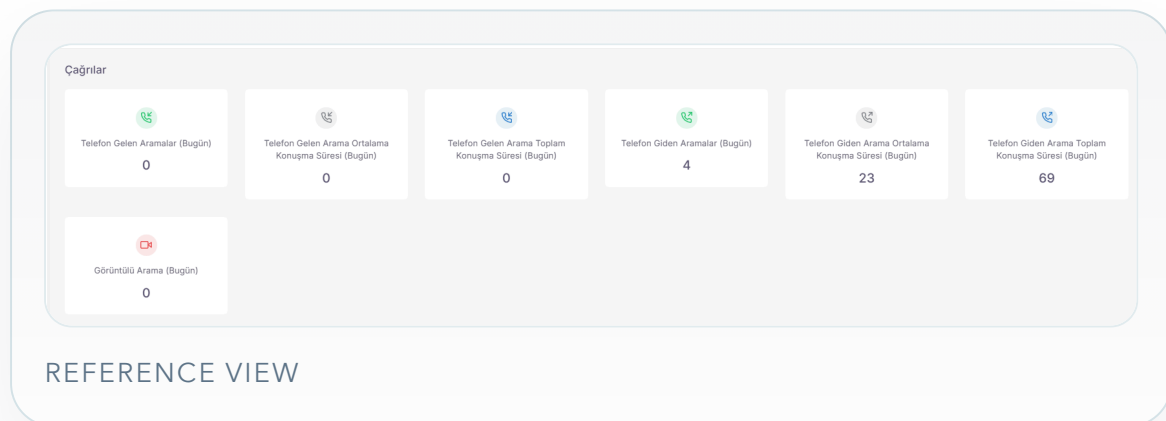
- Instant Call Volume: The representative numerically indicates the number of customers waiting in line on his own dashboard.
- Critical Threshold Tracking: The representative can analyze on his own how quickly he should end his current meeting (AHT management) by seeing the general queue status.
- Synchronous Visibility: By presenting a similar version of the queue data that managers see to the representative, it allows the team to work towards the same goal (reducing waiting time).

💡 Why is it Important?

- **Quick Action:** When the representative sees that the number of calls waiting on the call board has increased, he can postpone his break plan or leave his work on written channels and focus on voice calls.
- **Operational Awareness:** It strengthens the "team spirit" by ensuring that the representative not only controls his own meeting, but also the burden of the entire operation.
- **Service Quality (SLA):** As the number of people waiting in line increases, the agility of the representatives increases, which directly reduces the waiting time of customers on the phone.

Professional Advice: Treat the number of queues on your board as a "navigation" tool, not a "stress source". If the number exceeds 5, it is a sign that you need to keep your current conversations more compact and solution-oriented.

Representative Panel: It is the basic indicator panel that measures the volume and quality of all voice interactions (Incoming and Outgoing) that the user has made since the start of his shift.



Basic Metrics Within the Widget

- **Transaction Counts (Incoming/Outgoing):** It gives the total number of calls answered (Inbound) and initiated (Outbound) by the representative during the day.
- **Total Talk Time:** Indicates the active time spent on the phone throughout the day. This data shows the representative's "net work effort".
- **Average Talk Time (\$AHT\$):** Calculated by dividing the total time by the number of calls. It determines the representative's average speed to solve a problem.

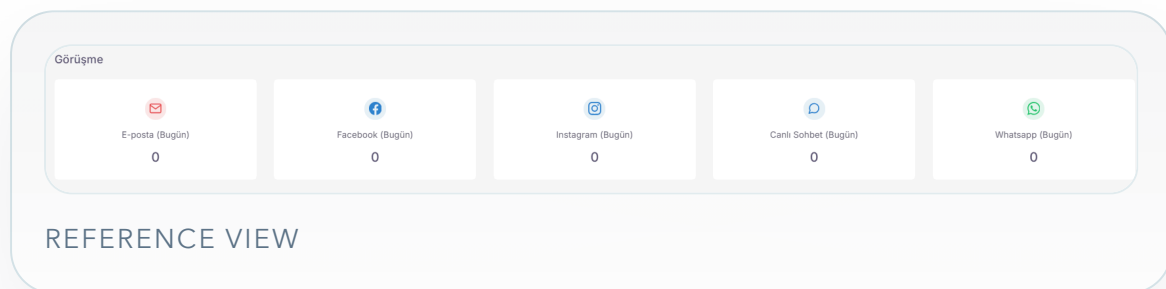
Why is it Important?

- **Time Management:** The representative can analyze on his own whether he is prolonging his meetings too much or passing them too superficially by seeing the average speaking time (\$AHT\$).

- **Balanced Operation:** By looking at the difference between incoming and outgoing call volumes, it sees whether it gives more weight to proactive calls (Outbound) or incoming requests (Inbound).
- **Goal Tracking:** He can track how close he is to the daily goal of "X meetings" from his screen without asking anyone.

Professional Tip: If your average speaking time (\$AHT\$) is much higher than the team's overall average, focus on reducing the "gaps" or "hold" times during the interview. This panel is your best compass to make yourself faster and more effective every day than the previous day.

Representative Panel: The Interview is a "scoreboard" that instantly presents the total number of transactions the user performs through all channels (Voice, Written, Social Media) from the start of his working hours.



Widget Functions

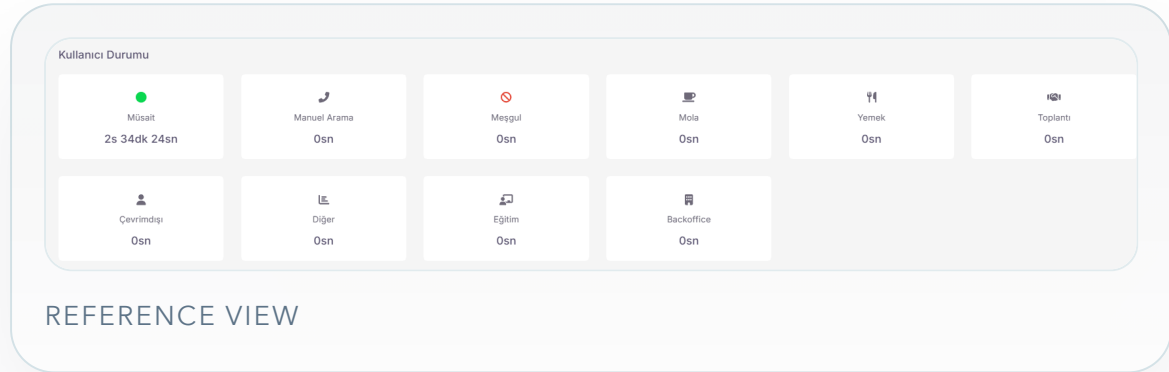
- **Transaction Volume Tracking:** It allows the representative to see the total number of calls he or she has concluded or contacted during the day in seconds.
- **Channel Independent Data:** It reflects the total load of all active dialogues carried out through the system, not just phone calls.
- **Quick Comparison:** The representative sets the working pace by comparing this number with the data of the previous day or his own daily target.

Why is it Important?

- **Effort Transparency:** It gives the power to support the sentence "I was very busy today" with a numerical data (For example: "I completed 85 meetings today").
- **Efficiency Awareness:** Seeing this number on the representative's own dashboard helps them maintain work discipline and know where they stand in the operational flow.
- **Visual Motivation:** The reflection of each completed interview in the number is a small indicator of success for the representative throughout the day.

Professional Advice: If you have a high number of "Meetings" but a low number of "Requests", analyze how much of your interactions have turned into a permanent record. Ideally, every qualified meeting should culminate in a request or record.

Representative Dashboard: User Status is a personal timeline that allows the representative to instantly monitor the status of the representative throughout the day (Available, Break, Meal, Meeting, Interview, etc.) and the duration spent in each status.



Widget Functions and Tracking Areas

- **Status-Based Duration Measurement:** The user can track how long the current situation (e.g., "Break") has been ongoing like a live timer.
- **Status Change History:** You can see all status changes during the day and the distribution of time intervals between these changes.
- **Personal Time Control:** The representative monitors his own screen without needing an external warning to ensure that he does not exceed the break or training periods defined for him.

Why is it Important?

- **Self-Discipline:** The representative adjusts the working pace by seeing the answers to the questions "How long have I been on break?" or "How long have I been available in total today?" instantly.
- **Performance Transparency:** By presenting the same data in the executive reports to the representative, it provides a full transparency and trust environment in performance evaluations.
- **Operational Efficiency:** A representative who tracks status durations acts more consciously to maximize the "Available" duration, which directly contributes to reducing the number of calls waiting in the queue.

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REFERENCE VIEW

Professional Advice: Make it a habit to make your status changes instantly. A forgotten "Break" status both falsely shows your statistics and increases the waiting time for customers waiting for calls. This panel is your most honest coworker.

SECTION 51

Get Help (Instant Support and System Synchronization)

Help is an interactive communication area located permanently in the lower left corner of every page of the Spechy interface and provides the user with instant technical support and system reference information.

Accessible Features and Information Resources

- **Contact Us:** When you encounter a problem with platform usage or need technical support, you can provide direct access to the Spechy support team through this area.
- **System Date and Time:** You can verify the current system date and time, which is critical for the accuracy of operational processes (shift, call queue, break times), from this area.
- **Quick Access:** Regardless of which menu you are in (Dashboard, IVR, Settings, etc.), it offers the opportunity to request assistance without leaving the page.

Why is it Important?

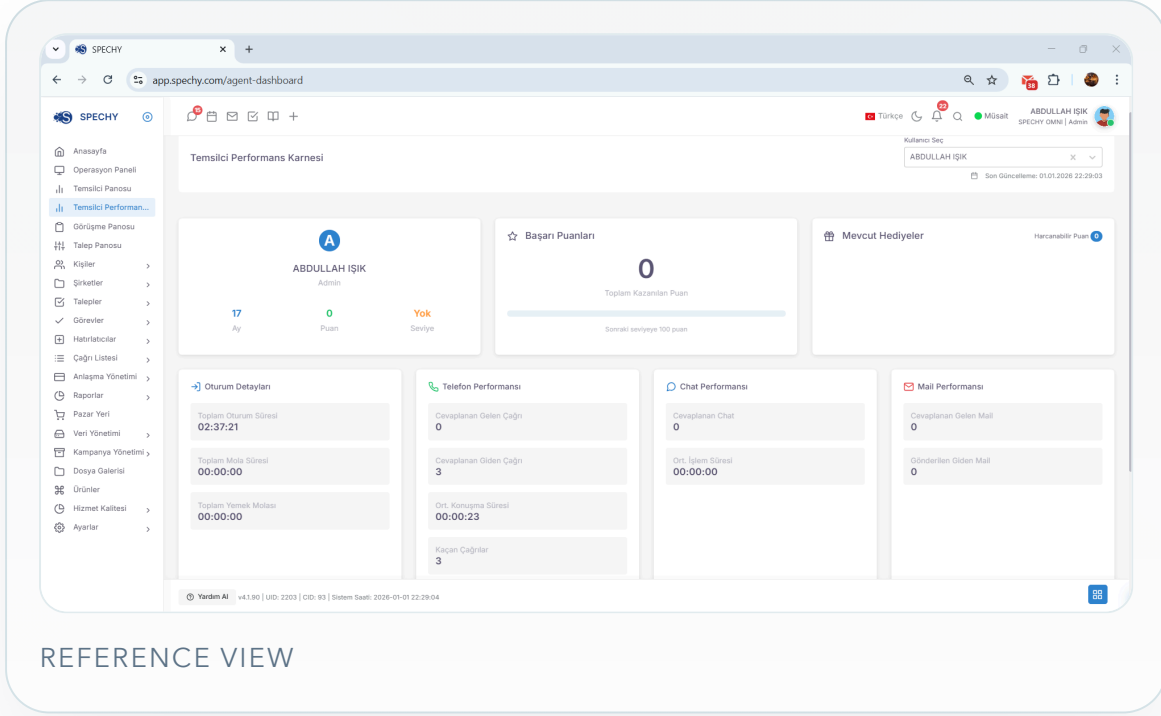
- **Operational Continuity:** It prevents the operation from being stopped by receiving support without wasting time in the event of a disruption.
- **Time Synchronization:** Even if the clock on your own computer is incorrect, you can manage your breaks and reports without errors by tracking Spechy's central system clock from here.
- **User Experience:** Being available on every page gives confidence to the representative in complex transactions; it reinforces the feeling of "support is a click away from where I am stuck".

Professional Advice: Before reporting an error, be sure to compare your computer clock with the system clock in this area. Also, specifying which menu you clicked on the "Get Help" button in your technical support requests allows our team to diagnose the problem much faster.

SECTION 52



Representative Performance Report (Gamification and Reward System)



REFERENCE VIEW

Access URL; <https://app.spechy.com/agent-dashboard>

The Representative Performance Certificate is an interactive success tracking panel that shows not only that representatives "work" but also that they "compete" and achieve according to the specified goals.

🎮 How Does the System Work?

- Criteria Determination: Managers define various performance criteria according to the institution's goals (e.g., "50 successful calls per day", "Customer satisfaction score > 4.5", "Zero delayed requests").
- Scoring System: The representative accumulates points based on these criteria for each successful transaction. He can instantly monitor how many points he receives from each criterion on his own report card.
- Prize Pool: When the specified score thresholds are reached (e.g., 1000 Points), the system grants the representative the right to win the gift defined by the manager (e.g., "Food voucher", "Extra break time", "Representative of the week title").



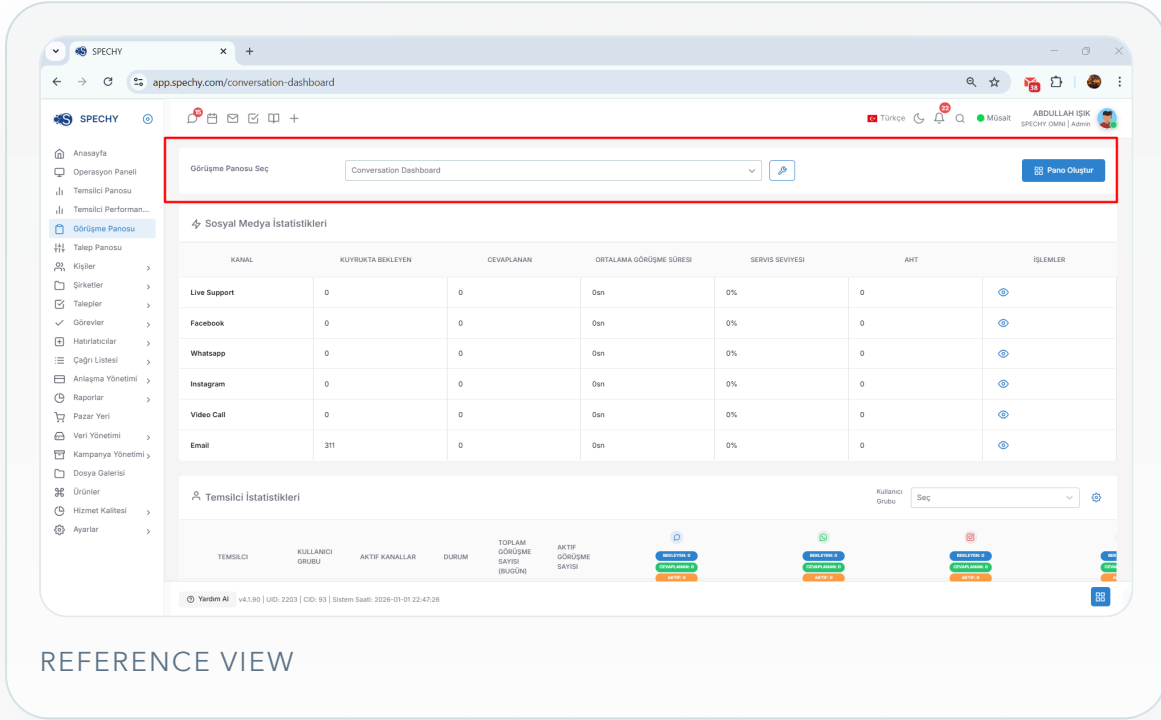
Why is it Important?

- Internal Motivation: Seeing that the data is used not only for monitoring but also for rewarding increases representative loyalty.
- Clear Goals: The Representative sees the answer to the question "What criteria am I considered successful by?" in his report card with clear criteria.
- Sweet Competition: It creates a gamified work culture that reduces job stress while increasing performance within the team.

Professional Advice: Regularly check your scores in the "Performance Report". If your score is low in a criterion, you can improve yourself in that area, both approach the awards and increase your professional competence. Remember, this report is your "success story" in Spechy.

SECTION 53

Meeting Board (Digital Correspondence Management Center)



REFERENCE VIEW

Access URL; <https://app.spechy.com/conversation-dashboard>

The Meeting Board is a dynamic interface that allows the representative to monitor, manage and prioritize all active communication channels on him from a single screen.

Customization and Tracking Features

- Multi-Channel Tracking: The Representative can track all active conversations from different sources such as WhatsApp, Facebook Messenger, Web Chat simultaneously from this panel.
- Creating a Custom Dashboard: The user can design a special layout that displays the data they want to see according to their own working style (e.g., "Pending Replies", "Active Conversations", "Last Logged Out").
- Select Banner: You can make an instant transition between different visual layouts prepared for different intensity levels or campaign periods with the "Select Banner" menu.

Why is it Important?

- **Concurrency:** While a representative is talking on the phone, it can manage 3-4 different communications simultaneously without errors thanks to this panel.
- **Response Speed:** Visualizing the status of conversations (pending, being written, answered) minimizes customer waiting times.
- **Focus:** By ensuring that the representative only focuses on the tasks on his own, it offers a clean working area free from the general system crowd.

Professional Tip: Place the "Oldest Pending" criterion in the most visible place when creating your meeting board. Customer loyalty is directly proportional to speed on written channels; this board is your digital speedometer.

SECTION 54



Discussion Board: Social Media Statistics

Sosyal Medya İstatistikleri

KANAL	KUYRUKTA BEKLEYEN	CEVAPLANAN	ORTALAMA GÖRÜŞME SÜRESİ	SERVİS SEVİYESİ	AHT	İŞLEMLER
Live Support	0	0	0sn	0%	0	
Facebook	0	0	0sn	0%	0	
Whatsapp	0	0	0sn	0%	0	
Instagram	0	0	0sn	0%	0	
Video Call	0	0	0sn	0%	0	
Email	311	0	0sn	0%	0	

REFERENCE VIEW

Meeting Board: It is a dynamic data panel that summarizes the volume, speed and waiting status of requests from digital channels such as Social Media Statistics, WhatsApp, Instagram, Facebook on a representative basis or generally.



Critical Indicators (KPI) Observed

- Transaction Counts: Refers to the total number of interactions and messages replied to from social media channels within a specific time period.
- Queued Requests: Shows the number of active social media conversations that have not yet been assigned to a representative and are "waiting for a response". This is the most important data to understand the system's instantaneous load.
- Interview Durations: Measures the active time and resolution speed from the beginning to the end of a digital correspondence.

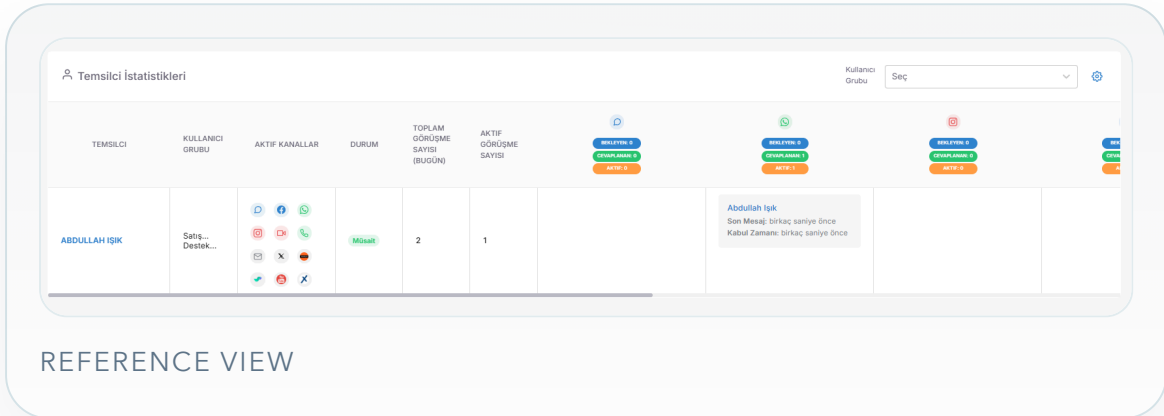


Why is it Important?

- Speed Management: Social media users expect "instant" feedback. A representative who sees that the number of items waiting in line has increased can increase the pace of correspondence accordingly.
- Channel Balance: It allows the team to channelize its energy in the right direction by seeing which channel (e.g. Instagram DM vs. WhatsApp) is more intensive.
- Customer Experience (SLA): Tracking interview durations proves how quickly the representative resolves the customer's issue, which directly affects the digital brand reputation.

Professional Advice: If the number of "Waiting in Line" on your chat board suddenly spikes, it may be a sign of a crisis or a new social media post. In this case, you can use the statistics on your board to request support from your manager or temporarily stop your work on other channels.

Conversation Panel: Representative Statistics is the control center that allows the user to see all active conversations (telephone, WhatsApp, chat, etc.) he is currently engaged in in a live list and monitor the details of these conversations instantly.



Live Streaming and Tracking Features

- Active Conversation Selection: The Representative can select from the active conversations listed on the board and track the duration and status of each one separately.
- Instant Status Check: It can see how long each call has been ongoing, which one is waiting for a response, or which one is on hold (hold) in seconds.
- Focused Performance: It minimizes processing errors by focusing only on the workflow that "it is responsible for" rather than the overall system intensity.

Why is it Important?

- Multi-tasking: A representative who manages 3 different communications at the same time ensures that no customer is left unanswered or that the meeting durations are not exceeded thanks to this panel.
- Prioritization: You can determine the intervention priority by selecting the more critical among the active tasks on it (e.g., those with an extended duration or VIP label).
- Transparent Workflow: Allowing the representative to instantly see the load on themselves, enables them to optimize their working pace according to scientific data.

Professional Advice: When selecting active conversations on your board, check your controls starting with the one with the longest "Interview Duration". A long active session may indicate that the customer is waiting for a solution or that the representative is stuck at some point.

 Request Board (Process and Solution Performance)

Abdullah Işık

1 Oca 2026 22:52

merhaba

1 Ocak 2026 22:52 ABDULLAH TEST

Merhaba

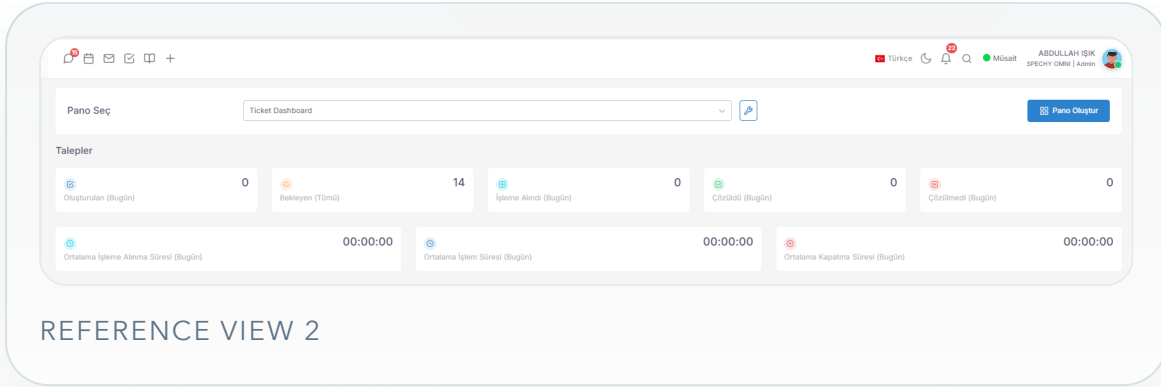
1 Ocak 2026 22:52 ABDULLAH IŞIK

Size nasıl yardımcı olabiliriz?

1 Ocak 2026 22:52 ABDULLAH IŞIK

Kapat

REFERENCE VIEW 1



Access URL; <https://app.spechy.com/ticket-dashboard>

The Request Board is an in-depth analysis panel that shows the life cycle, resolution speed and current status distributions of the requests (tickets) created by the representative or assigned to him/her.

Critical Metrics and Conditions Being Observed

- Request Distribution (Based on Status): It numerically lists how many of the opened requests are in the "New", "Processing", "Pending" or "Resolved" state.
- Request Processing Time: The time between the creation of a request and the start of its processing by the representative. It measures the representative's "agility".
- Request Processing Time: Refers to the total time actively worked on the request (hours spent) above the request.
- Average Turnaround Time (\$MTTR\$): It is the average time taken from the opening of a request to its complete closure. It shows the representative's overall solution performance.

Why is it Important?

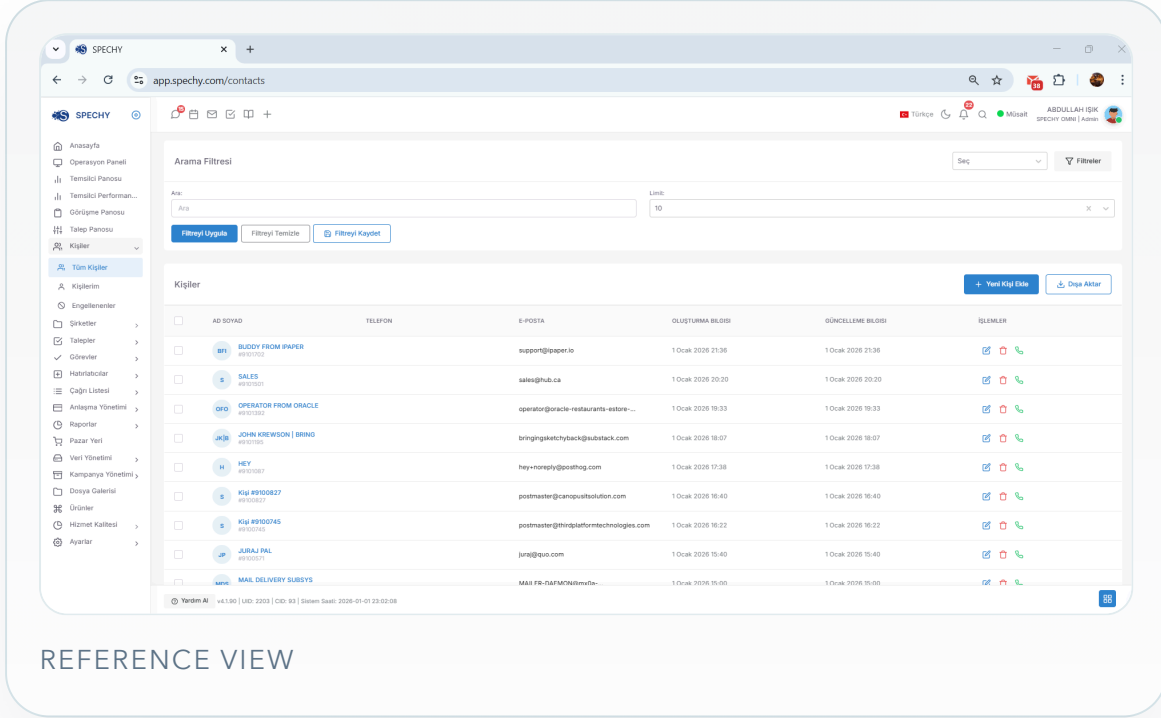
- Service Quality (SLA): Tracking processing start and end times allows you to prevent "delays" that directly affect customer satisfaction (\$CSAT\$).
- Bottleneck Detection: If the "Processing Time" is too long, it can be determined that the representative needs technical support or additional training in that area.
- Workload Balance: Knowing how many requests there are in each situation (e.g., "Waiting for Customer Response") helps determine priorities during the day.

Professional Advice: To reduce the "Average Turnaround Time" on your board, move requests to the "Processing" status without waiting for them. Remember, a

quick initial response increases the customer's patience and confidence during the time it takes to resolve the issue.

SECTION 55

All Individuals (Central Customer and Contact Management)



REFERENCE VIEW

Access URL; <https://app.spechy.com/contacts>

All People is the database where all your customers, business partners and contacts registered in the system are viewed, filtered and managed from a single center.

Advanced Data Filtering and Query Features

- Detailed Search and Filtering: You can instantly narrow down your contact list; by name, phone number, email, tag, city or according to specially defined criteria.
- Save Filters: You can save your frequently used search criteria (e.g., "VIP Customers", "Registrants in the Last 1 Month", "Those with Complaint Tag") by naming them.
- Registered Inquiry: By selecting the filters you have saved with one click, you can access the segment you need from the list of thousands of people in seconds.

Why is it Important?

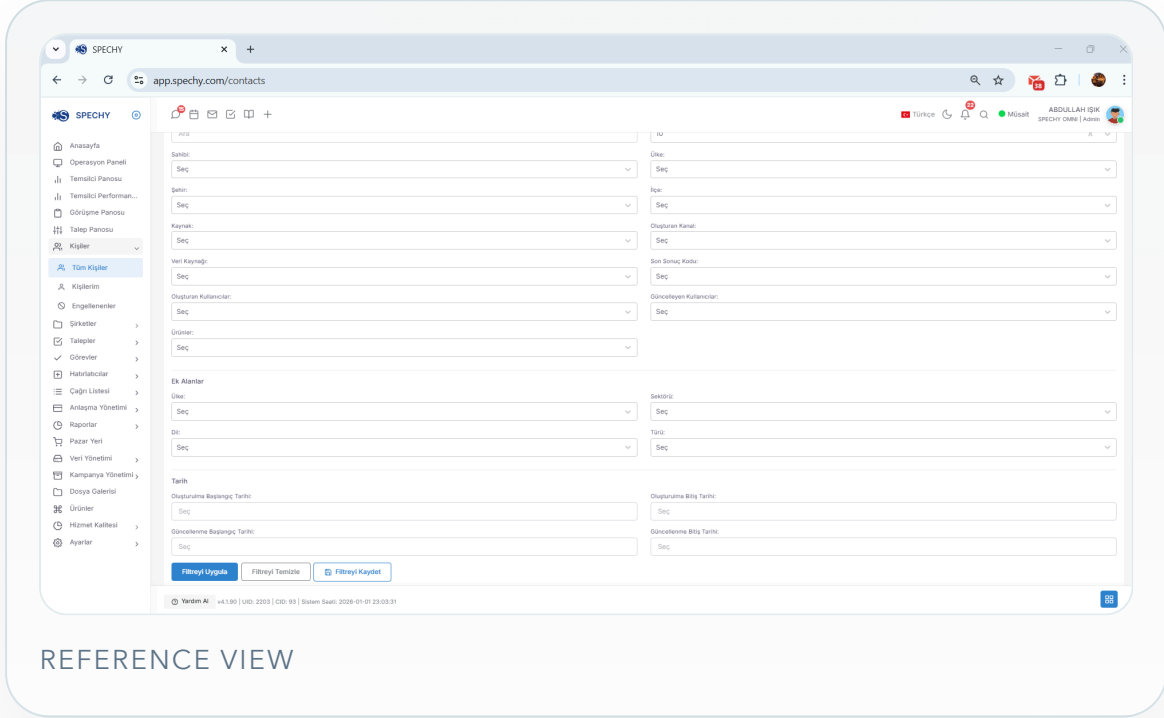
- Segmentation: You can group your customers and develop personalized strategies for them (e.g. special day celebrations or campaign calls).

- **Data Structure:** The answer to the question "When was the last time you met with whom?" is hidden on the card of each person in this list.
- **Speed and Efficiency:** Instead of creating the same filters repeatedly, you minimize operational time loss by using registered queries.

Professional Tip: Create a "Requiring Follow-up" filter for yourself in the "All People" field and save this filter. When you start your morning shift, you can instantly focus on the priority customer group you need to deal with by running this registered query.

SECTION 56

All Individuals: Advanced Filtering (Personalized Data Query)



REFERENCE VIEW

Access URL; <https://app.spechy.com/contacts>

The Filtering Module is an intelligent filter that instantly presents you with segments that match the criteria you are looking for (e.g., "VIP Customers in Ankara" or "Those who have not been searched in the last 3 months") instead of digging a hole with a needle in your customer database.

Functional Features

- Multiple Criteria Selection: You can filter dozens of different data such as name, surname, email, phone, city, tag or user-based private areas at the same time.
- Save Filter: You can save it by giving a name to the set of criteria you specify (e.g., "Potential Sales List"), and you can access this filter with one click later.
- Filter Cleaning: You can return to the main list as quickly as possible by resetting all criteria with a single button.
- Dynamic Update: The filter you have saved automatically includes people who have been newly added to the list and meet the criteria; it does not require manual updating.

💡 Why is it Important?

- Focus: It allows the representative to focus only on a specific region or campaign group instead of making random calls.
- Time Saving: You do not waste time by choosing the same 5-6 criteria every time, thanks to the saved filters, you start the operation in seconds.
- Reduce Error Rate: Thanks to standardized filters, you can ensure that the entire team works on the same correct data set.

Professional Tip: Save the filters you use frequently (e.g., "Things to Follow Today") and open your list with this saved query every morning. When you're done, refresh your screen for the next task using the "Clear" button.

Registered Filters is an intelligent library that stores the complex search criteria you have created before under a single name and allows you to apply them to the entire dataset in seconds whenever you need them.

Arama Filtresi

Ara: Limit:

REFERENCE VIEW

🔧 Functional Features and Usage

- Filter Viewing: You can see all the special queries you have previously saved (e.g., "Pending Payments", "VIP Istanbul", "Campaign-1 Group") in a list.
- Quick Application: As soon as you click on the filter you choose from the list, the system scans the entire database and only presents you with people who meet those criteria.
- Dynamic Update: A registered filter is not static. For example, if you have a filter named "Today's New Arrivals", it automatically covers new people who have entered the system that day every time you click.

💡 Why is it Important?

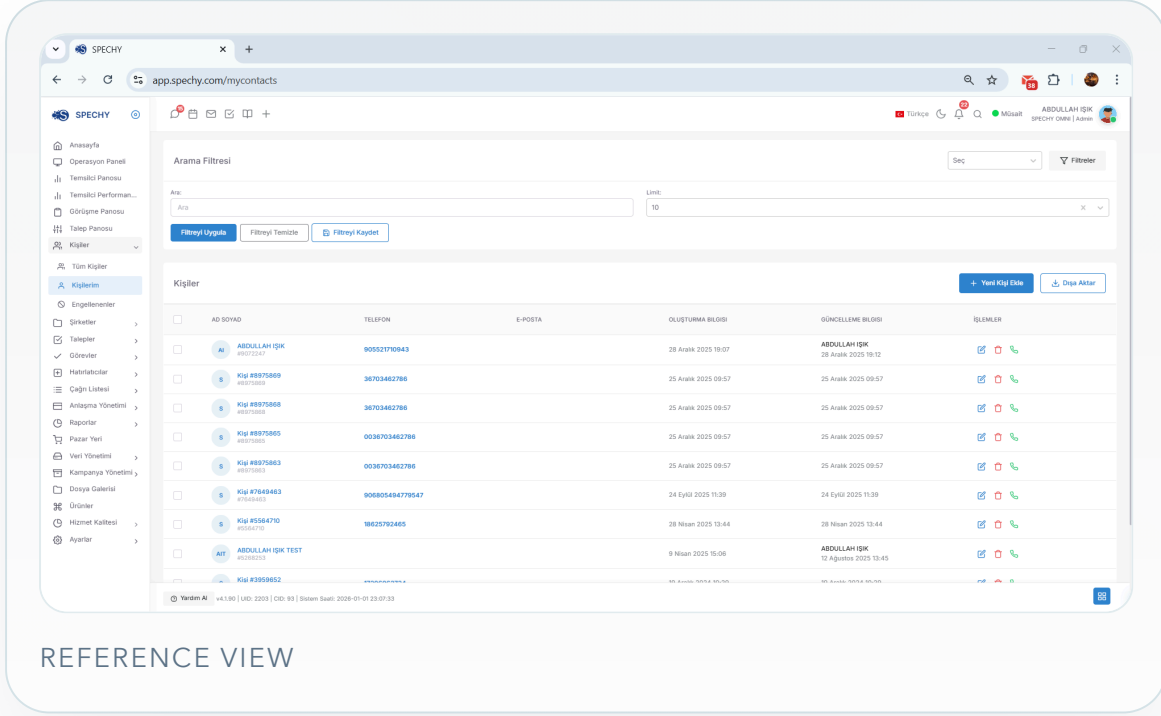
- Standard Operation: Ensures operational consistency by ensuring that all representatives work with the same criteria (e.g., with the same "Potential Customer" filter).
- Speed and Agility: Instead of manually selecting 5-10 different criteria every morning, it allows you to get started with just one click.

- Reset Error Percentage: Eliminates criterion errors that can occur in manual selections (e.g., incorrect city or label selection).

Professional Recommendation: Determine the 3 main filters you use most (e.g., Emergency Tracking, New Registrations, Priority Area) and save them. By making your transitions throughout the day through these registered lists, you can increase your focus time by 40%.

SECTION 57

My People (Individual Portfolio and Ownership Management)



REFERENCE VIEW

Access URL; <https://app.spechy.com/mycontacts>

My People is a dedicated workspace that lists the people you have been assigned as "owners" among all customers in the system. This module allows you to filter out the general data clutter and focus only on the relationships you manage.

Functional Features and Usage

- Ownership Filter: Automatically brings you customer records that have been assigned to you or created by you.
- Advanced Filtering Power: You can use all the powerful filtering, saving and cleaning tools you have in the "All People" menu exactly in your own list.
- Segmentation: Within your own portfolio, you can also make sub-breakdowns based on criteria such as city, label or transaction history.

Why is it Important?

- Focused Work: This screen is the answer to the question "Who do I need to pay attention to today?" You focus directly on your own workload without wasting time

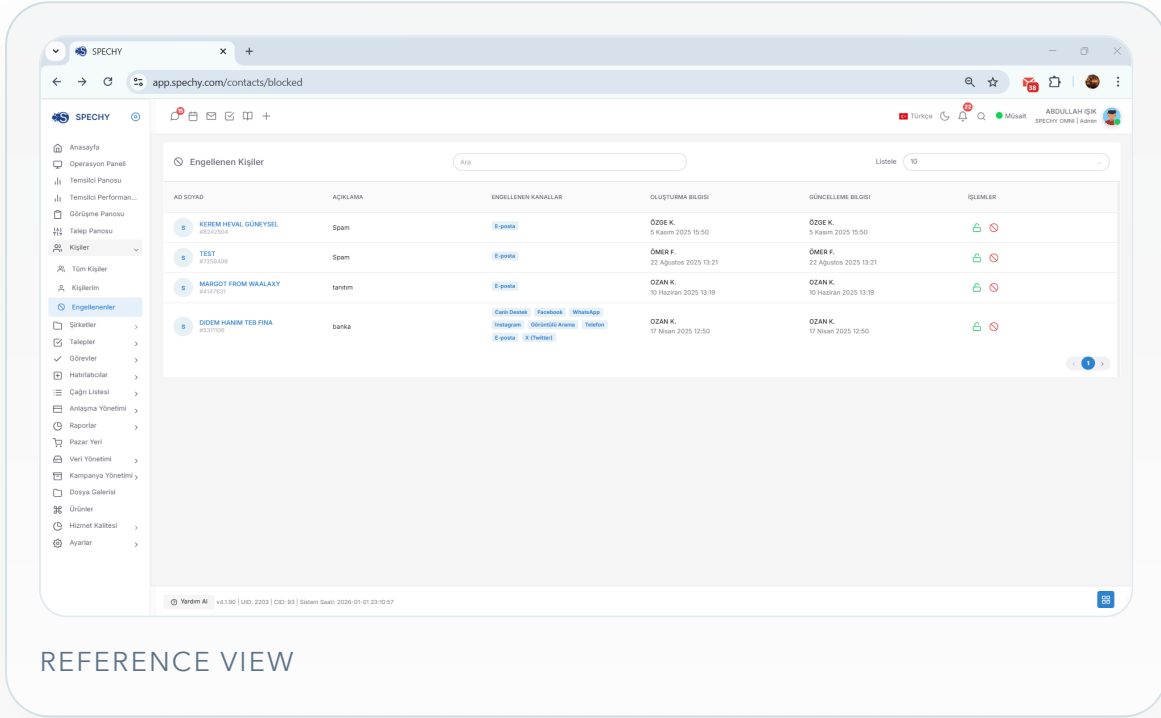
with other representatives' portfolios.

- Responsibility Tracking: Being the "owner" of a customer shows that you are primarily responsible for the quality and continuity of the communication established with that person.
- Operational Efficiency: You can manage your sales or support processes much faster by using filters registered in your own portfolio.

Professional Tip: When starting your shift, first enter the "My Contacts" menu and check if you have a new customer assigned to you. By regularly adding "Reminders" to the people in your own portfolio, you can ensure that none of your contacts remain uninterested.

SECTION 58

Blocked Users (Communication Restrictions and Blacklist Management)



Access URL; <https://app.spechy.com/contacts/blocked>

Blocked is a security panel where blocked individuals or numbers, whose access to the system is restricted through various channels (Phone, WhatsApp, SMS, etc.), are listed and managed centrally.

Functional Features

- Central List: You can see all contacts that have been blocked by any representative or administrator before in chronological order on a single screen.
- Unblocking (Whitelist): You can make a contact that was mistakenly blocked or decided to be unblocked again "Active" with a single click and allow it to communicate with the system.
- Channel-Based View: You can monitor operational security by tracking which number or ID was blocked on which date.

Why is it Important?

- Preventing Productivity Loss: It prevents unnecessary, spam or harassing calls/messages from being queued, allowing representatives to focus on real customers.
- Operational Hygiene: It offers a cleaner dataset by preventing your CRM database from being filled with spam records.
- Control and Monitoring: Tracking blocked users allows you to analyze which external sources the system is being attacked or abused from.

Professional Recommendation: Before blocking the number, be sure to check the "Call History". If the number was blocked by mistake, you can immediately bring the customer back to the system by saying "Remove Block" from the "Blocked" menu.

SECTION 59



Companies (Corporate Customer and B2B Database)

REFERENCE VIEW

Access URL; <https://app.spechy.com/companies>

It is the main module where all legal entities (companies, dealers, suppliers) registered in your system are centrally listed and managed independently of or related to individuals.

Functional Features

- Central Corporate List: You can see basic information such as the name, sector, tax office/number of all the companies you work for on a single screen.
- Smart Search: You can instantly filter the list of companies according to the sector, region, assigned representative or specially defined corporate tags.
- Individual-Company Relationship: You can strengthen the corporate memory by bringing together all employees (contact persons) affiliated with a company under one roof.

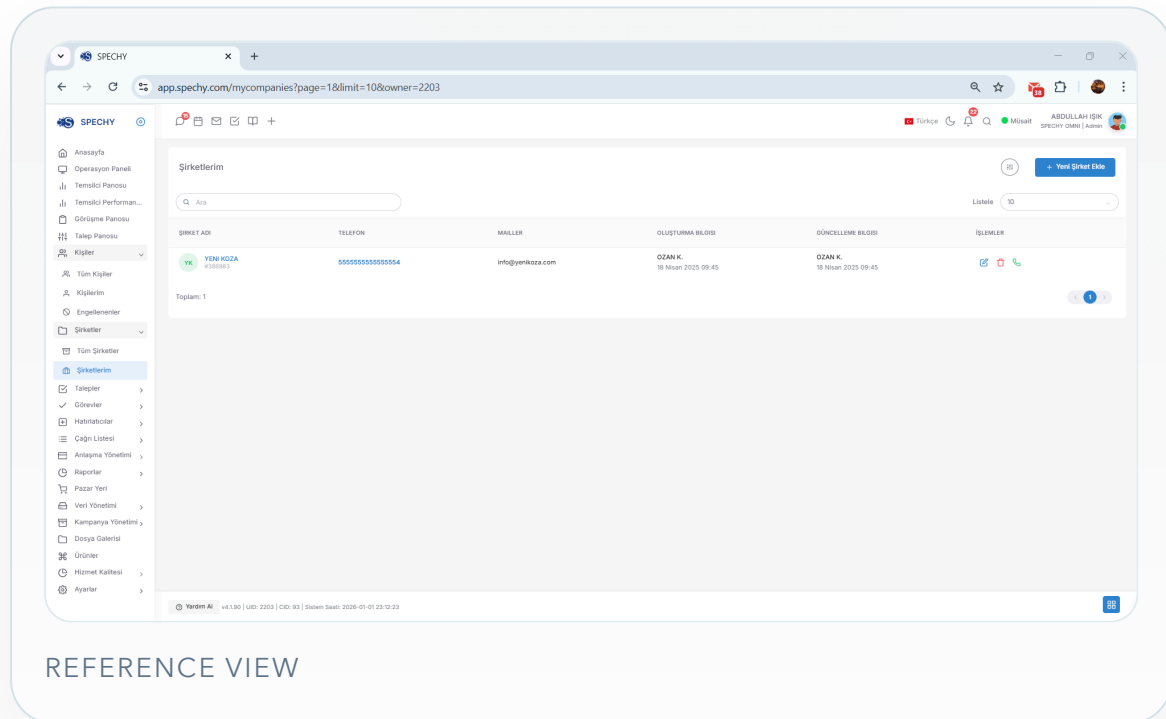


Why is it Important?

- **B2B Dominance:** If your sales and support processes are focused not only on individuals but also on institutions, you increase corporate loyalty by tracking all history on a "Company" basis.
- **Segmentation:** You can plan mass campaigns by applying filters according to the size or type of companies.
- **Hierarchical Tracking:** When multiple people from a company call, you provide a more consistent service knowing that they all belong to the same corporate structure.

Professional Advice: Create "Industry" based filters in the Companies field and save these filters. For example, you can list all companies in the "Logistics Industry" with one click and carry out a special announcement or offer campaign for that industry much faster.

My Companies is a personalized corporate monitoring panel that lists the commercial organizations you have been appointed as the "owner" of or directly manage among all the companies in the system.



Access URL; <https://app.spechy.com/mycompanies>

Functional Features and Usage

- **Responsibility-Based View:** It prevents you from getting lost in the general data crowd by only presenting you with companies that are in your portfolio.

- Corporate Filtering: You can apply all advanced filtering features in the "Companies" menu to only your own companies.
- Quick Query: You can perform instant narrowings within your own portfolio according to sector, region or company-specific tags.

💡 Why is it Important?

- Account Management: Being the "owner" of a company means that you are responsible for the quality of the communication established with all employees (contacts) of that institution.
- Prioritization: You can create your daily business plan more efficiently by using filters such as "Upcoming Due Dates" or "Offers Pending" among your own companies.
- Corporate Loyalty: Tracking the company as a whole as a customer allows you to respond to all kinds of requests from that institution more effectively.

Professional Advice: Regularly check your "My Companies" list. If contacts associated with a company in your portfolio have not interacted for a long time, this may be a "Risk" signal. You can plan a proactive search (Outbound) using your dashboard.

All Requests is the main operational pool where all cases (tickets) created regardless of which channel they come from (Voice, Written, Email, etc.) are listed, monitored and updated from a single center.

REFERENCE VIEW

Access URL; <https://app.speechy.com/tickets>

🔧 Functional Features and Intervention Power

- Central View: You can see all open, pending or completed requests in the system on a single screen in chronological or priority order.
- Detailed Editing: By entering any request, you can change its status (\$New \rightarrow In Progress \rightarrow Solved\$), add notes, assign it to another representative or update its priority level.
- Advanced Filtering: Among thousands of requests; you can perform instant queries according to the type of request, the assigned representative, the creation date or the solution time.

💡 Why is it Important?

- Process Governance: Ensures that no request is "missed". You can instantly identify bottlenecks by filtering the status of requests (e.g., "Pending").
- Data Update: Every modification made by entering a request is processed into the corporate memory and increases the quality of the service provided to the customer.
- Flexible Management: Adds agility to operations by providing the ability to re-categorize or route requests according to changes in the workflow.

Professional Tip: Use the "Late Requests" filter frequently on the "All Requests" screen. Even entering a request and just updating its status is enough to gain the customer's confidence that "their business is being taken care of".

The Demand Filter is a technical filter that takes the huge demand pool in the system and narrows it down according to specific criteria such as status, representative, date or category, thus raising your operational focus to the highest level.

The screenshot shows a web-based search filter interface titled 'Arama Filtresi'. It features a grid of input fields for various search criteria. At the top right, there is a 'Seç' dropdown and a 'Filtreyi' button. The main area contains the following fields:

- Ara:** A text input field.
- Limit:** A dropdown menu with '10' selected.
- Öncelik:** A dropdown menu with 'Seç' selected.
- Durum:** A dropdown menu with 'Seç' selected.
- Aktarılan:** A dropdown menu with 'Arama için 3 karakter girin' selected.
- Oluşturulan:** A dropdown menu with 'Seç' selected.
- Kaynak:** A dropdown menu with 'Seç' selected.
- Başlangıç Tarihi:** A date picker with 'Tarih Seçiniz'.
- Bitiş Tarihi:** A date picker with 'Tarih Seçiniz'.
- Oluşturma Tarihi (Başlangıç):** A date picker with 'Tarih Seçiniz'.
- Oluşturma Tarihi (Bitiş):** A date picker with 'Tarih Seçiniz'.
- Kanallar:** A dropdown menu with 'Seç' selected.
- Kategoriler:** A dropdown menu with 'Arama için 3 karakter girin' selected.
- Sonuç Kodu Türü:** A dropdown menu with 'Seç' selected.
- Talep Sonuç Kodu:** A dropdown menu with 'Arama için 3 karakter girin' selected.
- Son Sonuç Kodu:** A dropdown menu with 'Arama için 3 karakter girin' selected.

At the bottom, there are three buttons: 'Filtreyi Uygula' (Apply Filter), 'Filtreyi Kaydet' (Save Filter), and 'Filtreyi Temizle' (Reset Filter).

REFERENCE VIEW

🔧 Filtering Criteria and Usage Scenarios

- Condition-Based Query: You can determine the urgent tasks of the day by listing only "Open", "Pending" or "Paused" requests.
- Representative and Team Filter: You can see requests assigned to a specific representative or department (e.g., "Technical Support Team") instantly.
- Time-Based Filtering: You can query according to critical time periods such as "Opened in the last 24 hours" or "About to expire SLA period".
- Priority Level: By prioritizing "Critical" and "High" priority requests first, it allows you to respond to the most important customers as quickly as possible.

💡 Why is it Important?

- Bottleneck Detection: By filtering requests accumulated in a specific category (e.g., "Payment Issues"), you can detect whether there is a systemic problem early on.
- Operational Agility: Instead of a mixed list, you minimize processing errors with a filtered clean to-do list.
- Quick Reporting: You can answer a manager's question "How many complaints are waiting for solutions?" in seconds by applying the filter.

Professional Recommendation: When filtering your requests, be sure to check the "Unassigned" status as well. Using the filtering tool, you can quickly identify abandoned requests and take action on them, or redirect them to the relevant unit to maintain customer satisfaction.

Request Operations is a functional set of tools used to update the content of a selected case, review its history and manage its lifecycle.

Talepler							+ Talep Oluştur
☐	TALEP ADI & ID	KATEGORİ	KİŞİ/SİRKET BİLGİSİ	ATANAN KULLANICILAR & ATANAN GRUPLAR	DURUM	OLUŞTURMA BİLGİSİ	İŞLEMLER
☐	Deneme #1097314 - #5488918131	Kanallar/Canlı Destek	ABDULLAH TEST 905484779547	• METİN ÖGETÜRK	Bekleyen	ABDULLAH İŞİK 31 Aralık 2025 12:11	🔍 🗑️ 🔄 📄 🕒
☐	test talebi #1540621 - #1372844539	Kanallar/Facebook	TOLGA KOCADAĞ 905078910593	• METİN ÖGETÜRK	Bekleyen	SİNEM ZİVALI ÖZBAY 25 Kasım 2025 13:39	🔍 🗑️ 🔄 📄 🕒
☐	SUPPORT #1469945 - #5164803954	SUPPORT	ÖGETURK TEKNOLOJİ 60	• SİNEM ZİVALI ÖZBAY • METİN ÖGETÜRK	Bekleyen	4 Ekim 2025 13:02	🔍 🗑️ 🔄 📄 🕒
☐	SUPPORT #1469944 - #2098007326	SUPPORT	ÖGETURK TEKNOLOJİ 60	• SİNEM ZİVALI ÖZBAY • METİN ÖGETÜRK	Bekleyen	4 Ekim 2025 13:02	🔍 🗑️ 🔄 📄 🕒
☐	SUPPORT #1469942 - #2176325582	SUPPORT	ÖGETURK TEKNOLOJİ 60	• SİNEM ZİVALI ÖZBAY • METİN ÖGETÜRK	Bekleyen	4 Ekim 2025 13:01	🔍 🗑️ 🔄 📄 🕒
☐	SUPPORT #1469941 - #9895626839	SUPPORT	ÖGETURK TEKNOLOJİ 60	• SİNEM ZİVALI ÖZBAY • METİN ÖGETÜRK	Bekleyen	4 Ekim 2025 13:01	🔍 🗑️ 🔄 📄 🕒
☐	SUPPORT #1469924 - #105208513	SUPPORT	ÖGETURK TEKNOLOJİ 60	• SİNEM ZİVALI ÖZBAY • METİN ÖGETÜRK	Bekleyen	4 Ekim 2025 12:49	🔍 🗑️ 🔄 📄 🕒
Toplam: 645							1 2 3 4 64 >

REFERENCE VIEW

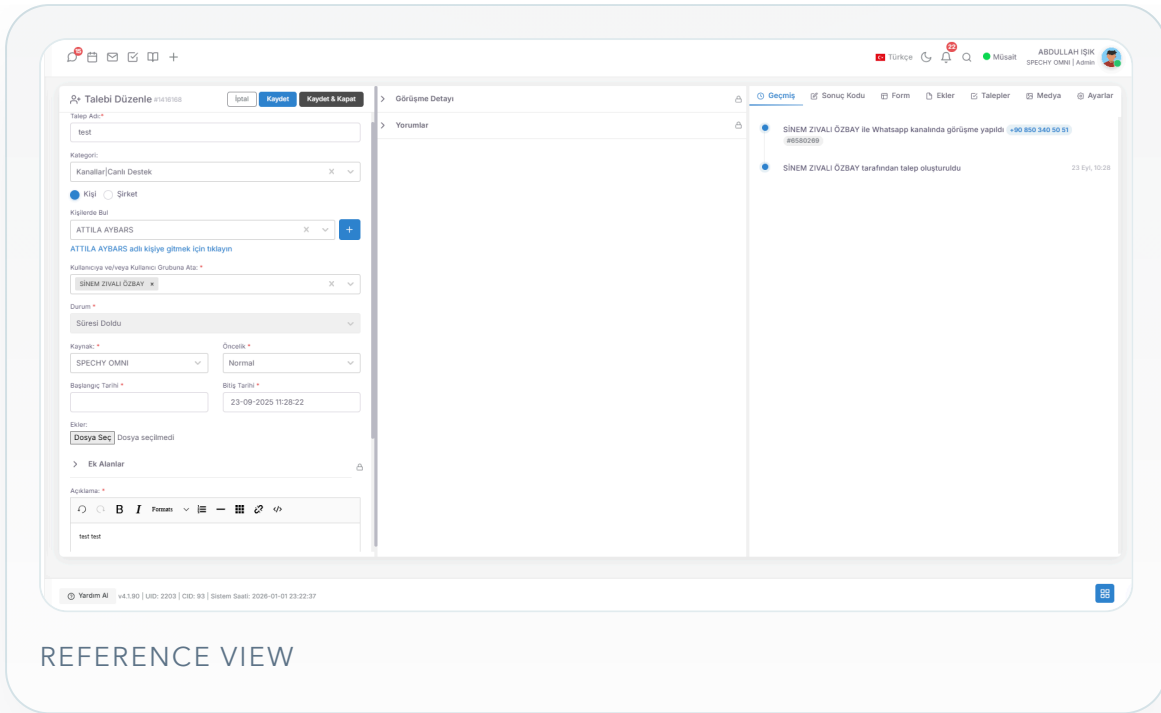
- **Edit:** By updating the title, category, priority level or assigned person of the request, it ensures that the process progresses in the correct venue.
- **Delete:** Prevents data pollution by removing erroneous or duplicate requests from the system.
- **Comment:** It includes all interim information, team notes and updates made during the resolution process of the request. It is of the nature of a "solution log".
- **Description:** Indicates the reason for the origin of the request (customer complaint or technical detail). In case of need, this description text can be updated to clarify the scope.
- **Information (Metadata):** The request is its digital fingerprint. It provides the following critical data:
 - **Time Stamps:** Opening, last update and target end date (\$SLA\$).
 - **Channel Source:** From which channel the request came (WhatsApp, Voice Call, Email, etc.).

💡 **Why is it Important?**

- **Transparency:** Thanks to the "Information" and "Comment" tabs, everyone can see who, when and from which channel intervened in a request.
- **Flexibility:** The "Edit" and "Description" features allow the business order to be revised instantly according to changing customer needs.
- **Auditability:** The entire life cycle of the request is monitored through these processes, and operational speed and quality standards (\$KPI\$) are measured.

Professional Recommendation: Before closing a request, be sure to add a short summary of the action taken in the "Comments" section. Also, by looking at the channel source in the "Information" tab, responding to the customer through the channel they opened the request through (e.g., if it came via email, respond via email), it enhances the customer experience.

Request Management is the detail panel that covers all the identity information, responsible parties, timeline and additional documents of a work order, and is the "solution kitchen" of the operation.



🔧 Request Card Components and Management

- Request Name & Description: It is a summary and detailed story of the job. It is clearly defined by the user to prevent confusion.
- Category & Source: Classifies which specialization area (e.g. Technical, Accounting) and which source your request belongs to.
- Find in People (Customer Matching): It provides full integration with the CRM history by determining which customer (contact) the request was opened on behalf of.
- Assignment (User/Group): Ensures that the work is directed to a specific representative or a user group such as a "Sales Team" so that it does not remain unattended.
- Status Management: Tracks the life cycle of the job: Pending, Processed, Solved, Not Solved.
- Priority Level: Determines the urgency of the task: Low, Normal, High, Urgent.
- Timeline (Start/End): Records when the work started and the target completion time.
- Attachments & Additional Areas: Contains document, visual or system-specific additional data fields defined for the request (e.g., "Device Serial Number").



Why is it Important?

- Responsibility Tracking: Who the request is from and what stage it is in (Status/Assignment) can be seen instantly; work is prevented from getting stuck.
- Criticality Management: It allows urgent priority requests to be filtered and resolved first.

- Data-Based Decision: Thanks to additional fields and attachments, it presents all the data on a single card without the representative having to look at another screen.

Professional Tip: When organizing a request, determine the "Priority" level according to the customer's service contract. Also, before marking the post-solution status as "Resolved", make sure you document the entire process in the "Description" or "Attachments" section; this will create a guide for future similar issues.

Interview Detail is not only determining which communication channel a request (ticket) was triggered through, but it is also a digital memory center that offers the entire content of that interview (email text or voice recording) as a transcript.

✓ Görüşme Detayı

23 Eyl 2025 10:21

test

23 Eylül 2025 10:21 ATILAY AYBARS

deneme

23 Eylül 2025 10:23 SİNEM ZIVALI ÖZBAY

Operatör görüşmeyi kapattı

23 Eyl 2025 23:54

REFERENCE VIEW

🔍 Functional Features and Content

- Channel Source View: Clarifies which "Omnichannel" channel the request came from, such as WhatsApp, Web Chat, Instagram DM or Voice Call.
- Full Transcript: Shows all message history on written channels, and the transcribed version of the conversation or the audio recording link (if active) on voice channels.
- Contextual Solution: It allows the representative to see exactly which words the customer used and what emotional tone (complaint, thank you, information request) they approached with while resolving the request.

💡 Why is it Important?

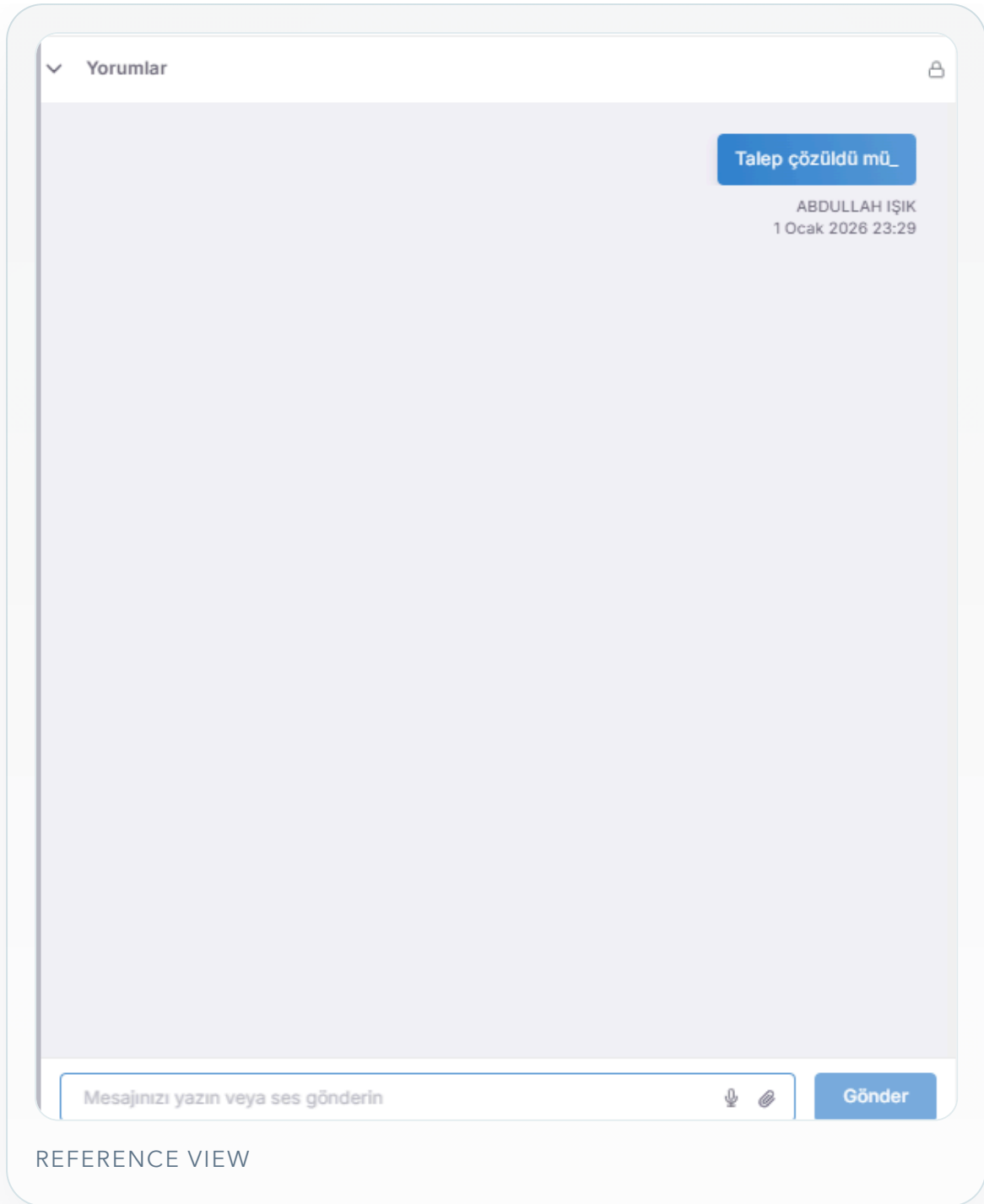
- Error-Free Solution: Instead of repeatedly asking the same questions to the customer, the representative understands the problem correctly (\$FCR\$) the first

time by reading the transcript.

- **Corporate Security:** In the event of a dispute (disputes or legal proceedings), the original text or recording of the meeting is kept as the strongest evidence in this field.
- **Continuity:** A new representative who takes over a request can continue the process from where it left off by reading all the details of the previous conversation without losing any information.

Professional Recommendation: Before finalizing a request, be sure to review the "Interview Details" tab. Additional details the customer mentioned during the interview (e.g., "I am not at home on Tuesdays") will help you take the resolution strategy and timing of the request to a more professional level.

Comments are a "solution diary" that chronologically records all intermediate steps, technical notes and updates shared with the customer during the solution journey of a request.



Rich Content and Sharing Features

- **Do Not Comment:** All officials involved in the request may make written notes about the course of the process. This is the answer to the question "Who and when did the request intervene?"
- **Voice Note:** Instead of writing complex technical details, you can record them as a voice note quickly and clearly and add them to the comment.
- **Document and File Sharing:** You can directly upload documents such as invoices, screenshots, PDF guides or technical reports that are necessary for the solution to the comment area.

- Chronological Tracking: All comments, voice recordings and documents are arranged in chronological order; thus, the history of the request can be tracked like a "time tunnel".



Why is it Important?

- Complete Information Transfer: When transferring a request to another representative, instead of just changing the status, leaving all the transactions in the "Comments" section, both verbally and in writing, eliminates the error.
- Evidence and Documentation: The added documents and audio recordings provide concrete data on why the request was resolved in that way.
- Speed and Agility: The voice note feature allows information to be processed into the system as quickly as possible without wasting time writing during intense operational moments.

Professional Tip: Instead of just writing "Solved" for critical requests, add a screenshot of the screen at the moment of the solution (Document) or a 10-second voice note summarizing the process to the comment. This will serve as a "Golden Guide" for your other colleagues when a similar issue arises in the future.

This module is a comprehensive analysis set that manages not only the current status of a request; but also its past, related data and the way the representative views this data.

REFERENCE VIEW



Analysis and Data Components

- History (Audit Log): Lists all kinds of changes made to the request (status change, assignment, note addition, etc.) chronologically who made them and when.
- Result Code: Seals how the interview or request was concluded with standardized codes (e.g., "Sale Completed", "Technical Issue Resolved", "Information Provided").

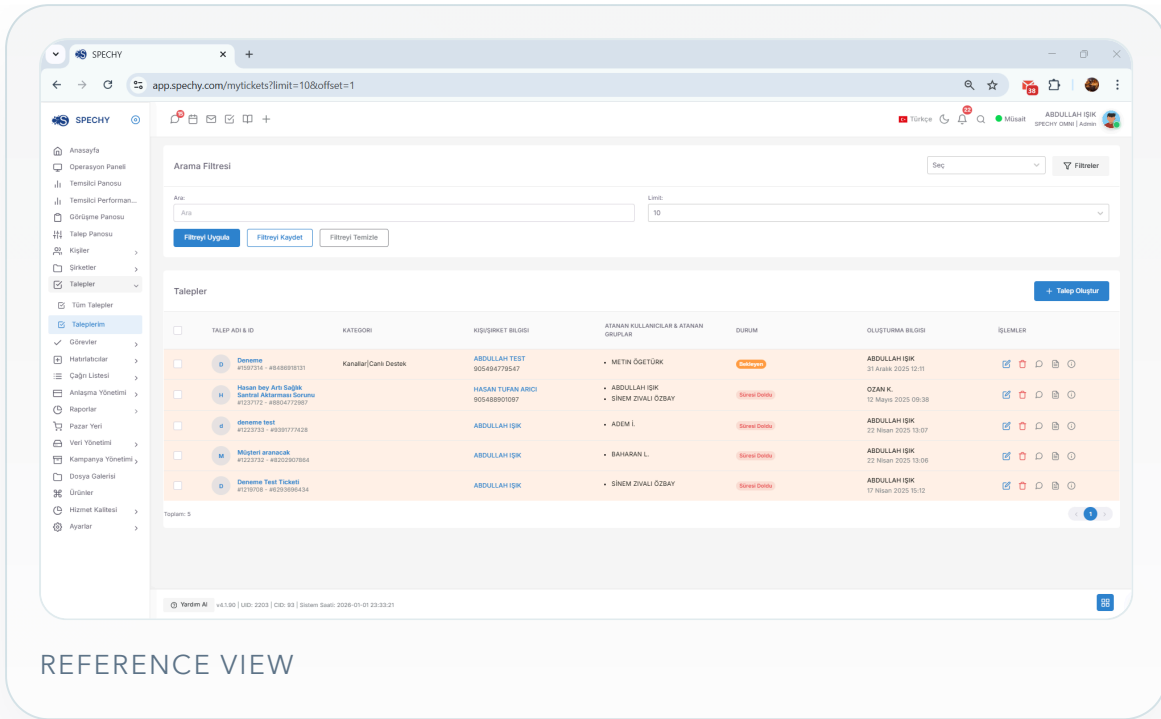
- Forms and Attachments: It allows you to manage completed survey/form data and all uploaded documents depending on the request from one place.
- Customer Memory (Requests & Media): It brings to your attention not only this request of the relevant customer; but also all his previous requests and all the media stored on the personal card (images, documents, etc.).
- Settings (Personal Interface): You can change the order of menus according to your working habits and create a more minimalist screen design by hiding the sections you do not use.

💡 Why is it Important?

- Holistic View: Thanks to the "Requests" and "Media" tabs, you do not need to switch between screens to get to know the customer; it is all at the tip of your fingers.
- Standardization: The use of "Result Code" ensures that operational success can be reported and measured.
- User Experience: Personalizing the interface with "Settings" reduces the representative's screen fatigue and allows them to access the tools they use most quickly.

Professional Advice: Before closing a request, be sure to check whether there is a skipped step by looking at the "History" tab. Additionally, you can increase your processing speed by 20% by moving the tabs you use most often (e.g., History and Result Code) to the top row from the "Settings" section.

My Requests is a special workspace where all requests created directly by you or assigned to you to produce a solution among all cases in the system are listed.



REFERENCE VIEW

Access URL; <https://app.spechy.com/mytickets?limit=10&offset=1>

Functional Features and Usage

- Ownership Filter: It prevents you from getting lost in the general data crowd by automatically bringing you requests assigned only to you or initiated by you.
- Advanced Intervention Power: You can use all your editing, commenting, adding and finalizing permissions you have in the "All Requests" menu with full authority in your own list.
- Individual Tracking: You can check which stage your tasks are at (In Process, Pending, etc.) from a single screen.

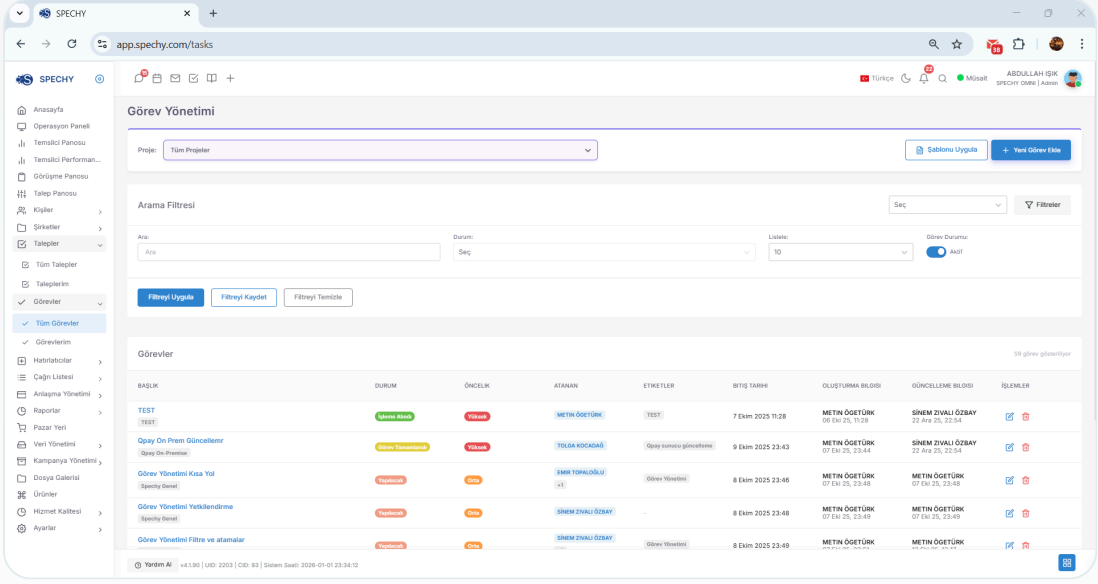
Why is it Important?

- Focus and Speed: It instantly answers the question "What tasks do I need to solve today?" You focus directly on your own tasks without wasting time on others' workloads.
- Accountability: Every request assigned to you is part of your performance in terms of solution time (\$SLA\$) and quality. This screen allows you to manage your personal performance metrics.
- Workflow Structure: By filtering your own list in order of priority, you can respond to your most critical customers as quickly as possible.

Professional Tip: Let your first stop when starting your shift be the "My Requests" menu. Here, arrange your tasks in the "Pending" status in order of urgency and

try to bring this list to the "Resolved" status as much as possible at the end of the day.

All Tasks is the main pool where all projects carried out within the institution, assigned specific tasks and actions to be followed are created, monitored and controlled from a single center.



REFERENCE VIEW

Access URL; <https://app.spechy.com/tasks>

Functional Features and Management Power

- Central Control: You can see all active, completed or delayed tasks created in the system chronologically on a single screen.
- Create a New Task: You can define a new job order related to a specific topic, project or customer; you can immediately specify the person responsible, the deadline and the details.
- Advanced Filtering: You can clarify the workflow by filtering tasks according to their priority (Urgent, Normal), status (To Be Done, In Progress, Completed), assigned person or relevant department.

Why is it Important?

- Inter-Team Coordination: Regardless of a request, you can define and track any internal task (e.g., "Weekly Report Preparation") as a "Task".
- Transparency and Control: The number of tasks assigned to each person and how much of these tasks are completed on time can be monitored transparently through

this panel.

- Preventing Job Skipping: Converting verbally agreed-upon tasks into "assignments" eliminates the risk of forgetting and provides operational discipline.

Professional Tip: When creating a task, be sure to set a clear "Deadline". Use the "All Tasks" panel to run the "Late Tasks" filter weekly; this will ensure that you keep the performance of your operation alive.

Task Detail allows you to monitor every stage of the process, make the necessary revisions and instantly track the "life cycle" of the work by entering a created work order.

Görevi Düzenle

Başlık: TEST

Durum: İşleme Alındı

Proje: Seç

Açıklama: TEST

Başlangıç Tarihi: 06-10-2025 11:28

Bitiş Tarihi: 07-10-2025 11:28

Atanmış Kişi: METİN ÖZETÜRK

Etiketler: TEST

Ekler: Current Attachments

Ekran-resmi-2025-10-02-154334.png

Dosyaları Seç: Dosya seçilmedi

Aktivite

Yorumlar

Geçmiş

- SİNEM ZİVALI ÖZBAY tarafından görev düzenlendi
- SİNEM ZİVALI ÖZBAY tarafından görev düzenlendi
- METİN ÖZETÜRK tarafından görev düzenlendi
- METİN ÖZETÜRK tarafından görev oluşturuldu

REFERENCE VIEW

Functional Control and Monitoring Features

- Detailed Editing: You can reshape the task according to the changing conditions by updating the title, description, deadline or assigned person in charge of the task.
- Task Mobility (Audit Log): You can see all the operations performed on the task (who added notes when, who changed its status, etc.) chronologically. This makes every step of the work in the "kitchen" process transparent.
- Status Control and Update: You can monitor which stage the task is in at any moment (e.g., "Planned", "Ongoing", "Waiting for Approval") and seal the process by updating its status when the task is completed.
- Linked Tracking: If the task is related to a request, you can coordinate the impact of actions on the request on the task and the overall progress from this area.

💡 Why is it Important?

- Transparency: Without having to ask the question "What is the status of the work?", you can see where the process is stuck or how it has progressed by looking at the activity history.
- Flexibility: The authority to enter the task and make changes ensures that job orders remain current in dynamic operations.
- Reducing Error Rate: Thanks to the history of movements, every change made has a responsible person and a timestamp; this reinforces operational discipline.

Professional Tip: While managing a complex task, add short notes at each important stage to ensure that a "Movement" record is created. When the task is completed, before updating its status to "Closed" or "Completed", check the past actions one last time to ensure that all criteria have been met.

My Tasks is a special "task list" panel that lists the tasks assigned directly to you from the projects and job orders throughout the system or created by you.

REFERENCE VIEW

Access URL; <https://app.spechy.com/my-tasks>

🔧 Functional Features and Usage

- Ownership-Focused View: It filters out general operational noise by only bringing you the tasks you are responsible for and allows you to focus directly on your own goals.

- Request and Task Integration: You can track the tasks or independent work orders related to the requests assigned to you in a single chronological list.
- Status and Movement Management: You can enter your own tasks to update the process, add notes, and mark it as "Done" when the task is completed.

💡 Why is it Important?

- Time Management: It instantly answers the question "Which project should I focus on today?" by prioritizing tasks with upcoming deadlines, preventing delays.
- Personal Performance: The timely and complete completion of tasks directly reflects the representative's operational reliability and solution capacity.
- Organization and Discipline: Working with a digital and traceable to-do list instead of verbal reminders or notes on paper minimizes the margin of error.

Professional Tip: When you start work every morning, check the "Tasks" tab. Sort your pending tasks according to the "Due Date". Update the status of each task you complete during the day instantly; this makes it easier for your managers to monitor your workflow live and report your success.

All Reminders is an operational control panel supported by smart notifications, where all appointment, call back and follow-up notes created across the system are managed centrally.

Tüm Hatırlatıcılar

Değiştirme Geçmişi

Değiştir

Yeni Hatırlatıcı Oluştur

Arşiv

Tarih Filtrele

Tarih Filtrele

Görünmeyen Hatırlatıcılar

Listele

7

NE HATIRLATMAMI İSTERSİNİZ?	TÜR	İSMİ	TELEFON	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	ATANANLAR	HATIRLATICI TARİHİ	NOT	KANAL	İŞLEMLER
Müşteri ile görüşme sağlanacak	Yeni	ABDULLAH TEST	905494779547	ABDULLAH İŞİK 1 Ocak 2026 23:38	ABDULLAH İŞİK 1 Ocak 2026 23:38	ABDULLAH İŞİK	1 Ocak 2026 23:45		Telefon	İşlemler

REFERENCE VIEW

Access URL; <https://app.spechy.com/all-appointments>

🔧 Functional Features and Smart Notifications

- Two-Level Notification System: The system sends automatic notifications twice in total, once 1 hour before and once 10 minutes before the reminder time, to reduce the risk of forgetting to zero.
- Create a New Reminder: You can create a new record instantly for any action that needs to be done at a later date.

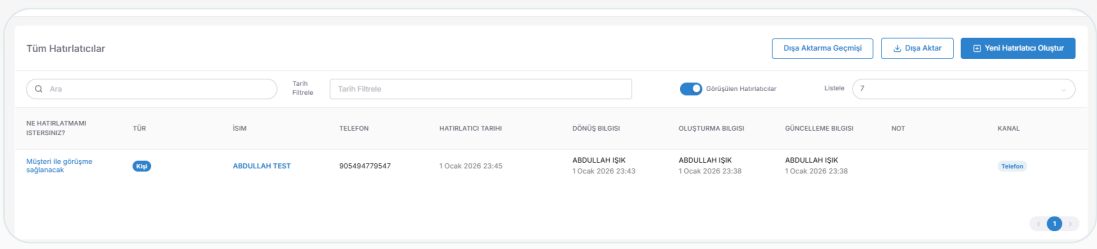
- **Data Management (Export & History):** You can download your reminder lists in Excel/CSV format and track previous export operations from the past.
- **Advanced Query (Filter & Search):** You can narrow down reminders according to a specific date range or find a specific reminder with keywords in seconds.
- **Status Management (Unreviewed):** You can list reminders that have not yet been acted upon (unreviewed) on the page, and you can switch between records that have been reviewed/completed with a single button.

💡 Why is it Important?

- **Proactive Service:** Returning to the customer at the promised time raises brand loyalty and trust (\$CSAT\$) to the highest level.
- **Data Mobilization:** Thanks to the export feature, you can take your business plan outside the system during the day or use it in reports.
- **Discipline:** Thanks to the two-tiered notifications, even if the representative is busy with another task, he gains time to prepare for the upcoming task.

Professional Tip: Use the "Date Filter" feature in the first hours of the day to list all reminders for that day. With the "Unseen Reminders" button, you can also make sure that there are no appointments left open until the end of the workday.

Viewed Reminders are the "Transaction Complete" pool where records that have successfully completed the action when the appointment or callback time determined with the customer arrives are collected.



The screenshot shows a web interface for managing reminders. At the top, there's a search bar and filters for 'Tarih Filtrele' (Date Filter) and 'Görülen Hatırlatıcılar' (Visible Reminders). Below the search bar is a table with the following columns: 'NE HATIRLATMAMI İSTEDİĞİMİZ?' (Which reminder do I not want to remind?), 'TÜR' (Type), 'İSİM' (Name), 'TELEFON' (Phone), 'HATIRLATICI TARİHİ' (Reminder Date), 'DÖNÜŞ BİLGİSİ' (Return Information), 'OLUŞTURMA BİLGİSİ' (Creation Information), 'GÜNCELLEME BİLGİSİ' (Update Information), 'NOT' (Note), and 'KANAL' (Channel). The table contains one row for a reminder for 'ABDULLAH TEST' with phone number '905494779547' and a scheduled time of '1 Ocak 2026 23:45'. The status is 'Müşteri ile görüşme yapılacaktır' (Meeting with customer will be made). Below the table, there's a 'REFERENCE VIEW' label.

🔧 Smart Status Transition and Functionality

- **Automatic List Update:** When an appointment is made with the customer and the meeting is provided at the scheduled time, the system automatically removes this record from the "Unmet" list.
- **Success Confirmation:** The fact that a reminder falls on this page is the digital confirmation that the task (ticket or callback) has not been left unattended and that

contact has been established with the customer.

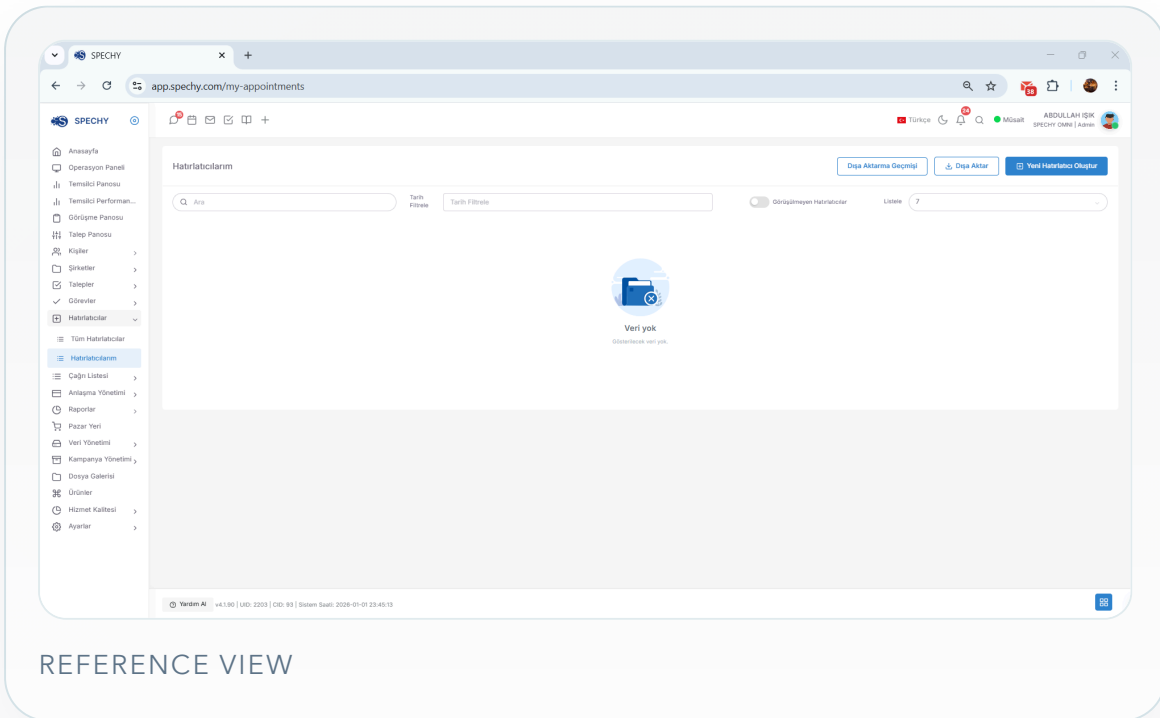
- Retrospective Monitoring: You can analyze chronologically through this list which customers were consulted with, when and about what.

💡 Why is it Important?

- Operational Efficiency: It allows the representative to focus only on pending tasks by preventing the confusion of "Who would I return to?", and collects the people seen on a separate page, eliminating screen clutter.
- Customer Satisfaction (\$CSAT\$): The disciplined follow-up of reminders and their transition to the "Reviewed" status reinforces corporate professionalism and customer focus.
- Performance Monitoring: For managers, it is the most accurate data that measures how many appointments planned during the day were successfully completed.

Professional Advice: At the end of the day, check your "Reviewed Reminders" list to confirm if there is any additional action to be taken after the meeting (e.g., opening a request, sending a proposal, etc.). This list is not just an archive, but also a preparation area for your next sales step.

My Reminders is a special monitoring panel that lists all scheduled actions throughout the system, including the reminders you have created yourself or assigned to you for you to resolve/follow.



Access URL; <https://app.spechy.com/my-appointments>

Functional Features and Usage

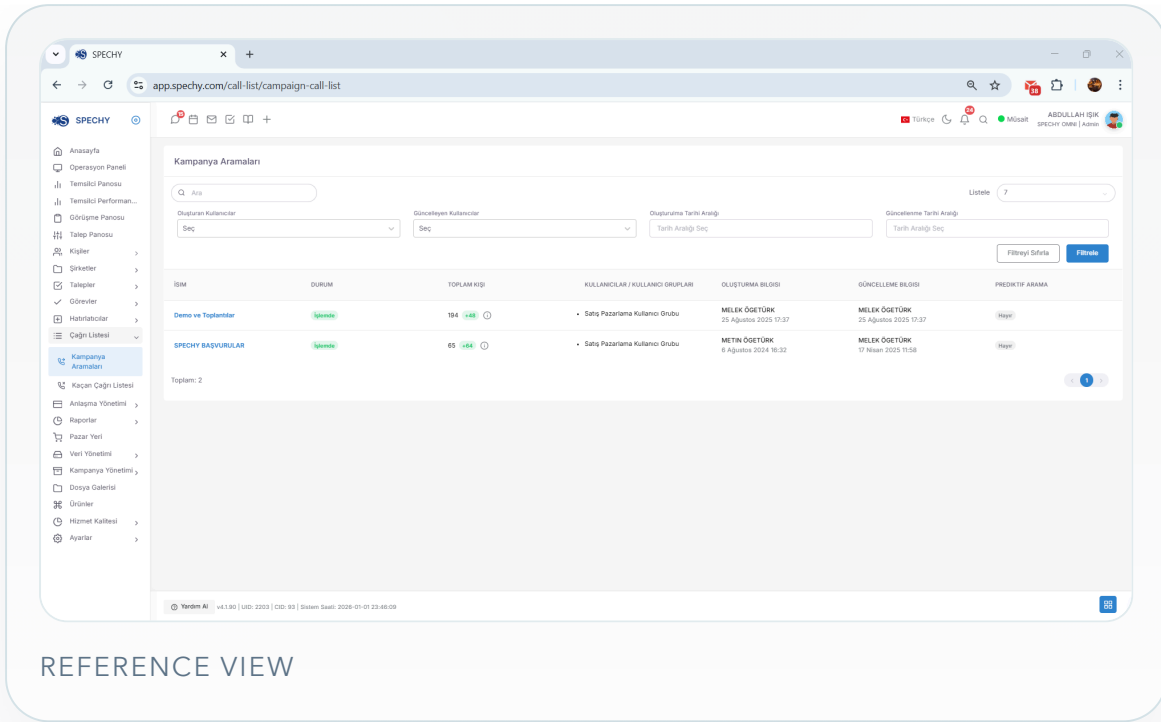
- Ownership-Based View: It prevents you from drowning in the general data crowd by only bringing you records such as "Back Search", "Offer Tracking" or "Appointment" that you only need to care about.
- Critical Time Tracking: The two-step notification mechanism (1 hour and 10 minutes before) provided by the system for each reminder assigned to you will activate for your tasks on this menu.
- Proactive Intervention: Using the reminders on your list, you can reach the customer at the exact time you promised and ensure that the record automatically moves to the "Completed Calls" tab when a call is made.

Why is it Important?

- Personal Productivity: It eliminates the questions "Who would I return to today?" or "Which customer did I promise?" It collects all your individual commitments on one screen.
- Customer Loyalty: Not missing a reminder assigned to you reinforces the image of a "valued and followed person" in the customer's eyes (\$CSAT\$).
- Sense of Responsibility: Whether the tasks assigned to you are completed on time is one of the most important components of your personal performance metrics.

Professional Tip: Put the "Reminders" menu at the center of your daily work routine. Especially, mark the reminders assigned to you by another manager or colleague as "Urgent"; this will maximize team coordination and your professional reliability.

Call List (Campaign-Focused Outbound Call Management)



REFERENCE VIEW

Call List is a proactive communication center where guides created for a specific purpose (Sales, Satisfaction Survey, Information, etc.) are managed collectively and representatives make calls in turn.

Access URL; <https://app.spechy.com/call-list/campaign-call-list>

🔧 Functional Features and Operational Power

- **Click-to-Dial Convenience:** Instead of manually dialing the numbers in the campaign list, you can start the call instantly with a single click and increase your processing speed.
- **Live Data Statistics:** You can instantly monitor the general status of the data in the "Total Persons" field:
- **Total Number of People:** General availability in the pool.
- **Sought / Unsought Quantities:** Completion rate of the campaign (\$%\$).



Why is it Important?

- **Time Savings:** The Click-and-Hold feature eliminates the representative's manual errors and minimizes the call initiation time.
- **Performance Tracking:** Tracking of unwanted orders allows planning the effort required to complete the campaign.
- **Hierarchical Order:** Knowing who and when the campaign was updated strengthens data security and order in large operations.

Professional Advice: Before starting campaign searches, check the "Statistics" field to determine your daily target based on the remaining unrequested number of calls. If the list is too crowded, start searching from the data with the highest conversion potential by filtering your priority customer group through the "Filters".

87. Lost Call List (Recovering Missed Calls)

TRUNK	DID	KUYRUK	TELEFON	ÇAĞRI SIRA SIRA KATILMA TARİHİ	ÇAĞRI KAPATILMA TARİHİ	BEKLEME SÜRESİ	DÖNÜŞ YÖNÜ	DÖNÜŞ DURUMU	ARA
00004789	908505510705	5330	05324667451	Aralık 30, 2025 14:36:16	Aralık 30, 2025 14:36:59	43sn	-	-	📞
908503408552	908503403535	SPECHY	05382309337	Ocak 01, 2026 10:38:11	Ocak 01, 2026 10:38:54	43sn	-	-	📞
908503408552	908505510705	5330	054195303148	Ocak 01, 2026 17:54:00	Ocak 01, 2026 17:54:18	18sn	-	-	📞

REFERENCE VIEW

The Lost Call List is a strategic management panel where customers who have not been able to reach the representative for various reasons (those who closed the line while waiting in line or called after hours) are automatically accumulated and are waiting for a "return".

Access URL; <https://app.spechy.com/call-list/missed-call-list>

Functional Features and Smart Streaming

- **Recapture Mechanism:** When you call a customer listed on the list, the system automatically removes this record from the "Not Found" list and transfers it to the "Found" page. This prevents repeated searches.
- **Click-to-Dial Integration:** You do not need to dial the number to reach the person who is making an unanswered call; you can start a return call in seconds with the call icon.
- **Smart Filtering (Queue & Date):** You can prioritize the most urgent returns by filtering out missed calls based on which queue they came from or when they called.
- **Data Mobility:** You can export (download) runaway call lists and ensure data security by monitoring the download history of these lists.
- **Menu Transitions:** By quickly switching between the "Not Found" and "Searched" tabs, you can monitor how many unanswered calls have been successfully recovered during the day.

💡 Why is it Important?

- Preventing Revenue and Satisfaction Loss: Every missed call is a potential loss of a sale or a complaint candidate. A quick response creates a sense of "being valued" in the customer.
- Operational Efficiency: Agents searching for missed calls during their free time (idle time) maximizes workforce efficiency (\$Occupancy\$).
- KPI Improvement: The call back rate of missed calls is a performance indicator that directly affects the overall service quality (\$Service Level\$) of the call center.

Professional Tip: After the busy hours of the day, your first task should be to enter the ****"Missed Call List"**. Use the queue filter to prioritize unanswered calls from the "VIP" or "Sales" queue, especially. When you move a customer from the missed call list to the "Searched" list, you will see this success as an added value in your personal performance panel.

📁 Agreements (Sales Opportunity and Pipeline Management)

The screenshot displays the SPECHY CRM interface for the 'Anlaşmalar' (Agreements) section. The top bar shows the user 'ABDULLAH İŞKİ' with a profile icon and language settings. The sidebar on the left contains various navigation options like 'Anasayfa', 'Operasyon Paneli', 'Temaslı Performans', 'Görüşme Panosu', 'Talep Panosu', 'Kıyılar', 'Görevler', 'Haberler', 'Çağrı Listesi', 'Anlaşmalar', 'Raporlar', 'Pazar Yeri', 'Veri Yönetimi', 'Kampanya Yönetimi', 'Dosya Galerisi', 'Hizmet Kalitesi', and 'Ayarlar'. The main content area features a search filter 'Arama Filtresi' with a search bar and a 'Filtreyi Uygula' button. Below this, there are four summary cards: '179 Kayıtlar', '₺4179522.16 Tahmini Değer', '₺4077985.38 Geçmiş Kayıtların Değeri', and '₺1659885.36 Tahmini Ürün Değeri'. A table titled 'Anlaşmalar' follows, showing a list of agreements with columns for 'ANLAŞMA ADI', 'TÜR', 'AŞAMA', 'OLASILIK', 'ÖNCELİK', 'KAPANIŞ TARİHİ', 'KİŞİLERİT BİLGİSİ', 'SAHİPLER', 'OLUŞTURMA BİLGİSİ', and 'SON DÜZENLEME'. The table lists several agreements, including 'ABDULLAH TEST', 'LOCAMARIN', 'SEMİN KILIÇSOY', 'VİZİYOTEK', and 'ÖZEL TOMURCUK DERSANESİ'. Each row includes a status bar with a progress indicator and a 'Normal' label. The bottom of the interface shows a footer with 'Yardım Al', 'v4.1.90 | ÜRD: 2023 | CİD: 82 | Sistem Saati: 2023-07-07 23:52:35'.

Agreements is a central management panel that allows you to track potential sales opportunities (leads/opportunities) from the first contact to the closing, and enables you to create revenue forecasting (\$Forecasting\$).

🔧 Functional Features and Sales Funnel

- Product and Status Filtering: You can see exactly which product or service the customer is interested in; you can query according to the current status of the agreement (e.g., "Offer Given", "Negotiating Phase", "Contract Waiting").

- Kanban View: You can visualize the sales process in columns (Drag and Drop). This way, you can understand at a glance which sales are stuck at which stage.
- Potential Tracking: You can proactively manage not only existing customers, but also candidates who have not yet made a sale but have high potential through this list.

💡 Why is it Important?

- Revenue Estimation: You can analyze the total volume of sales expected to close next month using the "Agreement Status" filter.
- Sales Focus: The Kanban view prevents the representative from being confused about "Which offer should I make?" and brings the workflow to a clarity of game plan.
- Efficiency: Thanks to the product-based filtering you are interested in, you reach the right target audience in seconds when running a campaign for a specific product.

Professional Tip: To speed up your sales process, make ***Kanban View***** your home screen. Moving the card to the next column when the status of an agreement changes provides both psychological motivation and allows your managers to monitor the sales speed (\$Sales \ Velocity\$) live.**

Kanban View is an interactive panel that presents the different stages of agreements or requests in vertical columns, allowing you to understand the workflow at a glance.

REFERENCE VIEW

🔧 Functional Features and Dynamic Management

- **Drag & Drop Mechanism:** You do not need to fill out a form to change the status of a customer or job. You can update its status in seconds by holding the card with your mouse and dragging it from one column (e.g., "Offer Given") to another (e.g., "Agreement Achieved").
- **Visual Filtering:** You can filter the density on the Kanban board according to the relevant product, representative or priority level and only display the cards you need to focus on.
- **Huni Analysis:** By seeing which stage has too much card accumulated (there is bloating), you can instantly detect operational bottlenecks.

💡 **Why is it Important?**

- **Speed and Agility:** The drag-and-drop feature reduces the representative's administrative workload and allows them to focus directly on sales or solutions.
- **Psychological Motivation:** Moving a card to the "Finished" or "Sold" column is a concrete indicator of success and a source of motivation for the representative.
- **Error-free Status Update:** Contrary to the chaos in the list view, the stage of a task in the Kanban view is visually sealed; this minimizes the risk of incorrect status assignment.

Professional Tip: Move forward with "Kanban View" in your daily sales meetings or team evaluations. By filtering cards that have been waiting for more than 1 week in the "Negotiation" column, you can decide to offer a special discount or campaign to these customers and accelerate your sales cycle (\$Sales \ Cycle\$).

- **Agreement Name & Registration Type:** It distinguishes the short description of the sale and whether this opportunity is B2C (Individual) or B2B (Company).

Anlařmayı D zenle

İptalKaydetKaydet & Kapat

Anlařma Adı*

ABDULLAH TEST

T p*

Kiři

Kiři B r*

ABDULLAH TEST

Aparalar:

Demo A ıldı

Oranlık

%25

Tahmini Kapanıř Tarihi:

Anlařma Zamanı:

1 g n

Eklen

D syanı S k

 ncelik

Normal

Para Birimi

T rk Lirası ( )

Tahmini Değer:

  1

Toplam  r n Değer:

  Toplam  r n Değer

Ger ek Kapanıř Değer:

  Ger ek Kapanıř Değer

Kapanıř Tarihi:

Satıřan:

ABDULLAH  K

PDF Ge miř

Teklif Ekle

Veri yok

G sterilecek veri yok.

Yardıml v4.1.90 | UID: 2203 | CID: 93 | Sistem Saati: 2028-01-01 23:57:17

REFERENCE VIEW

- Customer Matching (Find in People): It provides full integration with the CRM history by determining which contact or institution the agreement was opened on behalf of.
- Stages & Probability (\$%\$): Indicates the current status of the agreement and the probability of returning to the sale at that stage (For example: 60% probability in the "Offer Received" stage).
- Time Management: * Estimated Closing: When the sale is targeted.
- Agreement Time: How long the process will take in total (\$Sales \ Cycle\$).
- Actual Closing: The date when the sale is finally sealed.
- Estimated & Total Product Value: Shows the difference between the unit price of the added products and the total sales potential.

💡 Why is it Important?

Teklifler

Ge miř r nlerG r řmelerİlgililerNotlarG revlerMedyaFormEkler

PDF Ge miř+ Teklif Ekle

REFERENCE VIEW 1

E-posta Raporları

Gelen CDR Raporu

Giden CDR Raporu

Kullanıcı Performans Raporu

Gelen Görüşme Aralığı Raporu

E-posta Gelen CDR Raporu

Oto-Rapor

Diğer Aktarma Geçmişi

Diğer Aktar

Ara:

Tarih Aralığı:

E-posta İçeriğini Göster/Gizle:

Ara

Tarih Seçiniz

Gizle

Veri yok

Gösterilecek veri yok.

REFERENCE VIEW 2

Şikayet Var Raporları

Diğer Aktarma Geçmişi

Diğer Aktar

Tarih Aralığı:

Hesap:

Uygula

Tarih Seçiniz

Seç

Veri yok

Gösterilecek veri yok.

REFERENCE VIEW 3

Sonuç Kodu Raporları

Sonuç Kodu Raporu

Sonuç Kodu Özet Raporu

Sonuç Kodu Raporu

Oto-Rapor

Diğer Aktarma Geçmişi

Diğer Aktar

Ara:

Tarih Aralığı:

Sonuç Kodu:

Ara

Tarih Seçiniz

Arama için 3 karakter girin

Kanallar:

Kullanıcılar:

Son Eklenen Sonuç Koduna Göre

Seç

Seç

MÜŞTERİ ADI	MÜŞTERİ TELEFON	MÜŞTERİ E-POSTA	KANAL	BAŞLAMA TARİHİ	KAPANMA ZAMANI	SONUÇ KODU	TEMSİLCİ ADI
ABDULLAH TEST	905494779547		Whatsapp	Ocak 01, 2026 22:52:32	Ocak 02, 2026 02:08:52	Olumlu/Bilgi Verildi	ABDULLAH IŞIK

Toplam: 1

Listele: 7 1

REFERENCE VIEW 4

REFERENCE VIEW 5REFERENCE VIEW 6REFERENCE VIEW 7

Ürün Galerisi

Google Drive

Google Drive

Arac: AraTür: TümüMesaj: SeçDosya Yükle

Data Fazla Yükle

REFERENCE VIEW 8

Ürün Ekle

Ürün Kategorisi:
Ürün kategorisi arayın...

İsim: *
Yeni etiket eklemek için Enter tuşuna basın

Ürün Tipi:
Seç

SKU: *
SKU

Açıklama: *
Açıklama

Görsel Türü: *
URL

Resim URL:
Resim URL

URL Türü: *
URL

URL:
URL

Birim Fiyat: *
\$ Birim Fiyatı

Birim Maliyet:
\$ Birim Maliyet

Marka:
\$ 0

Ödeme Yöntemi:
Seç

Para Birimi: *
Seç

İptal

Olaştı

REFERENCE VIEW 9

Yeni Kullanıcı Grubu Ekle

Grup İsmi: *
Satış

Kullanıcı İsmi: *
ABDULLAH İÇKİ YASİN S. TOLOĞA K.

Olaştı

İptal

REFERENCE VIEW 10

Rolü Düzenle

İptal

Güncelle

Rol Adı: *
Agent

Rol Açıklaması:
Agent

Menü İzinleri

Genel İzinler

Bildirim İzinleri

Pazar Yeri İzinleri

Temsilci Performans İzinleri

☒ Kalite Değerlendirme Formunda mail gönderilsin mi?

☐ Evet

☒ Hayır

☐ Talep atanmış kişiye mail gönderilsin mi?

☐ Evet

☒ Hayır

REFERENCE VIEW 11

REFERENCE VIEW 12REFERENCE VIEW 13REFERENCE VIEW 14REFERENCE VIEW 15

REFERENCE VIEW 16

- Financial Forecasting (\$Forecasting\$): Thanks to the multiplication of "Estimated Value" and "Probability", you can calculate in advance the probable turnover that will enter your cash register at the end of the month.
- Correct Resource Management: It allows you to use your time in the most efficient way by focusing on "High" priority and "Highly Likely" agreements.
- Sales Speed Analysis: By analyzing the difference between estimated and actual closing dates, you can measure the performance of the sales team.

Professional Tip: When creating an agreement, update the "Probability" rate not only as an estimate, but according to the feedback you receive from the customer. Also, if the "Estimated Closing Date" still shows "Low Probability" as it approaches, consider offering a special "Deal Time" extension or discount offer to this customer.

Agreement Management (Proposal and Relationship Process Control)

Deal Management is an operational control panel that surrounds a sales opportunity 360 degrees, from sending offers without adding products to assigning tasks without taking notes.

Access URL; <https://app.spechy.com/deals>

Operational and Relational Tool Set

- Products & Offers: It is the heart of the agreement. The products that the customer is interested in are selected and the offers prepared automatically in PDF format based on these selections can be sent directly to the customer.
- History & Notes: It includes all the arrangements on the agreement (audit log) and the critical notes taken by the representative regarding the process. It is the answer to the questions "Why was it abandoned?" or "At what stage was it revised?".

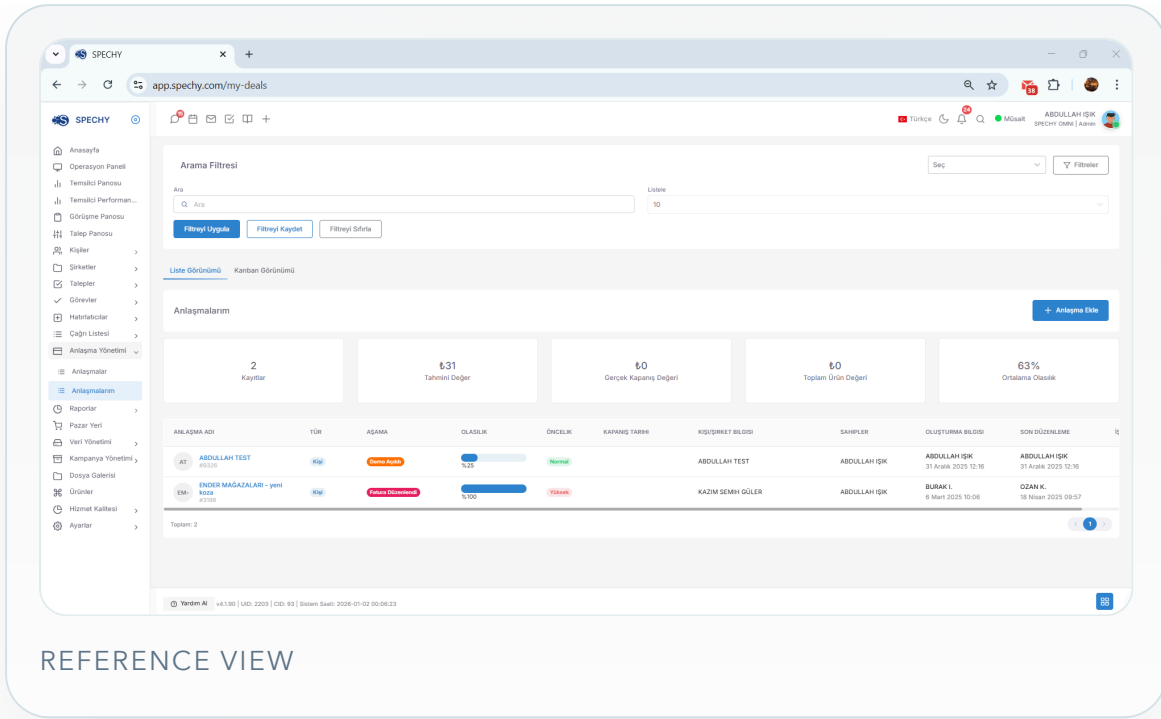
- Meetings (Result Codes): Integrates communications outside CRM channels (e.g., face-to-face meeting or external call) with the system; provides tracking by adding a result code to the process.
- Interested Parties (Relationship Map): Connects the company to which the person on the sales side is affiliated or the decision-makers of the company to each other.
- Tasks & Reminders: Schedules the actions to be taken to close the deal (e.g., "Follow the contract").
- Media, Forms & Attachments: Provides quick access to all documents on the customer card, filled forms and files specially uploaded for this agreement.

💡 Why is it Important?

- Fast Quoting: The integration of product addition and PDF creation increases the sales speed (\$Sales \ Velocity\$) by eliminating the representative's manual file preparation time.
- Corporate Memory: Thanks to the "History" and "Notes" tabs, a new representative who takes over an agreement can continue the process with no information loss.
- Centralized Data: With the Media and attachments section, all the documents required for sales (brochures, IDs, contracts) are collected on a single card; clutter is prevented.

Professional Advice: Before sending a quote, make sure that the correct quantity and unit price have been selected in the "Products" tab. After sending the quote, adding a "Quote Tracking Request" task for 2 days later to the "Tasks" section will significantly increase the likelihood of the sale closing.

My Agreements is a special "Income Tracking" panel that lists all potential opportunities across the system, including those you have created yourself or assigned to you for completion.



REFERENCE VIEW

Access URL; <https://app.spechy.com/my-deals>

🔧 Functional Features and Individual Focus

- Responsibility Filter: By presenting only the agreements that you are "Owned" or assigned to, it offers a clear work list free of other teams' sales processes.
- Personal Pipeline Tracking: You can monitor which stage the deals in your own sales line are at (Offer, Negotiation, Closing, etc.) from a single screen.
- Full Authorized Intervention: You can add products by entering each agreement on your own list, create and send PDF offers, and update the probability rates.

💡 Why is it Important?

- Performance Optimization: It instantly answers the question "How many sales do I need to close this month?" It makes it easier for you to manage your quota and sales targets.
- Customer Relationship Management: It increases your sales closing rate (\$Conversion \ Rate\$) by following up on the opportunities assigned to you with regular notes and tasks without leaving them unattended.
- Time Efficiency: It allows you to focus on tasks that will directly "return money" without wasting time in general data clutter.

Professional Tip: Make the "My Deals" menu your "Home Screen" of your daily sales routine. Especially, fix the "High" priority and closing date approaching deals at the top of the list. Updating every successful post-sale status as "Deal

"Closed" will increase both your personal motivation and your success graph (\$KPI\$) in your performance reports.

Consolidated Channel Reports (Data Consolidation and Automatic Sending)

Birleştirilmiş Kanal Raporları

CDR Raporu

Tekil Görüşme Raporu Sayısı

Arı

Tarih Aralığı

Tarih Seçiniz

Kullanıcılar

Seç

KANAL	YÖN	DURUM	ID	OLUŞTURULMA TARİHİ	KABUL EDİLMİ ZAMANI	KAPANMA ZAMANI	HESAP ID	TEMSİLCİ ADI	KULLANICI GRUPLARI
Email	gelen	cevapsız	7996820	Ocak 02, 2026 00:24:20	-	-	221		
Email	gelen	cevapsız	7996851	Ocak 02, 2026 00:44:19	-	-	60		

Toplam: 2

Listen: 7

1

REFERENCE VIEW

Integrated Channel Reports is an "operational intelligence" panel that collects the transaction volumes from all communication channels connected to the system (Voice, WhatsApp, Email, Social Media, etc.) in a single table and reports this data periodically.

Access URL; <https://app.spechy.com/reports/combined>

Analytical Skills and Automation Power

- Channel-Based Transaction Counts: It compares how much traffic each channel receives, transaction density, and capacity utilization.
- Smart Automatic Reporting: Thanks to this "set and forget" feature, which is valid for all reports:
- Goal: You can define the email addresses to which the report will be sent.
- Timing: You can choose which days (Daily, Weekly, Monthly) the report will be sent.
- Sensitivity: You can determine exactly what time the report will drop into your mailbox.

Why is it Important?

- Holistic View (\$Holistic \ View\$): Instead of examining the channels one by one, you will instantly find an answer to the question "Which channel do our customers prefer us the most?" with the combined report.
- Proactive Management: Thanks to automatic reporting, the performance data of the previous day will be sent to your email while you are drinking your morning coffee; thus, you start the day with data-based decisions.
- Error Rate Resetting: Human errors that may occur during manual data retrieval are completely prevented by the system's automatic calculation and sending infrastructure.

Professional Recommendation: Configure the "Automatic Report" feature to present the previous week's "Combined Channel Report" at 08:30 on Monday mornings. This way, you can participate in your weekly management meetings with the most up-to-date and comprehensive data.

Single Interview Report (Customer-Based Net Contact Analysis)

Birleştirilmiş Kanal Raporları

CDR Raporu

Tekil Görüşme Raporu Sayısı

Tekil Görüşme Raporu Sayısı

01-01-2026

Özet Rapor

Detay Aktarma Geçmiş

Detay Aktar

ID	KİŞİ ADI SOYADI	TELEFON	E-POSTA ADRESİ	TOPLAM	GÖRÜŞME
1958815	MAIL DELIVERY SUBSYSTEM		mailer-daemon@gmail.com	111	E-posta:111
4335803			postmaster@aludo.es	1	E-posta:1
4339612			reservas@zerospacioslatas.es	1	E-posta:1
4887273	PDF GURU		info@pdfguru.com	2	E-posta:2
5168704	CLUTCH		no-reply@clutch.co	1	E-posta:1
5167284	ORDERCHAMP SUPPORT		support@orderchamp.com	1	E-posta:1
5188588	SUPPORT		customercare@adadysmarch.com	1	E-posta:1

Toplam: 73

Listele: 7 1 2 3 4 11

Single Interview Report reports the total number of unique customers reached by the operation by counting multiple interviews with the same customer within a specific time period as a single record.

Analytical Depth and Data Cleaning

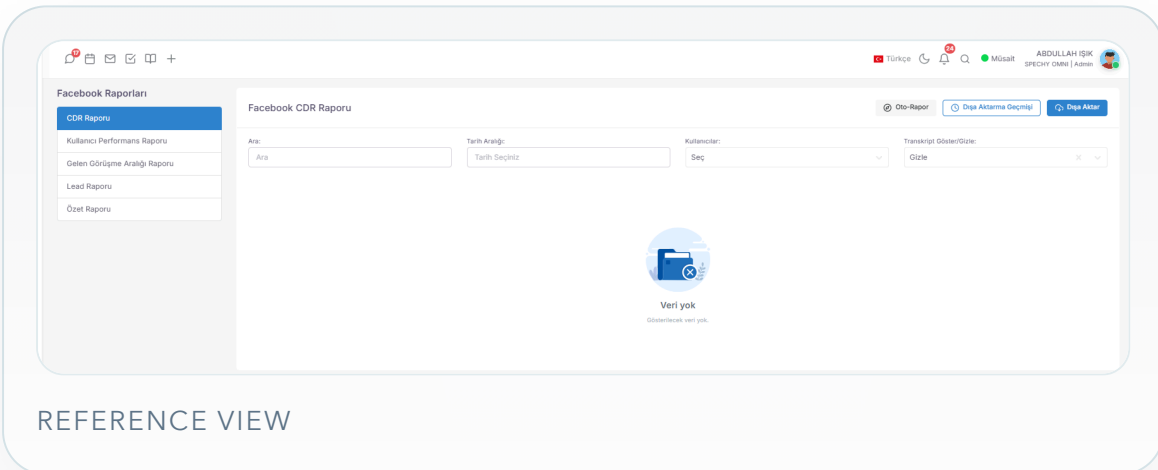
- **Single Unit Calculation:** Even if a customer calls 5 times during the day, this report records that customer as "1 Single Person". This is the most healthy method to measure the actual reach power (\$Reach\$) of the operation.
- **Duplicate Data Filtering:** By filtering out "repeated" transactions within the total call traffic, it allows you to analyze the actual customer load per agent.
- **Smart Automatic Reporting (Standardized):** Like in all reporting modules of Spechy, this data is also:
- **Email Integration:** Automatically sent to the recipients you specify.
- **Timed Delivery:** It will be delivered to your mailbox on the day and time you specify (For example: Every morning at 09:00).
- **Retrospective Data:** Reports the single performance of the day you specified without error.

 Why is it Important?

- True Productivity Measurement: If the total number of calls is high but the number of individual calls is low, it means that constant follow-up calls are being made for the same issues (\$FCR\$ is low). This report allows you to see this bottleneck.
- Capacity Planning: Knowing how many different customers you serve helps you calculate your future staff (representative) needs more accurately.
- Error-free Reporting: The automatic reporting option offers complex single data calculations at the same standard every time without manual effort.

Professional Tip: Put the "Number of Individual Interviews" and the "Total Number of Interviews" side by side with the "Single Interview Report". The smaller the difference between the two, the higher your success rate in resolving your customers' problems at the first contact (\$First \ Contact \ Resolution\$). Providing this data to your managers as an automatic report at the beginning of each month is the most professional way to prove your operational quality.

Social Media Reports: Facebook Analytics and Performance Management



Facebook Reports is a strategic panel where all interactions coming from Facebook page or Messenger are monitored 360 degrees, as well as their sales potentials (leads) and representative performance.

Access URL; <https://app.spechy.com/reports/channel/social-media-reports/facebook>

Facebook Data and Operations Analysis

- CDR (Detailed Conversation Record) Report: It offers the chronological details of the date, time and content of each correspondence and conversation made through the Facebook channel.
- User Performance Report: It allows you to track individual efficiency (\$KPI\$) by measuring how long it takes your representatives to respond to Facebook interactions and how many transactions they complete.

- Received Call Interval Report: It shows when the Facebook traffic is concentrated at what times of the day in "hourly intervals". You can optimize your staff shift planning by filtering by account or user.
- Lead Report: Lists potential customer (\$Lead\$) data coming from ads or form-focused leads via Facebook; allows you to analyze the return on investment (\$ROI\$) of your marketing budget.
- Summary Report: Consolidates the general transaction traffic of all connected Facebook accounts on a single screen.

💡 Why is it Important?

- Social CRM Integration: It removes Facebook interactions from being anonymous data and includes them in your institution's official reporting standards.
- Timing Strategy: Thanks to the "Interview Time Range Report", you can determine the most active hours of your Facebook users and match your campaign posts to these hours.
- Sales Focus: With the lead report, you can track how many opportunities from social media are converted into "Deal".
- Automation Comfort: As in all Spechy reports, your Facebook data will also reach the email address you specify as an Automatic Report on the specified day and time.

Professional Recommendation: **Set up the "Lead Report" to automatically arrive in your email at 08:30 every morning as an automated report. By sending fresh opportunities from social media to your sales team in the first minutes of the workday, you can stay ahead of your competitors with your turnaround rate.**

📱 Social Media Reports: Instagram Analytics and Interaction Management

Instagram Raporları

CDR Raporu

Kullanıcı Performans Raporu

Gelen Gönderme Analizi Raporu

Lead Raporu

Özet Raporu

Instagram CDR Raporu

Arşiv

Tarih Aralığı

Kullanıcılar

Transkript Göster/Gizle

Ara

Tarih Seçiniz

Seç

Gizle

Veri yok

Gösterilecek veri yok.

REFERENCE VIEW

Instagram Reports is an analytical control panel that tracks all communications received via Instagram Direct (DM), opportunities (leads) collected through ads, and

representative performance end-to-end.

Access URL; <https://app.spechy.com/reports/channel/social-media-reports/instagram>

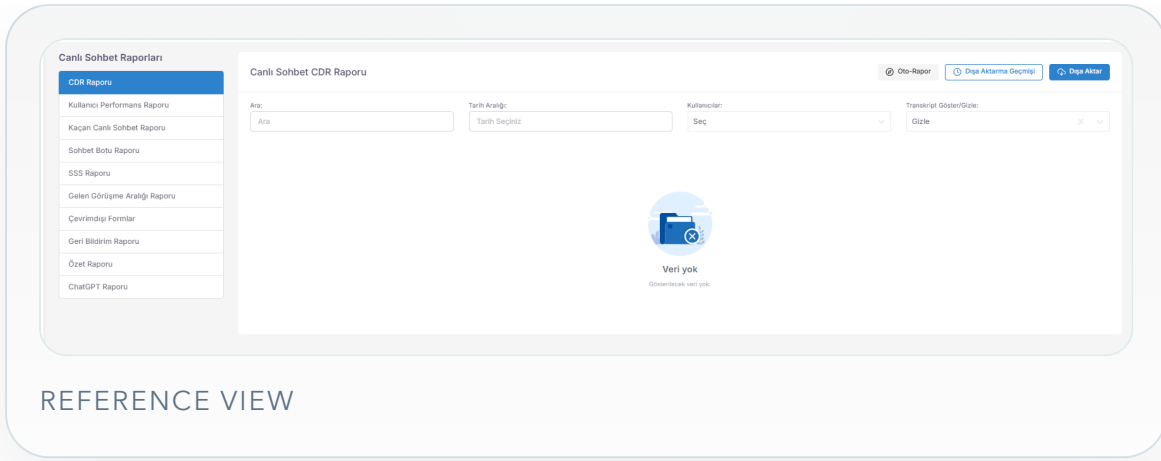
Instagram Data and Operation Analysis

- CDR (Detailed Conversation Recording) Report: It chronologically presents the start, end and content details of each dialogue that takes place through the Instagram channel; it verifies the customer history.
- User Performance Report: By measuring the response speed (\$FRT\$) and solution rates of your representatives' Instagram messages, it allows you to track the efficiency of your social media team.
- Received Call Interval Report: It generates a density map of Instagram traffic throughout the day in hourly intervals. With this data, you can minimize waiting times by increasing the number of representatives during the hours when your followers are most active.
- Lead Report: Provides a report of potential customer forms and sales leads coming from Instagram. It allows you to directly measure the success of your social media advertising budget.
- Summary Report: Displays the total transaction volume in all your linked Instagram accounts in a single consolidated table.

Why is it Important?

- Visual Brand Communication: It professionalizes your social media communication by combining Instagram's dynamic structure with Spechy's corporate reporting discipline.
- Lead Conversion Tracking: You can accelerate your sales cycle (\$Sales \ Cycle\$) by seeing how long it takes to respond to leads from advertisements.
- Shift Optimization: Thanks to the "Interview Interval Report", you will make staff planning based on real data instead of manual estimates.
- Automation Comfort: With the Automatic Report option included in all reports; your data is delivered to the e-mail address you specify, on the day and time you choose (For example: Every morning at 09:00) without any errors.

Professional Advice: Instagram users expect faster responses than other channels. By tracking the "First Response Time" (\$FRT\$) through the "User Performance Report", set a proactive goal for your social media team. Providing weekly performance data as an automatic report to your managers will allow you to prove your digital transformation success with numbers.



Live Chat Reports report every pixel movement from the live support bubble on your website; from bot interactions to ChatGPT responses, from user performance to transactions that escape.

Access URL; <https://app.spechy.com/reports/channel/communication-reports/live-chat>

Live Chat, Bot and AI Operation Analysis

- **CDR & User Performance:** You can monitor live chat details (\$CDR\$); you can measure critical metrics such as the average response time and transaction time of your representatives (\$AHT\$).
- **Chatbot & ChatGPT Report:** You can review the time the customer spends on the chatbot before connecting to the representative and the entire communication transcript (\$Transcript\$). If you have a connected ChatGPT account, you can report the solution success of artificial intelligence.
- **Lost Live Chat & Offline Forms:** You do not leave any request unattended by tracking customers who leave without replying (\$Missed \ Chat\$) and "Contact Us" forms left outside of business hours.
- **Feedback & FAQ Report:** You can analyze customer ratings (\$CSAT\$) at the end of the interview and usage statistics of the Frequently Asked Questions (\$FAQ\$) module.
- **Received Call Interval (Interval):** You can optimize the shift plan of your live support team by seeing when your web traffic is concentrated at what times.
- **Summary Report:** Provides an overview of the total number of consultations, answered and missed.

Why is it Important?

- **Instant Satisfaction Measurement:** Thanks to the feedback report, you turn the customer's hot thoughts about the quality of your service into a digital report.
- **Bot Efficiency:** With the chatbot report, you can improve your automation by seeing which questions were solved by the bot without being transferred to the

representative (\$Deflection \ Rate\$).

- Artificial Intelligence Audit: The ChatGPT report allows you to audit how well artificial intelligence provides responses that are compatible with your corporate language and solution standards.
- Uninterrupted Communication: Offline forms seal your website's ability to function like a 24/7 request collection center.

Professional Tip: Set up the "Lost Live Chat" and "Offline Form" reports to be sent to your email as Automatic Reports every morning at 08:30 a.m. If your representatives return to these forms as their first task when they start work, your chances of turning a "lost" customer into a loyal user will increase by 80%.

- Communication Reports: WhatsApp Business and Artificial Intelligence Analytics

WhatsApp Raporları

WhatsApp CDR Raporu

Ar: Ara Tarih Aralığı: 31-12-2025 - 01-01-2026 Kullanıcılar: Seç Transkript Göster/Gizle: Gözle

TRANSKRİPT	KUYULUŞA GİRİŞ ZAMANI	GÖRÜŞÜME BAŞLANGIÇ ZAMANI	KAPANIŞA ZAMANI	HESAP ADI	TELEFON	KİŞİ ADI SOYADI	E-POSTA	TELEFON
+	Ocak 01, 2026 22:50:49	Ocak 01, 2026 22:50:49	Ocak 01, 2026 22:52:26	+90 850 340 3535	905494779547	ABDULLAH TEST		905494779547
+	Ocak 01, 2026 22:52:32	Ocak 01, 2026 22:52:34	-	+90 850 340 3535	905494779547	ABDULLAH TEST		905494779547

Toplam: 2

Lütfen: 7

REFERENCE VIEW

WhatsApp Reports thoroughly monitors all traffic flow coming through the WhatsApp Business API; from representative performance to bot interactions, from Meta template successes to ChatGPT responses, 360 degrees.

Access URL; <https://app.speechy.com/reports/channel/communication-reports/whatsapp>

WhatsApp Data and Operation Analysis

- CDR (Detailed Call Log) & Summary Report: It provides a transcript (\$CDR\$) of each transaction carried out via WhatsApp and the total call/response statistics of the connected accounts (\$Summary\$).
- User Performance Report: It measures individual productivity (\$KPI\$) by analyzing the average response time, transaction volumes and call durations of your representatives' WhatsApp messages.
- Chatbot & ChatGPT Report: Shows how long the customer stayed in the WhatsApp bot before connecting to the representative and the entire transcript (\$Transcript\$).

If you have ChatGPT integration in your system, it reports the response quality and solution rates of artificial intelligence.

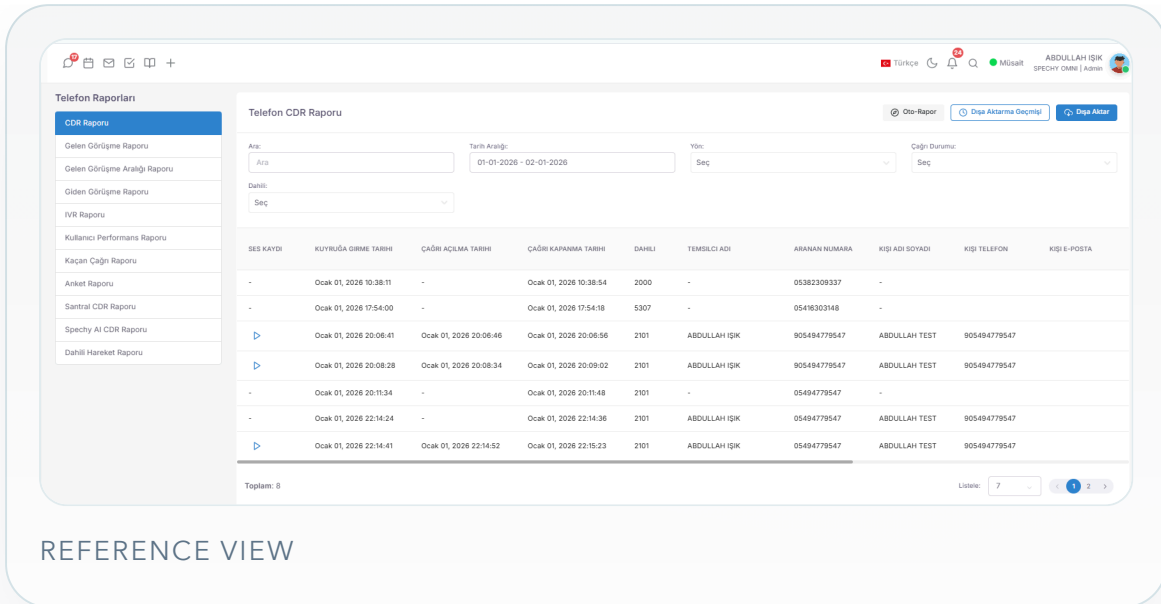
- **Template Sending Report:** It allows you to track the sending frequencies, success rates and timings of the official "WhatsApp Templates" (HSM) defined via Meta.
- **Received Call Interval (Interval):** WhatsApp optimizes your staff planning by generating a density map of your WhatsApp traffic throughout the day in hourly intervals.

💡 Why is it Important?

- **Meta Template Efficiency:** Thanks to the template delivery report, you can analyze how much of the bulk messages you send reach the target and which templates receive higher interaction.
- **Artificial Intelligence Audit:** The ChatGPT report proves how loyal your AI assistant on WhatsApp is to your corporate language and its success in solving customer problems without transferring them to the representative (\$Deflection\$).
- **Quick Response Discipline:** The user performance report allows you to monitor the speed of your representatives (\$FRT\$) in line with WhatsApp's "instant" nature.
- **Automation Comfort:** With the Automatic Report option included in all reports; your data is delivered to the e-mail address you specify, on the day and time you choose, without any errors.

Professional Recommendation: **Set up the "Template Sending Report" to be sent to your email weekly. By reviewing this report, you can identify your most clicked or replied to WhatsApp templates and build your marketing strategy around these successful templates.**

☎ **Contact Reports:** Phone, Call Center and Speech AI Analytics



REFERENCE VIEW

Phone Reports monitors all incoming and outgoing voice traffic; from representative speed to customer dials, from voice recordings to text conversion to artificial intelligence (AI) responses, 360 degrees.

Access URL; <https://app.spechy.com/reports/channel/communication-reports/voice-call>

🔧 Voice Communication and Operational Analysis Tools

- **Advanced CDR & Voice Analysis:** You can receive the transcript of all Inbound (Incoming) and Outbound (Outgoing) calls, listen to, download voice recordings and convert the voice to text (Speech-to-Text) with the power of Spechy.
- **Incoming/Outgoing Call & Interval Reports:** You can track which number and queue calls came from, the frequency and duration of outgoing calls. You can analyze traffic density with hourly intervals (Interval).
- **Customer Journey (IVR & Survey):** You can monitor which keystrokes the customer made before connecting to the representative (IVR Report) and the satisfaction survey results after the interview (Survey Report).
- **User & Internal Movement Performance:** In addition to the number of calls made by the representative and the average call handling times (\$AHT\$), you can also report even the smallest internal movements such as when the call is transferred to the representative, call duration, acceptance or rejection.
- **Central & Spechy AI CDR:** You can monitor the performance of AI Voice Agent accounts that greet the customer before connecting to the representative with all the raw traffic reflected in the central.
- **Lost Call Report:** You can develop recovery strategies by taking the details of unanswered calls.

💡 Why is it Important?

- Quality Control (\$QA\$): The feature of converting sound to text allows you to check your quality standards by searching with keywords instead of listening to thousands of hours of recordings.
- Bottleneck Detection: With the internal movement report, you ensure operational discipline by seeing the call handling speed or rejection rates of the representatives.
- Artificial Intelligence Savings: Thanks to the Spechy AI CDR report, you can measure how much of the calls are resolved by artificial intelligence without burdening the representative (\$Deflection \ Rate\$).
- Automation Comfort: With the Automatic Report option included in all reports; your voice operation data is delivered to the e-mail address you specify, on the day and time you choose, without any errors.

Professional Recommendation: **Review the "Internal Movement Report" weekly to organize training sessions for your representatives with high "Playing Time". Additionally, using "IVR Report" data, you can determine which menu your customers spend the most time wasting and make your IVR flow more user-friendly.**

📺 Video Interview CDR Report (Visual Communication and Performance Analysis)

The screenshot displays the 'Görüntülü Görüşme Raporları' (Video Interview Reports) section. The sidebar on the left lists various report types: CDR Raporu, Çevrimiçi Form Raporu, Geri Bildirim Raporu, Kaçan Görüntülü Görüşme Raporu, Kullanıcı Performans Raporu, and Gelen Görüşme Aralığı Raporu. The main area is titled 'Görüntülü Görüşme CDR Raporu' and includes search filters for 'Ara:', 'Tarih Aralığı:', and 'Kullanıcılar:'. Below these filters, a large blue circle with a clock icon and the text 'Veri yok' (No data) is displayed, indicating that no data is currently available for the selected filters.

Video Call Reports monitors all traffic from video conferencing and live visual support channels; from representative efficiency to customer satisfaction, from missed calls to off-hours forms, end-to-end.

Access URL; <https://app.spechy.com/reports/channel/communication-reports/video-call>

🔧 Visual Communication and Operational Analysis Tools

- **Advanced CDR & Interval Tracking:** You can obtain a breakdown of all incoming and outgoing video calls, and optimize your staff planning by generating a traffic density map of the day in hourly intervals (Intervals).
- **User Performance Report:** You can measure the individual success of your representatives by analyzing the transaction volumes, average call durations and solution speeds in the video call channel of your representatives.
- **Missing Video Call Report:** You can develop return strategies by reporting "Unanswered Video" requests that are sent for video calls but cannot be fulfilled due to operator congestion.
- **Feedback & Satisfaction:** You can seal your service quality by viewing the scores and specific feedbacks (CSAT) given by the customer to the representative after the interview.
- **Offline Form Report:** By tracking the forms left by customers looking for video support outside working hours, you ensure that no visual support request is lost.

💡 Why is it Important?

- **Trust and Transparency:** Video conferencing increases trust in complex technical support or sales processes. These reports prove how efficiently these "high-value" interactions are managed.
- **Reset Error Rate:** Video call duration is usually longer than voice calls. The user performance report allows you to analyze how much of this time (\$AHT\$) is used efficiently.
- **24/7 Access Guarantee:** Offline forms allow your video channel to continue working as a "Request Collection Center" even after business hours.
- **Automation Comfort:** As in all Spechy reports, your video operation data will also reach the e-mail address you specified as an Automatic Report on the day and time you choose.

Professional Recommendation: **Send the "Feedback Report" to your managers weekly in the form of an automated report. High customer scores received on the most costly and effective channel, such as video interviews, are the data that most clearly shows the success (\$ROI\$) of your digital transformation project.**

✉ Email Reports (Written Communication and Performance Analysis)

Email Reports monitors all traffic of the system through its email channels; from topic details to representative speed, from outgoing message content to traffic density analyses, end-to-end.

Access URL; <https://app.spechy.com/reports/channel/communication-reports/email>

E-Mail Data and Operation Analysis Tools

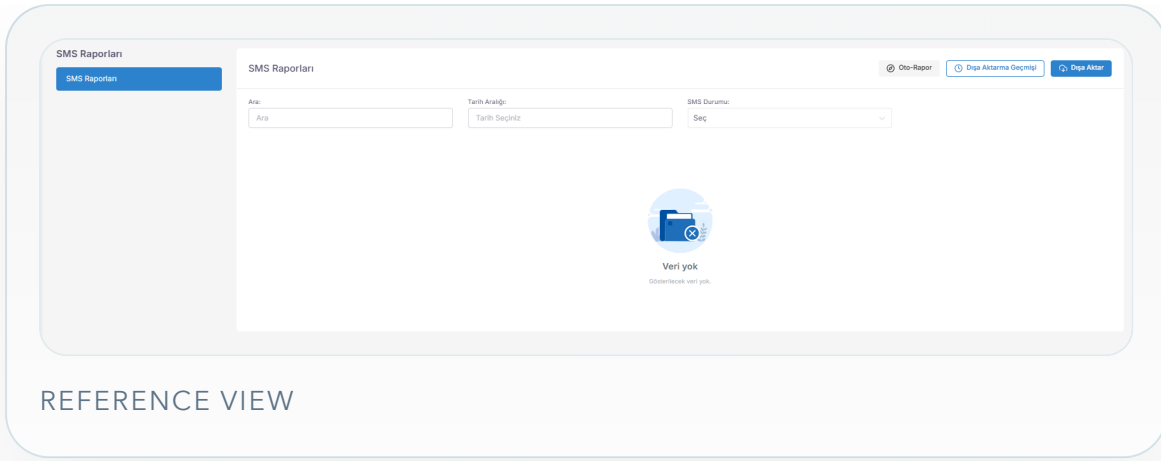
- Incoming & Outgoing CDR Report: It presents who sent or received the emails chronologically, along with the subject line, content summary and processing times. This is the digital archive of official correspondence traffic.
- User Performance Report: Analyzes the transaction volume, average response time and resolution speed made by your representatives through the email channel. It allows you to measure your professionalism standards (\$SLA\$) in written communication.
- Received Call Interval (Interval): It extracts the times of the day when email traffic is concentrated in hourly intervals. This data helps you optimize the working hours and traffic management of the email team.
- Automation Comfort: As in all Spechy reports, your e-mail operation data will also reach the e-mail address you specified as an Automatic Report on the day and time you choose.

Why is it Important?

- Response Speed Discipline: While email is not as instantaneous as a voice call by nature, it is critical to respond within a certain timeframe for corporate image. The user performance report ensures that you maintain this discipline (\$First \ Response \ Time\$).
- Service Quality Control: Thanks to incoming and outgoing CDR reports, you can control the quality of the responses given to customers and their suitability for corporate language by using the sampling method.
- Workload Distribution: Interval tracking prevents the formation of backlog by increasing representative support during peak hours of email traffic.
- Regular Information Flow: The automatic report option eliminates the hassle of manual report generation, providing managers with an "Email Performance Report" every morning.

Professional Recommendation: Determine a target time for your team by tracking the "Average Response Time" through the "User Performance Report". A balanced speed and content quality in the email channel is one of the factors that increases customer loyalty (\$Loyalty\$) the most.

SMS Reports (Fast Communication and Sending Inspection)



SMS Reports is an inspection panel that reports all short message traffic sent via the system end-to-end; from the message content to the sender identity, from the target number to the sending time.

Access URL; <https://app.spechy.com/reports/channel/communication-reports/sms>

SMS Data and Monitoring Analysis Tools

- **Delivery Detail Analysis:** It provides the full content of the sent SMS messages, who (number-based) the message was sent to, and which representative performed this operation chronologically.
- **User-Based Tracking:** By tracking how many SMS messages each user sends, you can measure the operational load on bulk notifications or individual password/confirmation messages.
- **Liability and Record Discipline:** Each SMS transmission is sealed with a date and time stamp. This creates a critical "digital proof" in terms of KVKK compliance and corporate communication security.
- **Automation Comfort:** As in all Spechy reports, your SMS operation data will also reach the e-mail address you specified, on the day and time you selected (For example: on the 1st of every month at 09:00).

Why is it Important?

- **Content Review:** You can minimize the error margin by reviewing the suitability of the sent messages for your corporate language and templates via the reporting system.
- **Cost and Efficiency Control:** By tracking SMS sending volumes based on users, you can analyze the budget usage of campaign or operational notifications (\$Cost \ Control\$).
- **Quick Verification:** You can verify a customer's statement of "Message did not reach me" in seconds by matching the date and number on the report.

- Regular Information Flow: Thanks to the automatic report option, your SMS traffic report will be delivered to your mailbox every morning without the need for manual querying.

REFERENCE VIEW

Professional Recommendation: **Review "SMS Reports" on a weekly basis to determine the most frequently used message contents. If a specific notification SMS is sent too frequently, you can make this content a "Quick Template" to increase the processing speed of your representatives.**

🔊 Şikayetvar Reports (Brand Reputation and Crisis Management Analysis)

Şikayetvar Reports is a strategic monitoring panel that reports all feedback coming to your brand through Turkey's largest complaint platform; from account-based traffic to solution performance, reporting end-to-end.

Access URL; <https://app.spechy.com/reports/channel/marketplace/sikayetvar>

🔧 Reputation Management and Operational Analysis Tools

- Channel-Based Measurement: Şikayetvar converts the frequency, intensity periods and development graphs of complaints reaching your brand via Şikayetvar into a digital report.
- Multi-Account Management: If you have multiple Şikayetvar accounts for your different brands or subsidiaries, you can filter this data from a single panel and analyze it comparably.
- Performance Tracking: It allows you to measure how long it takes for incoming complaints to be processed in the system and the speed of your representatives in the resolution process (\$SLA\$).
- Automation Comfort: As in all Spechy reports, your reputation management data will also reach the e-mail address you specified as an Automatic Report on the day and time you choose.

💡 Why is it Important?

- Proactive Crisis Management: By monitoring Şikayetvar data in real time, you can prevent a small customer dissatisfaction from turning into a major reputation crisis.
- Brand Health (\$Brand \ Health\$): By analyzing the issues where complaints are concentrated (Product, Logistics, Communication, etc.), you can identify bottlenecks within the company from an external perspective.
- Account Comparison: If you have multiple accounts, you can see which of your brands is more successful in customer satisfaction or which unit takes action faster.
- Regular Management Information: Thanks to the automatic report option, your brand's credit report is sent to the managers' mailbox every morning without requiring manual querying.

Professional Recommendation: **Review the "Complaintvar Reports" weekly by categorizing them according to the "Complaint Subject". If there is an increase in complaints on a specific issue (e.g., "Shipping Delay"), you can produce permanent solutions by assigning this data to the relevant department as a Task.**

🛒 Trendyol Reports (E-Commerce Customer Audit and Question Analysis)

Trendyol Reports is a commercial audit panel that reports all customer questions received through the marketplace end-to-end; from product-based interest to response details, from transaction status to timeline.

Access URL; <https://app.spechy.com/reports/channel/marketplace/trendyol>

🔧 E-Commerce Support and Operation Analysis Tools

Trendyol Raporları

Trendyol Raporları

CDR Raporu

Tarih Aralık:

Tarih Seçiniz

Hesap:

Seç

Uygula

Veri yok

Gösterilecek veri yok.

REFERENCE VIEW

- Single Report (Product-Oriented Analysis): It provides information on what specific product your customers are asking questions about, the full content of the question,

the current status of the process (Answered/Waiting) and the date information. This allows you to draw your product-based interest map.

- CDR (Detailed Question Log) Report: Provides a comprehensive summary of the technical details, transaction history and flow of all incoming questions. It serves as a "digital question archive" for operational transparency.
- Status Tracking: By monitoring how much of your questions are answered in time, it allows you to maintain response speed metrics that directly affect your "Seller Score" on Trendyol.
- Automation Comfort: As in all Spechy reports, your Trendyol data will reach the e-mail address you specified as an Automatic Report on the day and time you choose.

💡 Why is it Important?

- Pre-Sales Conversion (\$Conversion\$): Customer questions are usually the last step before purchase. By analyzing these reports, you can see what topics customers are most stuck on (Size, Technical Specification, Stock, etc.) and update your product descriptions.
- Store Score Protection: The Trendyol algorithm highlights stores that provide fast and accurate responses. You can improve your ranking (Buybox) by monitoring your response times through reports.
- Product Development Data: If there are too many questions for a specific product, you can detect that there is a "lack of information" or "chronic curiosity" in that product with the data.
- Time Savings: Thanks to the automatic report option, you can review the question traffic of the previous day from your e-mail before entering the store panel every morning.

Ticimax CDR Raporu

[Dışa Aktarma Geçmiş](#)[Dışa Aktar](#)

Tarih Aralığı:

Tarih Seçiniz



Veri yok
Gösterilecek veri yok.

REFERENCE VIEW

Professional Recommendation: Review "Individual Report" data weekly to create your "5 Most Frequently Asked Questions" list. By turning the answers of these

products into Quick Templates, you can increase the response speed of your representatives by 50% and minimize the risk of sales loss.

Ticimax Reports (E-Commerce Infrastructure and Question Management)

Ticimax Reports is an operational audit center that consolidates and reports all customer questions and requests coming from your website; from product interest to response details in a single panel.

Access URL; <https://app.spechy.com/reports/channel/marketplace/ticimax>

Infrastructure Support and Data Analysis Tools

- Central Question Tracking: You can view and report all questions asked through your Ticimax infrastructure-enabled e-commerce site through Spechy without having to enter the site panel.
- Customer-Oriented Data: It allows you to monitor instantly which user asked the question, which product it is related to and the current status of the question (Answered/Waiting).
- Operational Transparency: By analyzing how long it takes your representatives to respond to requests coming from Ticimax, you can increase your on-site customer satisfaction (\$CSAT\$).
- Automation Comfort: As in all Spechy reports, your Ticimax data will reach the e-mail address you specified as an Automatic Report on the day and time you choose.

Why is it Important?

- Full Control on Your Own Platform: It allows you to manage interactions on your own website, which is the main stronghold of your brand, as well as on marketplaces (Trendyol, etc.), with the same professional standards.
- Preventing Sales Losses: When a customer asks a question on the product page of your e-commerce site, they are the closest to making a "purchase" decision. By tracking these questions through reports to establish a fast response discipline, you directly increase your turnover (\$Conversion \ Rate\$).
- Comprehensive View: By combining Ticimax reports with other channel reports, you can see the total customer load in all your digital sales channels from a single table.
- Time Savings: Thanks to the automatic report option, instead of shuttling between the management panel of your website and Spechy, you can review all performance data from your email.

Professional Recommendation: Analyze the most frequently asked product questions using the "Ticimax Reports" data. By including this data in the product descriptions on your website or in the "Frequently Asked Questions" module,

you can reduce the question load on the representative and ensure that the customer can find the answer themselves.

📊 Result Code Reports (Interaction Output and Productivity Analysis)

Result Code Reports are an audit panel that captures the "final picture" of all processes, from sales success to technical issues, from information requests to complaints, of the categories selected by representatives at the end of each interaction.

Access URL; <https://app.spechy.com/reports/conversations/reason-code-report>

🔧 Output-Oriented Data and Analysis Tools

- **Advanced Result Code Report:** It provides a detailed report of how each interview ended. You can analyze this report in depth according to the following criteria:
- **User & Channel Based:** You can see which representative gets what kind of results on which communication channel (Voice, WhatsApp, Live Chat, etc.).
- **Result Code & Final Result Code:** You can filter the main result of the interview and if the process went through more than one stage, the "final" result.

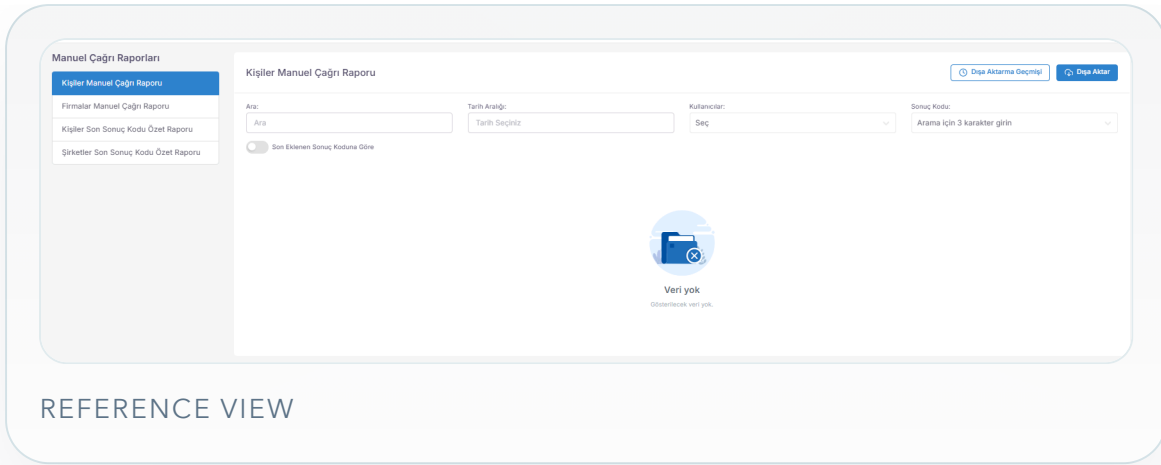
💡 Why is it Important?

- **Root Cause Analysis (\$Root \ Cause\$):** It is the most clear answer to the question "Why are we looking for it?". If the "Information Request" code is very high, you will understand that you need to improve the FAQ section on your website.
- **Sales Conversion Tracking (\$Conversion\$):** For sales teams, you can measure how close you are to your sales targets by tracking the frequency of codes such as "Order Received" or "Negotiating Phase".
- **Identification of Training Needs:** If the "Unresolved" or "Complaint" codes of a specific representative are above average, you can prepare a special development plan for that representative.
- **Strategic Decision Support:** Summary reports are the most concrete data source for the "Operational Achievement Certificate" to be presented to senior management.

Professional Recommendation: Receive the *"Result Code Summary Report"*** as an automatic report on the first day of every month. By identifying the top 3 most selected result codes, organize an interdepartmental meeting to improve your processes in these areas. This data-driven approach will elevate your customer satisfaction while reducing your operational costs.**

Quality evaluation report; You can receive a report of the conversations you have evaluated. You can filter by the user who evaluated, the evaluated user and date.

Access URL; <https://app.spechy.com/reports/conversations/quality-assessment-report>



Manual Call Reports is an analysis panel where transactions and assigned result codes carried out directly via the customer or company card, without being tied to a call queue, are subject to an institutional review.

CRM Based Result and Data Analysis Tools

- Person & Company Manual Call Report: It lists the result codes selected by your representatives as a result of manual calls or transactions made directly via Person Card or Company Card. This allows you to track "special customer contacts" other than systematic automatic calls.
- People & Companies Final Result Code Summary Report: Summarizes the most current status (Final Status) in customer or company files on a per-unit basis. It allows you to see in bulk which decision a file was closed with last or what stage it is in (e.g., "Waiting for Payment").
- Data Hygiene Audit: It is used to monitor the quality of manual entries and how up-to-date CRM records are kept.
- Automation Comfort: As in all Spechy reports, this data will also reach the e-mail address you specified as an Automatic Report on the day and time you choose.

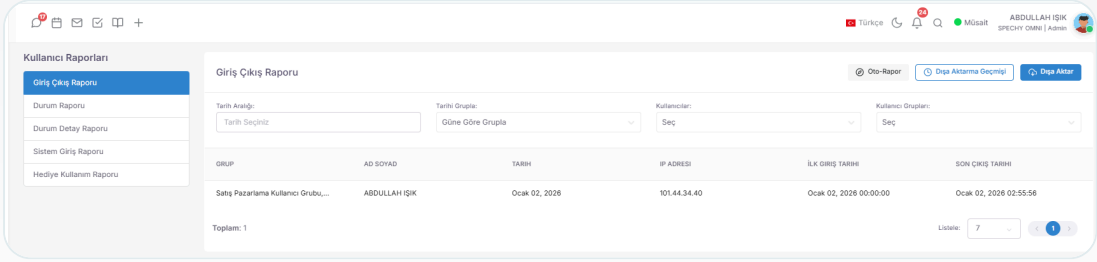
Why is it Important?

- Measuring Invisible Operations: Measuring "B2B Sales Representative" or "Customer Representative" activities outside of call center queues is the clearest way to measure them.
- Customer File Status (Pipeline): Thanks to the "Final Result Code" summaries, you can instantly report how many people in your portfolio are "Potential", how many are "Lost" or how many are "Active Customers".
- Representative Discipline: You prevent data loss by seeing how regularly representatives end their manual processes (Result Code selection).
- Personalized Service: By analyzing company-based final result codes, you can determine at what point communication with which institutions is blocked and

develop an institutional strategy.

Professional Recommendation: **Review the "Company Last Result Code Summary Report" weekly. If codes such as "Unable to Reach" or "Appointment Rescheduled" are frequent, you can restart the process by launching a mass email campaign or SMS notification for these companies.

Reports> User reports



The screenshot displays the 'Giriş Çıkış Raporu' (Login/Logout Report) interface. The sidebar on the left lists 'Kullanıcı Raporları' (User Reports) with options: 'Giriş Çıkış Raporu' (selected), 'Durum Raporu', 'Durum Detay Raporu', 'Sistem Giriş Raporu', and 'Hediye Kullanım Raporu'. The main area has filters for 'Tarih Aralığı' (Date Range), 'Tarihli Gruplar' (Date Groups), 'Kullanıcılar' (Users), and 'Kullanıcı Grupları' (User Groups). Below the filters is a table with columns: 'GRUP', 'AD SOYAD', 'TARİH', 'İP ADRESİ', 'İLK GİRİŞ TARİHİ', and 'SON ÇIKIŞ TARİHİ'. The table shows one entry for 'Satış Pazarlama Kullanıcı Grubu...' with user 'ABDULLAH İŞİK' on 'Ocak 02, 2026' at IP '101.44.34.40'. The 'İLK GİRİŞ TARİHİ' is 'Ocak 02, 2026 00:00:00' and the 'SON ÇIKIŞ TARİHİ' is 'Ocak 02, 2026 02:55:58'. At the bottom, it shows 'Toplam: 1' and a 'Listele: 7' button.

REFERENCE VIEW

User Reports are a "productivity mirror" that reports the system-related commitments, time management and earned entitlements of representatives as a result of their performance goals end-to-end.

Access URL; <https://app.spechy.com/reports/user>

🔧 Personnel Management and Motivation Analysis Tools

- **Login-Logout & System Login Report:** It provides when users are included in the system (Login) and when they leave (Logout). It allows you to measure continuity discipline by tracking the total number of sessions within a month.
- **Status & Status Detail Report:** It is the heart of operational transparency. It offers users how long they are in "Break", "Meeting" or "Training" during the day chronologically and cumulatively. It details what time range they were in which status.
- **Gift Usage Report:** Represents Spechy's gamification (\$Gamification\$) and motivation power. It reports the usage history of the rewards (Extra break, early exit, etc.) earned by representatives who achieve their goals in the performance report.
- **Filtering Power:** You can analyze all this data in depth by filtering it according to the day, the user or a specific user group (based on Team).
- **Automation Comfort:** As in all reports, your personnel data will reach the e-mail address you specified, as an Automatic Report, on the day and time you choose.

💡 Why is it Important?

- Time Management (\$Workforce \ Management\$): Thanks to the "Status Report", you can clearly see how much of the operation is spent in "Productive" (Meeting) and how much in "Non-Productive" (Break/Meeting) periods.
- Shift Compatibility: By tracking the entry-exit times, you can instantly detect operational disruptions such as lateness or early departure.
- Fair Reward: The gift usage report ensures that the reward mechanism, which increases employee motivation, is managed transparently and free from abuse.
- Capacity Planning: By analyzing the frequency of system usage of users, you can plan your future licensing and personnel needs with data.

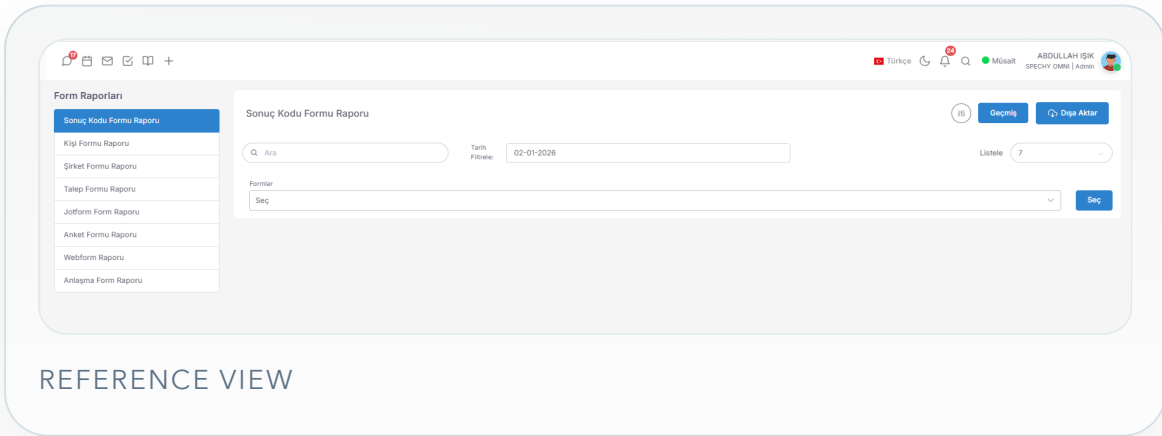
Professional Tip: **Recognize success by sharing the "Gift Usage Report" with your team at the end of each month. Additionally, use the **"Status Detail Report" to identify peak call-handling times during breaks; you can then reorganize your break planning to maintain your call-handling capacity during these hours.****

Form Reports (Structured Data and Field Analysis)

Form Reports is the "Corporate Information Bank" where all custom-designed forms, surveys and data from external integrations in the Spechy ecosystem are reported in a central language.

Access URL; <https://app.spechy.com/reports/form>

Form-Based Data Collection and Analysis Modules



REFERENCE VIEW

- Result Code Form Report: It provides the data of the special forms you attached to the back of the result code selected at the end of the interview. You can download and analyze these forms, which detail the reason for the process.
- Person & Company Form Report: It reports the question-answer, satisfaction or need analysis forms filled out during the interview with the customer or institution. It converts the live data on the CRM card into statistics.

- Request & Agreement Form Report: It is a report of the specific forms filled out when a request (Ticket) is created or when a sales agreement is finalized. It contains the technical details of the operational process.
- Survey Form Report: It presents the results of the evaluation forms sent to the customer by matching them with customer information. It is an external confirmation of your service quality (\$CSAT\$).
- Webform & Jotform Integration Report: * Webform: Reports data from forms you design and add to your website via CRM; it can transfer this data directly to campaign searches.
- Jotform: With the external Jotform integration, it allows you to report form data coming with it in a matched manner with your personal card.

💡 Why is it Important?

- Qualitative Data Analysis: It allows you to report not only "how many minutes were spoken", but also "what was spoken" and "which boxes were checked in the form".
- Automatic Lead Flow: Thanks to the webform report, you can instantly drop potential customers who fill out forms from your website onto the screen of your sales team as a "Search List".
- Customer Experience Measurement (\$CX\$): Person and survey forms seal your customer's expectations and satisfaction level with numbers.
- Error-free Archiving: All forms can be selected, viewed and downloaded in Excel/PDF format to be included in presentations based on name.

Professional Tip: **Track the "Webform Report" daily. By setting up forms from your website to be sent to "Campaign Calls," you can instantly deliver hot sales opportunities (\$Hot \ Leads\$) to your representatives. This speed will drastically increase your conversion rates (\$Conversion\$).**

Reports> Request Reports

REFERENCE VIEW

Request Reports (Process Tracking and Solution Analysis)

Request Reports report all support, complaint or business requests created in the system; 360 degrees reports from the moment of opening to the final result, from user interventions to historical value changes.

Access URL; <https://app.spechy.com/reports/ticket>

Demand and Process Analysis Modules

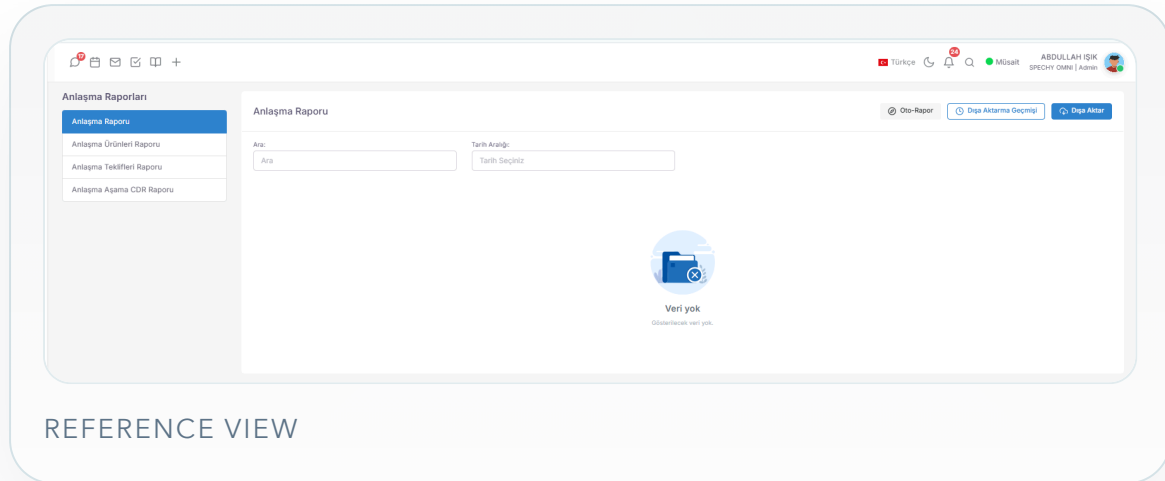
- **Comprehensive Request Report:** Provides a detailed breakdown of all requests created by users. It includes critical data such as the duration of the request (Transaction Duration) and the current status of the request, such as the user who initiated the request.
- **Request Outcome Code Report:** Reports the outcome codes that determine how requests are resolved (e.g., "Resolved", "Denied", "Information Provided"). This is the primary data source for measuring the success of your service quality (\$SLA\$).
- **Request CDR (Control Trace) Report:** It is the pinnacle of operational transparency. It provides all the movements of a request in its life cycle chronologically:
 - Who updated it? (Each user who touched the request).
 - When did you update it? (Full date and time stamp).
 - What changed? (Comparison of previous value and new value).

Why is it Important?

- **Performance Monitoring (\$KPI\$):** You can perform productivity analyses by seeing how long it takes for your representatives to solve their requests on average.
- **Process Transparency:** Thanks to the "Request CDR Report", you can instantly detect operational errors or bottlenecks by seeing why a request is delayed or who updated it at which stage.
- **Root Cause Analysis:** By analyzing the result code reports, you can measure which topics are most in demand and how many of these demands are successfully fulfilled.
- **Error-Free Reporting:** The automatic reporting option eliminates the burden of manual data collection, allowing you to see your service performance in your email every morning.

Professional Recommendation: Determine the processes that "Update the Request Most Frequently" but "Deliver the Result the Latest" using the "Request CDR Report" data. This is a strong signal that there is a confirmation mechanism error or lack of representative training in the system.

Reports> Agreement Reports



👉 Agreement Reports (Sales Funnel and Proposal Process Analysis)

Agreement Reports are a "Sales Audit Center" that reports 360 degrees on all commercial processes initiated in the system; from product preferences to offer conversions, from stage transitions to historical movement details.

Access URL; <https://app.spechy.com/reports/deal>

🔧 Sales and Commercial Process Analysis Modules

- Comprehensive Agreement Report: Provides a general overview of all active and passive agreements created by users. It allows you to monitor the total volume of work and success rates in your hands as a sales team.
- Agreement Products Report: Shows which products or services are more demanded by customers. It is a critical data source for inventory management and marketing strategies.
- Agreement Proposal Report: It lists all records where the negotiation process has turned into a concrete "Proposal" document. You can track the total amount and validity periods of the prepared proposals through this report.
- Agreement Stage CDR (Control Trace) Report: It is the pinnacle of commercial transparency. It chronologically presents the stages (e.g., Meeting, Needs Analysis, Negotiation) that an agreement goes through until it reaches the proposal stage.
- Automation Comfort: As in all Spechy reports, your sales data will reach the e-mail address you specified, as an Automatic Report, on the day and time you choose.

💡 Why is it Important?

- Sales Pipeline (\$Pipeline\$) Efficiency: You can accelerate your sales cycle (\$Sales \ Cycle\$) by identifying which stages of deals are stuck with the "Stage CDR Report".

- **Product-Oriented Strategy:** By reporting the products that are most agreed upon, you can see which services you should invest more in with data.
- **Offer Conversion Rate:** By measuring how many deals are converted into offers, you can analyze the "convincing ability" of your sales team and the quality of the process.
- **Regular Revenue Estimation:** Thanks to the automatic report option, you can make financial projections by tracking your potential sales volume and the status of the prepared offers from your e-mail every morning.

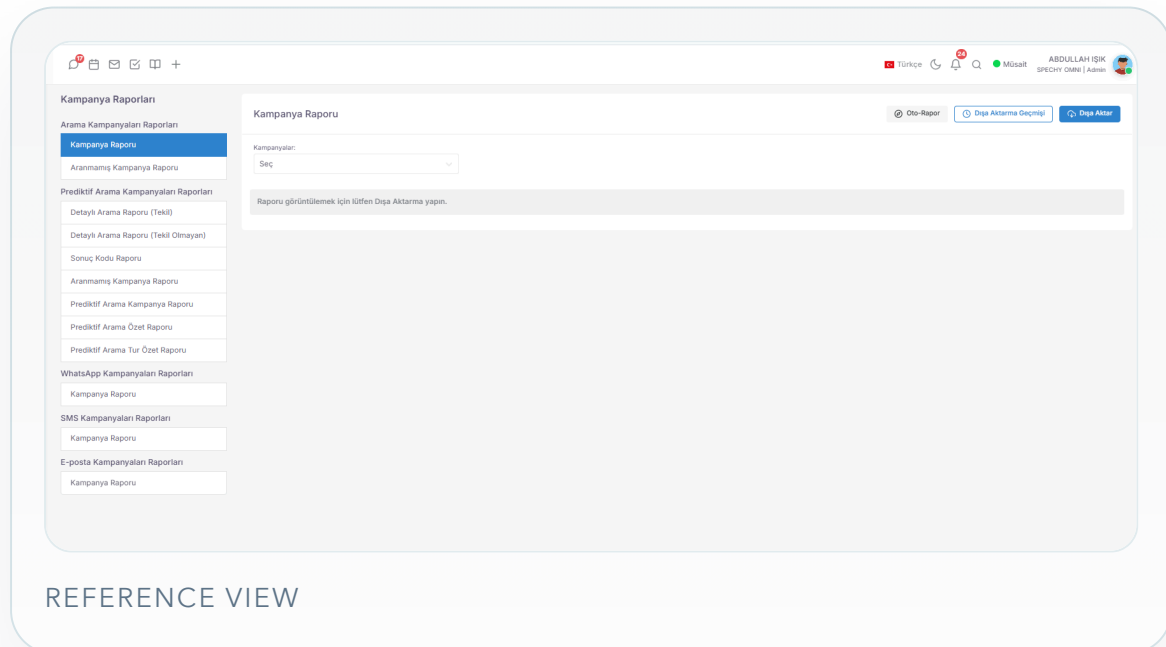
Professional Advice: By examining the "Agreement Stage CDR Report" data, identify agreements that take longer than usual to reach the "Offer" stage. By analyzing the reason for this delay (e.g., approval process or price competition), you can make your sales processes smoother.

Campaign Reports (Automatic Search and Dialer Analysis)

Campaign Reports collects all the data of all Dialers (Automatic Search) campaigns created in the system; from the number of calls to the response rates, from the representative efficiency to the campaign results, all data in one central place.

Access URL; <https://app.spechy.com/reports/predictive-dialer-report>

External Search and Campaign Analysis Modules



- **Dialers Performance Analysis:** Provides instant and historical details of the created automatic search campaigns. It allows you to monitor how aggressive or balanced the system searches.

- Comprehensive Campaign Titles: All the critical metrics required for an outbound search campaign are included in these reports:
- Total Search Count: Total number of search terms tried within the scope of the campaign.
- Answered/Unanswered Ratio: Basic data that measures your reachability (\$Reachability\$).
- Representative Speech Durations: Analysis of representatives' efficiency (\$AHT\$) in the context of their campaigns.
- Campaign Result Codes: How many of the calls resulted in "Sale", "Appointment" or "Call Back".

💡 Why is it Important?

- Proactive Sales Management: By measuring the real-time success of your outbound search campaigns, you can instantly detect underperforming lists (Data) and change your strategy.
- Cost/Efficiency Balance: You can reduce your operational costs by balancing the representative idle time (\$Idle \ Time\$) with the speed of automatic dialing (Dialers).
- Data Quality Measurement: You can seal which of your search lists from different sources you receive more conversions (\$Conversion\$) with campaign reports.
- Error-free Reporting: Without the need for manual calculations, you can present your campaign end reports to your managers with just one click or with an automatic email.

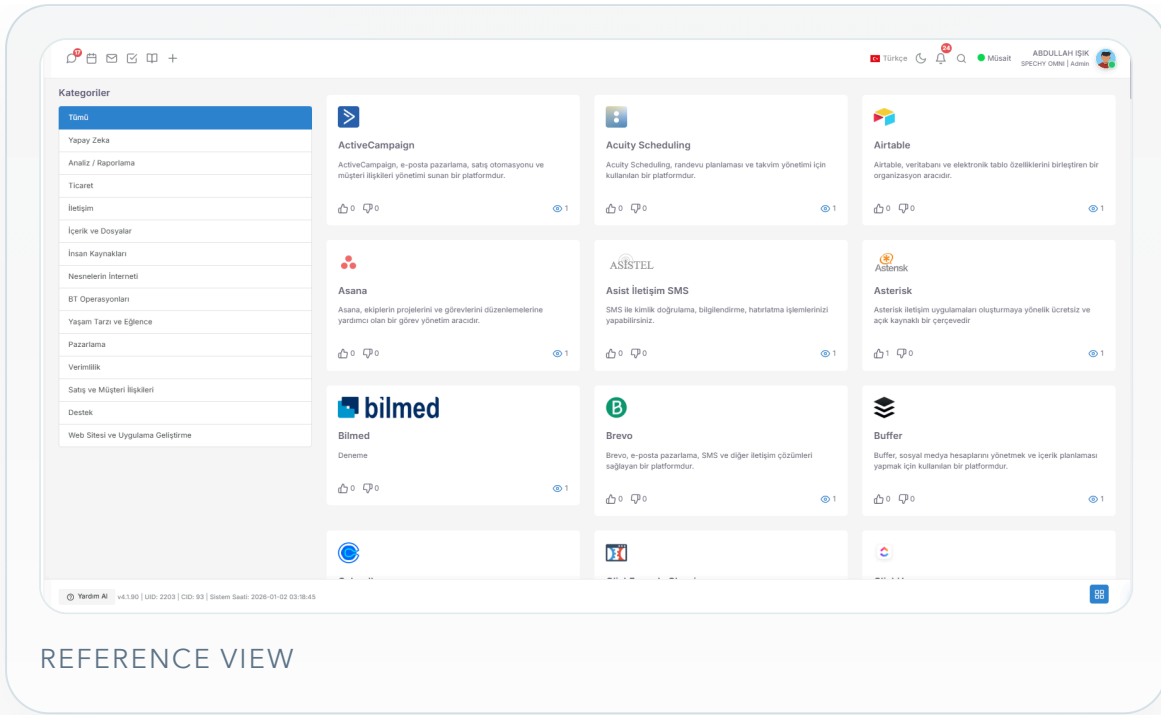
Professional Advice: Regularly check the "Unanswered Searches" rates through "Campaign Reports". If this rate is high, you can increase your campaign success by rescheduling your search hours according to the "Intervals" segments where your customers are most active.

🛒 113. Marketplace Menu (Multichannel Integration and Connection Management)

Marketplace Menu is the central integration area where you connect your brand to the major external platforms (Trendyol, Hepsiburada, Amazon, etc.) where your sales are made, and manage API and user permissions.

Access URL; <https://app.spechy.com/marketplace>

🔧 Integration and Connectivity Architecture



REFERENCE VIEW

- **Platform Diversity:** National and international marketplace companies that work fully integrated with Spechy in the menu are listed.
- **API and User Authentication:** The integration process is carried out securely within seconds with the API Key, Secret Key or corporate user information provided by the relevant platform.
- **Centralized Data Flow:** From the moment the connection is established; customer inquiries, order details and messages begin to flow to Spechy's "Inbox" (Omnichannel).
- **Status Control:** You can instantly check the activity status, data synchronization speed and authorization durations of your current connections through this menu.



Why is it Important?

- **Full Control from One Panel:** It eliminates the need to log in separately to each marketplace's own management panel, ending operational complexity.
- **Fast Action:** After integration information is entered, the system starts working automatically; this minimizes your time-to-market for switching to a new sales channel.
- **Data Consolidation:** It allows you to obtain comparable statistics by converting the scattered data from different platforms into Spechy's standard reporting format.
- **Customer Satisfaction (\$SLA\$):** Having all questions fall on one screen shortens your response times, bringing your "Store Score" to the top level on marketplace platforms.

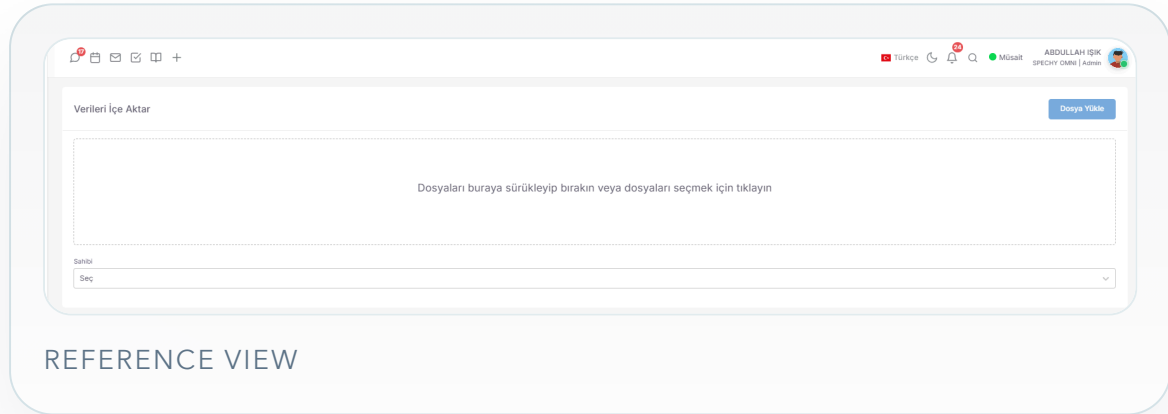
Professional Advice: After completing the marketplace integrations, review your "Channel-Based Distribution" rules. You can assign a specific group of representatives to these channels as "Priority" to meet the heavy question traffic coming from channels such as Trendyol or Ticimax, especially during campaign periods.

Upload Data (Mass CRM Login and Ownership Management)

The Data Upload Module is the central data entry gateway that allows you to transfer your existing customer (Person) or institution (Company) lists in Excel format to the Spechy ecosystem in bulk and instantly share this data with the relevant representatives.

Access URL; <https://app.spechy.com/settings/datamanagement/importdata>

Data Transfer and Management Features



- **Excel-Based Fast Transfer:** To introduce your existing lists to the system, simply select your Excel file and say "Upload File". The system processes the data into the CRM structure by automatically matching the columns.
- **Portfolio & Owner Identification:** Using the "Owner" field of the data you upload, you can directly identify these people/companies to a specific user inside (Sales representative, Customer manager, etc.).
- **Individual and Company Separation:** Whether it is individual records or corporate company details; you can upload in bulk in accordance with the Spechy hierarchy.
- **Data Integrity:** It ensures that your CRM database remains clean and up-to-date by checking for duplicate records during the upload process.

Why is it Important?

- **Time Savings:** By completing operations that would take days with manual data entry in minutes, it allows the operation to start immediately.

- Instant Ownership (\$Ownership\$): It is clear when each uploaded data belongs to whom as soon as it is uploaded to the system. This prevents it from remaining a "Unclaimed Lead" and clarifies accountability tracking.
- Strategic Campaign Preparation: By quickly uploading newly purchased or collected data, you can prepare these lists instantly for a Dialers Campaign or Email Sending.
- Zero Error Margin: Direct transfer of structured data on Excel minimizes manual keyboard errors (typos, missing numbers, etc.).

Professional Recommendation: Before uploading data, ensure that the "Phone" and "Email" columns in your Excel file are in standard format. Additionally, after assigning the data you have uploaded to a specific representative as the "Owner", you can officially start the process of contacting new data by creating a special Task for this representative.

SECTION 60



Data List (Smart Column Matching and Data Package Management)

The Data List Module is the "Data Architect" area where you manage the bulk data packages loaded into the system and configure the data by matching Excel column headers with Spechy CRM fields (First Name, Last Name, Phone, Company, etc.).

Access URL; <https://app.spechy.com/settings/datamanagement/datalist>



Data Configuration and Matching Steps

Veri Listesi

Veri Paketleri

Verileri İçe Aktar

aktif

Listele 10

PAKET İSMİ	DURUM	OLUŞTURMA BİLGİSİ	TOPLAM SATIR	YENİ GİRİŞLER	GÜNCELLENMİŞ GİRİŞLER	BAŞARIKSIZ GİRİŞLER	EMAIL GİRİŞLERİ	TELEFON GİRİŞLERİ	İŞLEMLER
data güncelleme1	100	SİNEM ZIVALI ÖZBAY 29 Ağustos 2024 13:18	Toplam: 245	Kişi: 0 Şirket: 0	Kişi: 245 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	
HUKUK_2	100	ABDULLAH İŞİK 13 Ağustos 2024 11:17	Toplam: 357	Kişi: 335 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 13 Şirket: 0	Kişi: 19 Şirket: 0	
ETicaret	100	SİNEM ZIVALI ÖZBAY 31 Temmuz 2024 17:18	Toplam: 729	Kişi: 728 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 1 Şirket: 0	
HUKUK	90	SİNEM ZIVALI ÖZBAY 29 Temmuz 2024 11:18	Toplam: 42	Kişi: 42 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	Kişi: 0 Şirket: 0	

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4

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REFERENCE VIEW

- Data Package Tracking: It allows you to see the packages created after "Data Upload" in bulk and track their upload status.
- Smart Column Matching (Data Mapping): You match the column headers in the file you upload (e.g., "Customer No", "GSM", "City") with their corresponding values in Spechy CRM. This step allows the system to learn which data to store in which cell.
- Operations Area: Through the operations menu specially provided for each data package; you can match, filter out erroneous records or transfer matched data to the live CRM database.
- Visual Verification: The system offers a visual matching interface to minimize user errors; thus, it clearly verifies which Excel column is transferred to which CRM field.



Why is it Important?

- Flexible Data Structure: Regardless of the format of your Excel file, you can adapt the file to the system without corrupting it thanks to Spechy's flexible matching engine.

- **Data Consistency:** Thanks to matching, phone numbers are recorded without errors in the "Phone" field and addresses in the "Address" field; this directly increases the reporting quality.
- **Error Transfer Prevention:** The matching stage is the "last control point" before processing the data permanently into the CRM. It prevents you from assigning the wrong column to the wrong field.
- **Duplicate Registration Control:** The system prevents data pollution by checking duplicate registrations through unique keys (e.g. TC Number or Email) during pairing.

Professional Tip: When matching the "Data List" match, try to keep the column headers in your Excel file similar to the field names in Spechy CRM (e.g., "Phone" instead of "Tel"); the system will automatically detect these similarities and reduce your matching time by 80%. After the match is complete, check the first few rows to ensure that the data is placed in the correct cells.



Download Data (Corporate Memory and Export Management)

The Data Download Module is the central archiving gateway that allows you to export all structured data in the system in bulk, from CRM records to user profiles, from result codes to ready-made answer templates.

Access URL; <https://app.spechy.com/settings/datamanagement/exportdata>



Data Categories and Export Tools

REFERENCE VIEW

- **CRM Assets (Person & Company):**
- **Basic Export:** You can download all registered individuals and companies in bulk.
- **Detailed Reporting:** You can convert the customer history (History) into a physical file by exporting the Products and Notes associated with person or company cards

into separate reports.

- Product & User Lists: You can retrieve all products and user information defined in the system in bulk.
- Internal Line Management: You can perform technical inventory control by listing the internal numbers (Extensions) defined for users.
- Result Code Archive: You can analyze the process by downloading the result codes of both general interactions and requests (Tickets) in bulk.
- Ready Answers: You can create documentation by exporting all ready answer templates that reflect your corporate language.



Why is it Important?

- Data Privacy and Backup: Your data in Spechy belongs to you. You can regularly export it and keep your corporate data backed up in your own local archives.
- In-depth Analysis: By downloading the data in Excel or CSV format, you can perform more complex cross-analyses in BI (Business Intelligence) tools.
- Quick Audit (\$Audit\$): You can check your system configuration in seconds and detect missing items by exporting user lists, internal numbers and result codes.
- Offline Work Capability: You can carry customer notes and product information for field teams or meetings with you as a physical or digital file.

Professional Recommendation: **Export the "Customer/Company Note Report" on a monthly basis. The notes entered by your representatives on customer cards are the company's most valuable "non-verbal" information. By analyzing these notes, you can identify the common complaints or expectations of your customers with word cloud analyses.



Upload Result Code (Mass Process Construction and Configuration)

Result Code Upload Module is a fast configuration center that allows you to transfer the result categories required for both standard call traffic and ticket management to the system in bulk via Excel.

Access URL; <https://app.spechy.com/settings/datamanagement/reason-code-import>



Technical Configuration and Import Tools

Türkçe

ABDULLAH İŞİK

SPEECH ÖMNE | Admin

Sonuç Kodu İçer Aktarma

Görüşme Sonuç Kodu İçer Aktarma

Görüşme Sonuç Kodu İçer Aktarma Listesi

Talep Sonuç Kodu İçer Aktarma

Talep Sonuç Kodu İçer Aktarma Listesi

Görüşme Sonuç Kodu İçer Aktarma

Uyarı

Toplu sonuç kodu ekleyeceğiniz excel'de ilk satır her zaman başlık olmak, ilk sütunda sonuç kodu adı ve ikinci sütunda sonuç kodu türü yer almalıdır.
Örnek şablonu indirebilirsiniz. [İndir](#)

Evnet: 1, Hayır: 0
Sonuç kodu türünü id olarak eklemeniz gerekiyor, sonuç kodu türü id'lerini buradan bulabilirsiniz. [İd'leri](#)

İsim:

İsim

Kaynak Adı:

Seç

Dosyaları buraya sürükleyip bırakın veya dosyaları seçmek için tıklayın

İçer Aktar

REFERENCE VIEW 1

Türkçe

ABDULLAH İŞİK

SPEECH ÖMNE | Admin

Ürünleri İçer Aktar

Ürünleri İçer Aktar

Ürünleri İçer Aktarma Listesi

Ürünleri İçer Aktar

Uyarı

Toplu ürünler ekleyeceğiniz excel'de, adı, sku, açıklama ve para birimi alanları zorunludur ve boş bırakılmamalıdır. Excel tablo başlıkları örnek şablon referans alınarak oluşturulmalıdır.
Örnek şablonu indirebilirsiniz. [İndir](#)

Son sütunda id bilgisi dolu olursa ürün bilgisi güncellenecektir.
Para birimi alanını id olarak eklemeniz gerekmektedir. Para birimi id'lerini buradan bulabilirsiniz. [İd'leri](#)

Ödeme Yöntemi alanını id olarak eklemeniz gerekmektedir. Ödeme Yöntemi id'lerini buradan bulabilirsiniz. [İd'leri](#)

İsim:

İsim

Dosyaları buraya sürükleyip bırakın veya dosyaları seçmek için tıklayın

İçer Aktar

REFERENCE VIEW 2

Türkçe

ABDULLAH İŞİK

SPEECH ÖMNE | Admin

Talep Kategorisi İçer Aktar

Talep Kategorisi İçer Aktar

Talep Kategorisi İçer Aktarma Listesi

Talep Kategorisi İçer Aktar

Uyarı

Excel tablo başlıkları örnek şablon referans alınarak oluşturulmalıdır.
Örnek şablonu indirebilirsiniz. [İndir](#)

İsim:

İsim

Dosyaları buraya sürükleyip bırakın veya dosyaları seçmek için tıklayın

İçer Aktar

REFERENCE VIEW 3

- Importing Call & Request Result Code: You can load all the categories you have defined for your call center or request management processes (e.g., "Information Provided", "Sale Closed", "Technical Issue Resolved") in bulk.

- **Sample Template Guidance:** The system offers a "Sample Template" for the error-free processing of data. Using this template, you can make your hierarchical or flat list structure compatible with Spechy standards.
- **Import Tracking Lists:** It offers special tracking areas where you can track the result code packages you have uploaded and the success status of these packages (How many codes were uploaded, which ones overlapped, etc.).
- **Fast Update Capability:** When a new campaign or process starts, you can instantly update your operation with a new Excel list instead of manually changing the result codes in the system.

💡 Why is it Important?

- **Speed of Setting Up an Operation from Scratch:** In a new Spechy installation or the opening of a new department, it minimizes your "Go-Live" time by preparing hundreds of result codes within minutes.
- **Standardization (\$Standardization\$):** Uploading via Excel template prevents spelling errors and duplicate code formation, allowing you to obtain clean data during the reporting stage.
- **Centralized Process Management:** You can plan the result tree, which allows all teams to speak the same language, on Excel and spread it to the entire system with a single "Upload" command.
- **Easy Monitoring:** Thanks to the import lists, you can retrospectively monitor which date and which result codes were included in the system.

Professional Recommendation: Before uploading the result codes, make your "Hierarchical Structure" plan. First, enter the main categories (e.g., Sales, Support) into the Excel template, and then the detail codes under them (e.g., Sales > Collection Pending). This will prevent the representative from getting confused when selecting results and will take your data quality to the highest level.

📦 Upload Product (Mass Inventory and Catalog Management)

The Product Upload Module is the central data entry gateway that allows you to transfer your product portfolio consisting of thousands of pens, your service packages or your digital assets to the system in bulk via Excel.

Access URL; <https://app.spechy.com/settings/datamanagement/product-import>

⚙️ Technical Configuration and Import Tools

- **Import Products:** You can introduce the product list you have (Name, SKU, Price, Category, etc.) to the system at once through an Excel file. This process creates an

automatic "Product Card" for each product in the CRM.

- Sample Template Guidance: The system offers a "Sample Template" for the flawless matching of data. Using this template, you can organize product codes and descriptions in accordance with Spechy standards.
- Exporting Products List (Monitoring): It allows you to view the product packages you have previously uploaded and the product lists within these packages in bulk, and to check upload errors.
- Quick Catalog Update: When a new product series comes out or price lists change, you can refresh your entire catalog in seconds with a new Excel list instead of updating the products in the system one by one.

💡 Why is it Important?

- Preparation for Sales Operation: It allows you to build the product pool necessary for representatives to identify the product on the customer card during the meeting in minutes.
- Data Consistency: It prevents spelling errors that may occur in manual entries (e.g., model names, serial numbers) and allows you to obtain clean data during the reporting stage.
- Large Inventory Management: It digitizes catalog entries that are impossible to manage manually for e-commerce or retail companies that work with thousands of different products.
- Audit and Transparency: Thanks to the "Export List", you can track in retrospect which product group was included in the system on which date.

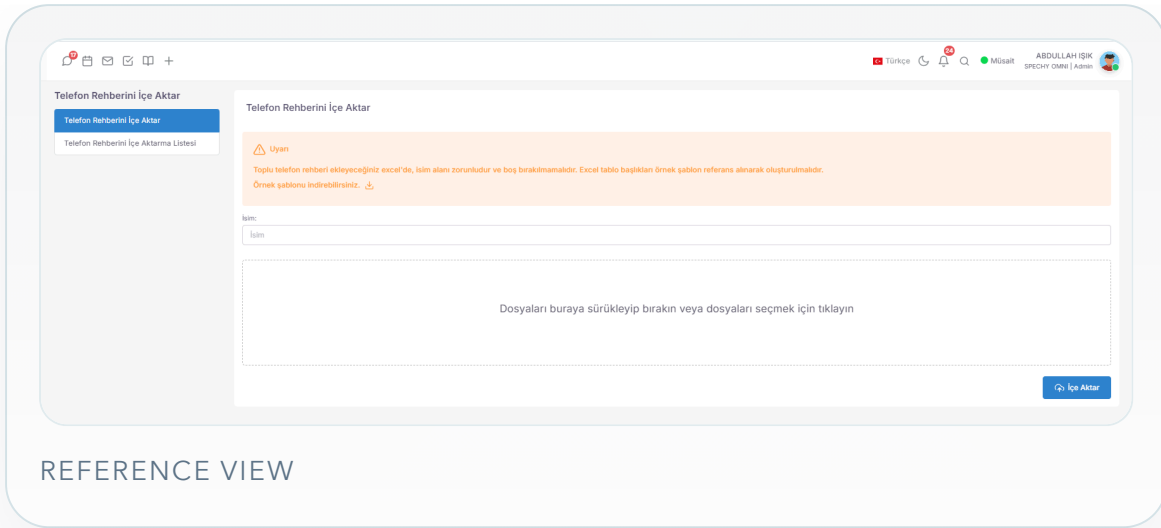
Professional Recommendation: Determine the ***Product Categories***** before uploading products. Categorizing products in the Excel template allows you to upload them, enabling your representatives to filter faster when selecting products on their customer card and clearly see which product group is more successful in sales reports.**

📞 Download Phone Directory (Corporate Communication Network Management)

Phone Directory Upload Module is the central data entry gateway that allows you to transfer all external and internal phone numbers that need to be accessed quickly in operational processes to the system in bulk via Excel.

Access URL; <https://app.spechy.com/settings/datamanagement/phonebook-import>

🔧 Guide Configuration and Import Tools



REFERENCE VIEW

- Import the Phone Directory: You can introduce all the people and numbers (First Name, Last Name, Title, Phone, etc.) that you want to include in your corporate directory to the system at once through an Excel file.
- Sample Template Guidance: The system offers a "Sample Template" for processing numbers and names in the correct format. Using this template, you can organize your guidance data in accordance with Spechy standards.
- Import Tracking List: It allows you to view the guide packages you have previously uploaded and the person lists within these packages, and to check the success status of the uploads.
- Centralized Access: The numbers uploaded become instantly accessible for all authorized representatives in the system, increasing communication speed.



Why is it Important?

- Quick Access and Search: It maintains operational speed (\$AHT\$) by preventing agents from wasting time when calling fixed numbers outside CRM or external business partners.
- Communication Standardization: By preventing incorrect number registrations that may occur in manual entries, it ensures that the guide is always accurate and up to date.
- Big Data Management: It digitizes thousands of records in seconds for companies with extensive guides such as supplier networks or dealer lists.
- Audit and Updates: Thanks to the "Import List", you can track in retrospect which dates and who were included in the corporate guide.

Professional Recommendation: When uploading your guide, add people by grouping them based on "Department" or "Region" to the name field (Example: "Logistics - Ahmet Y."). This way, your representatives can instantly reach all

relevant authorities by simply typing the department name into the search bar, and they can optimize internal and external communication traffic.

Upload Request Category (Support Hierarchy and Workflow Management)

The Request Category Upload Module is the central configuration gateway that allows you to transfer hierarchical structures you use to classify problem, suggestion or information requests from your customers to the system in bulk via Excel.

Access URL; <https://app.spechy.com/settings/datamanagement/ticket-category-import>

Technical Configuration and Import Tools

- **Import Request Category:** You can introduce all main and subcategories in your corporate support processes (e.g., "Technical Support > Hardware Failure", "Accounting > Invoice Objection") to the system at once through an Excel file.
- **Sample Template Guidance:** The system offers a "Sample Template" to process categories in the correct hierarchical order (Parent Category - Subcategory). Using this template, you can make your complex process trees compatible with Spechy standards.
- **Import Tracking List:** It allows you to view the category packages you have previously uploaded and the hierarchical lists within these packages, and to check the success status of the uploads.
- **Instant Distribution Preparation:** The uploaded categories become instantly selectable when your representatives create a "Ticket", increasing the operational speed.

Why is it Important?

- **Perfect Reporting (\$Granular \ Reporting\$):** It allows you to see the correct loading of categories and the number of requests for which department or topic you have received without errors through "Request Reports".
- **Time Savings:** When a new business sector or project starts, you prepare all the support infrastructure with a single Excel installation instead of manually entering dozens of categories.
- **Process Standardization:** By preventing the name confusion that may occur in manual entries (e.g., "Invoice Problem" vs. "Invoice Issue"), it ensures that all teams use the same corporate language.
- **Job Assignment Automation:** After uploading the categories in bulk, you can make it easier for requests to go to the correct experts by defining automatic assignment rules specific to these categories.

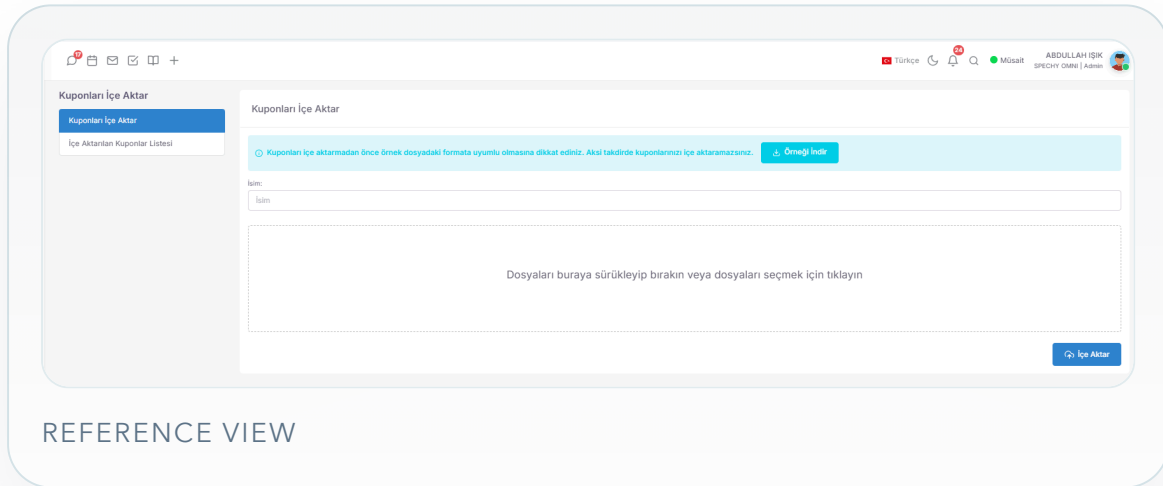
Professional Recommendation: Before uploading categories, design a tree structure focused on the "Root Cause". Deepening categories in the Excel template (e.g., Software > Mobile Application > Login Error) allows you to pinpoint exactly where the problem is during the reporting stage and enables your solution team to improve their \$SLA\$ times.

Load Coupon (Loyalty Program and Promotion Management)

The Coupon Upload Module is the central data entry gateway that allows you to transfer discount codes, gift vouchers or promotional coupons you have prepared for your marketing campaigns to the system in bulk via Excel.

Access URL; <https://app.spechy.com/settings/datamanagement/coupon-import>

Coupon Configuration and Import Tools



REFERENCE VIEW

- **Import Coupons:** You can introduce thousands of unique coupon codes you have created for special campaign periods (Black Friday, Holidays, Anniversaries, etc.) to the system at once through an Excel file.
- **Sample Template Guidance:** The system offers a "Sample Template" to ensure that coupon codes, expiration dates, and discount amounts are processed correctly. By using this template, you can make your promotional data compliant with Spechy standards.
- **List of Transferred Coupons (Monitoring):** It allows you to view the coupon packages you have previously uploaded, which coupon was uploaded to which series, and their usage status in bulk.
- **Personalized Communication Preparation:** The uploaded coupons become instantly accessible when your representatives want to offer a "special offer" to the customer during a meeting or live chat.

 Why is it Important?

- **Fast Campaign Launch:** Instead of manually defining coupons one by one, it increases your marketing speed (\$Time-to-Market\$) by creating a massive promotion pool in minutes.
- **Customer Retention (\$Retention\$):** It allows you to regain customer satisfaction by immediately assigning a coupon to a complaining or about-to-leave (Churn) customer during the interview.
- **Error Code Blocking:** Performing controlled uploads via Excel ensures financial integrity by preventing incorrect codes or invalid discount rates from entering the system.
- **Audit and Transparency:** Thanks to the "Internal Transferred Coupons List", you can track retrospectively how many coupons were included in the system in which campaign and how these resources were distributed.

Professional Tip: Be sure to fill in the "Campaign Name" column before uploading coupons. This way, you can clearly measure which marketing campaign (e.g., "Summer Discount" vs. "Social Media Coupon") brought more sales conversions (\$Conversion\$) while analyzing the usage rates of the coupons.

Campaign Management (Segmentation and Target Audience Building)

The Campaign Management Module is a "Data Refinery" that allows you to create high conversion (\$High \ Conversion\$) campaign lists by grouping the scattered data in CRM within a certain framework of rules.

Access URL; <https://app.speechy.com/segments/list>

Smart Segmentation and Pool Management Tools

Hedef Kitle Listesi					
İSM	TÜR	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	VERİ SAYISI	İŞLEMLER
Sunanan kutları whatsapp	A. Kisi	SPECHY - SINEM ZIVALI 8 Aralık 2025 10:58	SPECHY - SINEM ZIVALI 8 Aralık 2025 10:58	5	  
CEBRAL GRUBU	A. Kisi	METİN TEMSİLCİ 11 Kasım 2025 15:53	METİN TEMSİLCİ 11 Kasım 2025 15:53	8	  
TEST DATASI SEYMA	A. Kisi	SEYMA A. 11 Kasım 2025 10:19	SEYMA A. 11 Kasım 2025 10:19	8	  
TEST2	A. Kisi	METİN ÖGETÜRK 27 Ekim 2025 11:07	METİN ÖGETÜRK 27 Ekim 2025 11:07	8	  
Test	A. Kisi	ABDULLAH İŞİK 22 Ekim 2025 15:29	ABDULLAH İŞİK 22 Ekim 2025 15:29	8	  
BT YACIR	A. Kisi	METİN ÖGETÜRK 8 Ekim 2025 15:09	METİN ÖGETÜRK 8 Ekim 2025 15:09	8	  
QCAR TALEP	A. Kisi	METİN ÖGETÜRK 29 Eylül 2025 18:10	METİN ÖGETÜRK 29 Eylül 2025 18:10	8	  

REFERENCE VIEW

- 

●

-

Türkçe

Misalt

ABDULLAH İŞİK
Speshty | Super Admin

Sıfırdan tek seferlik bir kampanya oluşturun

Çağrı

Hedef kitleni seç ve bir Arama kampanyası oluşturun.
[Daha Fazla Göster](#)

Kampanyalar

WhatsApp

Hedef kitleni seç ve bir Whatsapp kampanyası oluşturun.
[Daha Fazla Göster](#)

Kampanyalar

SMS

Hedef kitleni seç ve bir SMS kampanyası oluşturun.
[Daha Fazla Göster](#)

Kampanyalar

E-posta

Hedef kitleni seç ve bir E-posta kampanyası oluşturun.
[Daha Fazla Göster](#)

Kampanyalar

REFERENCE VIEW

The Campaigns Module is the "Central Communication Engine" that allows you to reach the target audiences (Segments) you prepare for through voice calls, instant messaging or digital notification channels.

Access URL; <https://app.spechy.com/campaign/list>

Multi-Channel Interaction Modules

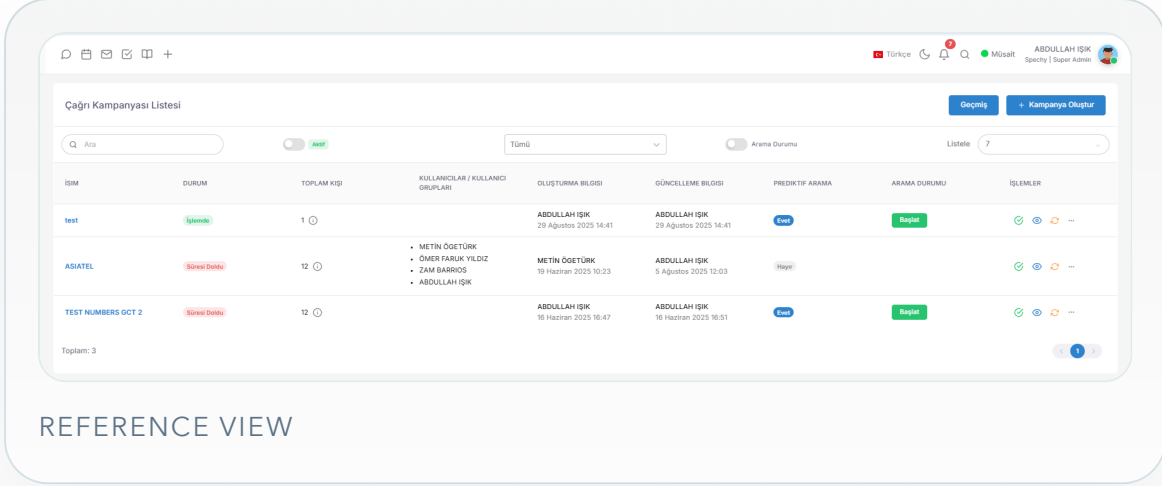
- Call (Dials) Campaigns: You can automatically call people in the segment you create with the dial type you specify (\$Predictive, Progressive, Preview\$). It instantly turns the hot data in your sales team's hands into live video calls.
- WhatsApp Campaigns: By sending WhatsApp message templates specific to your segment, you can run highly interactive (\$Open \ Rate\$) campaigns with your customers through the world's most popular messaging platform.
- SMS Campaigns: Without internet access or application addiction, you can send instant notifications, verification codes or campaign reminders to your target audience.
- Email Campaigns: You can reach your visually rich, informative and long-lasting content (Newsletters, Special Offers) to your segment in bulk.

Why is it Important?

- Channel Diversity (\$Reach\$): Each customer's preferred communication channel is different. Spechy maximizes your reach by reaching the same segment from different channels.
- Operational Integrity: Instead of using different platforms for different channels, it prevents data loss and centralizes reporting by managing all campaign traffic from a single panel.
- Conversion-Focused Approach: You can increase your chances of closing a warm sale by immediately including the customer who opened an offer you sent via email in a Call Campaign.
- Time and Cost Management: Thanks to bulk shipping and automatic search features, it delivers the thousands of man-hours of labor that would be spent in manual processes to the result in seconds.

Professional Advice: When launching a campaign for a segment, apply the "Hybrid Communication" model. First, provide pre-information with a WhatsApp Campaign, and automatically transfer the audience who reads or responds to the message to a Call Campaign. With this method, you can multiply your success rate (\$Conversion \ Rate\$) by ensuring that your representatives only talk to "relevant" customers.

Call Campaign (Operational Control and Dialers Management)



The screenshot displays the 'Çağrı Kampanyası Listesi' (Call Campaign List) interface. It features a top navigation bar with a search bar, a 'Tümü' (All) dropdown, and a 'Arama Durumu' (Search Status) toggle. The main table lists campaigns with columns for ID, Name, Status, Total People, User/Group, Creation Date, Update Date, Search Type, Search Status, and Actions. Three campaigns are visible: 'test', 'ASIA TEL', and 'TEST NUMBERS OCT 2'. The 'test' campaign is active, while the others are paused. The bottom of the interface shows a 'Toplam: 3' (Total: 3) summary and a pagination control.

REFERENCE VIEW

The Call Campaign Module is the central panel that manages all dialer processes, from call transfers to statistics, from instant interventions to data synchronization, keeping track of your voice call operations.

Access URL; <https://app.spechy.com/campaign/call>

Campaign Tracking and Management Metrics

- Campaign ID & Ownership: It provides "Audit Trace" data such as the Campaign Name, who created it and who last updated it.
- Mass and Assignment Management: Clearly shows the Total Number of People in the campaign and which User or User Group this task has been assigned to.
- Performance Statistics: By clicking on the button next to the number of people; you can instantly see critical data such as how many searches were made, how many were answered and how many were successful.
- Dialer Control Center: You can monitor whether the campaign is a Predictive (Automatic) call and start and stop calls instantly with the Call Status button.

Strategic Operations and Intervention Tools

- Update Segment Data: If there has been a data change or a new transfer in the connected segment, you can synchronize the campaign with the latest data with one click.
- Campaign Management & Passive Management: You can update campaign rules according to operational needs or prevent chaos by taking completed campaigns passive.
- Reporting & Archiving: You can download the results with Campaign Reports, and from the History tab, you can access all previously received reports from a single point.

- + Create Campaign: You can start a new call script in seconds for a new sales or support target.

💡 Why is it Important?

- Instant Operational Agility: When call traffic intensifies or data quality decreases, you can intervene in the operation instantly with the "Stop/Start" feature.
- Data Freshness (\$Data \ Freshness\$): Thanks to the "Segment Refresh" feature, you ensure that a new lead coming from your website enters the campaign pool without waiting.
- Responsibility Tracking: You can optimize the workload balance between teams (\$Load \ Balancing\$) by seeing which group the campaign is assigned to and who manages it.
- Analytical Decision Making: The Statistics button and report history allow you to build the strategy of your next campaign on past data.

Professional Tip: Use the "Renew Segment Data" feature periodically. Especially if you have a dynamic customer base, start your day by refreshing the campaign with this button every morning to ensure you don't miss potential customers who have recently been added to the segment.

🔧 Creating Call Campaign (Strategic Organization and Notification Management)

REFERENCE VIEW

The Campaign Creation Module is the technical area where you write the "Constitution" of the operation, from the type of target audience to the validity period, from data repetition rules to call result actions.

Access URL; <https://app.spechy.com/campaign/generate>

🔧 Basic Definitions and Targeting

- Campaign ID: A special Name is defined for the campaign to facilitate operational tracking.

- Target Audience Type & Selection: It is determined whether the recipient of the campaign is B2C (Individual) or B2B (Company) and the relevant Segment previously created is connected to the system.
- Validity Period: By determining between which dates the campaign will remain active, it is ensured that projects that expire automatically stop.
- Assignment Type (Group/User): It is selected whether the job will be assigned to a single expert or a large group of users.

Smart Configuration and Dynamic Flow Rules

- Duplicate and Addition Control: Determines how many times the same person or company can be included in the campaign. By activating "Number of Additions", the number of rounds the list will cycle (Recycling) is controlled.
- Dynamic Data Flow: With the option "Include new registrations in the campaign?", you can ensure that every new potential customer falling into your segment is instantly and automatically added to the active campaign list.
- Real-Time Notifications: When a new data is included in the campaign, an instant notification is sent to the assigned representatives, triggering the "Instant Lead Response" (\$Instant \ Lead \ Response\$) mechanism.
- Smart List Cleaning (Cleanup Logic): Operational efficiency is increased with the "Remove from list when call is answered" feature:
- Remove when answered: It is removed from the list as soon as contact is established with the customer.
- Delete When Returned: If the customer returns to the unanswered call himself, the system detects this and automatically deletes the person from the list to prevent repeated calls.

Why is it Important?

- Operational Efficiency: Automatically removing answered or returned calls from the list prevents your representatives from calling the same person repeatedly, ending time loss and customer inconvenience.
- Speed Advantage (\$Lead \ Speed\$): Automatic inclusion and notification of new registrations allows you to reach the potential customer before your competitors.
- Financial Control: You prevent uncontrolled calls that exceed the validity period of the campaign and your advertising or campaign budgets.
- Reset of Error Rate: Parameters such as the number and type of additions ensure that the operation runs with a predetermined "Algorithm" by eliminating the representative initiative.

Professional Tip: Be sure to keep the "Unanswering call, remove from list when returned" feature enabled. This prevents your customer from responding with "You already called me, why are you calling again?" and helps you establish a professional corporate image (\$Brand \ Reputation\$).

Advanced Campaign Configuration automates the entire process, from return times for unanswered calls to answering machine recognition, from the call load per representative to data transfers between campaigns.

REFERENCE VIEW

Scheduling and Data Entry Rules

- **Login Delay (Minutes): * After the Last Call:** Determines how long an unreachable record will be "rested" before the system attempts to retrieve it again without success.
- **New Data Entry:** It defines how many minutes it will take for a newly dropped data in a segment to be included in the list without losing its temperature but also without exhausting the system.
- **Daily Maximum:** It maintains customer satisfaction by determining how many times the same number will be disturbed in a day (e.g., at most 2 times a day).
- **Trial Range (Per Hour):** Sets the time intervals (e.g., every 4 hours) at which unanswered records will be retried.

Technical Search and Line Management

- **Type & Queue Selection:** It determines the line you will be connected to, the internal operator, or the expert Queue where your call will be transferred.

- Call Volume per Representative: It is the Predictive power that determines how many calls the system will initiate at the same time to ensure that the representative is not left idle (e.g., 3 simultaneous calls for 1 representative).
- Telesecretary Control: By detecting operator telephones, it offers the option to prevent the representative from being connected to a machine instead of a live human.
- Prefix and Other Numbers: It selects which institution number the call will originate from and decides whether to call the customer's other registered phones as well.

Smart List and Campaign Transfer

- Sort Type: Determines whether the list will be sorted (according to the order of data loading) or randomized (random data).
- Dynamic Campaign Transfer: It is the highest level of operational flow:
- Forward Unanswered: Automatically forwards unreachable records to the "Cold Search" or "Follow-up" campaign.
- Forward Answered: Directs the people contacted to the "Post-Sales Support" or "Survey" campaign instantly.

Why is it Important?

- Zero Manual Tracking: The representative does not need to think about "When should I call someone back?"; the system manages the most ideal timing with an algorithm.
- Efficiency Increase (\$Occupancy\$): Maximizes call durations by minimizing the waiting time of representatives by setting the number of calls per representative.
- Preventing Customer Harassment: With daily trial limits, you protect your corporate image and comply with legal limits (KVKK/ETK).
- Error-Free Process Flow: The automatic transfer of answered or unanswered calls to different campaigns creates an end-to-end "Customer Life Cycle".

Timing;

- You can set the days and time range during which the campaign will work.

Professional Tip: Create a "Welcome" survey using the "Send answered calls to different campaign" feature. As soon as the calls your sales team successfully completes, the records are automatically added to the customer satisfaction team's list. This will allow you to instantly measure the service quality of your institution.

Gün	Durum	Başlangıç Saati	Bitiş Saati
Pazartesi	Aktif	00:00	23:59
Salı	Aktif	00:00	23:59
Çarşamba	Aktif	00:00	23:59
Perşembe	Aktif	00:00	23:59
Cuma	Aktif	00:00	23:59
Cumartesi	Aktif	00:00	23:59
Pazar	Aktif	00:00	23:59

REFERENCE VIEW

The WhatsApp Campaign Module is a professional automation center that allows you to deliver your rich (media-supported) messages to the right target audience within the framework of legal limits and smart sending limits.

Access URL; <https://app.speechy.com/campaign/whatsapp>

🔧 Operational Monitoring and Management Panel

İSİM	YÖKLENECEK TOPLAM KİŞİ	KUYRUKTA YÖKLENEN TOPLAM KİŞİ	KAMPANYA DURUMU	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	DURUM	İŞLEMLER
Test Database Seyma	10	10	Bekliyor	SEYMA A. 11 Kasım 2025 09:22	SEYMA A. 11 Kasım 2025 09:22	🟢	📄 🔄 🗑️

REFERENCE VIEW

- Cancellation Request List: It protects your brand reputation by automatically filtering customers who say "I do not want to receive messages".
- Live Statistics & History: It provides instant data such as how many messages were sent and how many were read; archives past reports.
- Send Test Message: It allows you to verify the appearance of the message on your own number before starting the campaign.
- Operations: It grants the authority to organize active campaigns, acquire passive ones, or download detailed success reports.



Campaign Creation and Content Design

Whatsapp Kampanyası Düzenle

Genel

İsim *
Test Data: Abdullah

Hedef Kişi Türü *
Kişi

Hedef Kişi *
Test Data: Şeyma

Yeni gelen veriler kampanyaya dahil edilsin mi? *
☐ Evet ☒ Hayır

Kampanya Başlangıç Tarihi *
2027-01-04

WhatsApp Hesabı *
+90 850 340 50 51

Mesaj: + Parametre Ekle
Test mesajı

Öncelik
Test mesajı

Dosya Seçin
Dosya Seçildi

Limitler & Zamanlama

Eklenme Sayısı
☐ Aktif ☒ Pasif

İptal Kaydet

REFERENCE VIEW

- Smart Targeting: It is determined whether the campaign is for Individuals or Companies (B2B/B2C) and the relevant Segment is connected.
- Dynamic Data Flow: The automatic addition of new people included in the segment to the campaign and the number of times (Number of Additions) they will be included are controlled.
- Rich Message Content: Pre-approved templates are selected, personalized with parameters (e.g., "Dear [Name]"), and enriched by adding files/images.
- Account Selection: It is determined which of the multiple WhatsApp numbers belonging to your organization will be the sender.



Limits, Configuration and Legal Compliance (\$IY\$)

- Sending Algorithm: To minimize the risk of messages being blocked (Spam), Message Sending Range and Daily Limits are defined.
- IYS Integration: Legal compliance is ensured by ensuring the control of data authorized via the Message Management System (IYS) in marketing-related messages.
- Timed Operation: With the Campaign's Automatic Start feature, it is planned in advance which days and times (Working Hours) it will be active.
- Subscription Control: Certain rules are established on whether messages will be sent to those who have created a cancellation request.



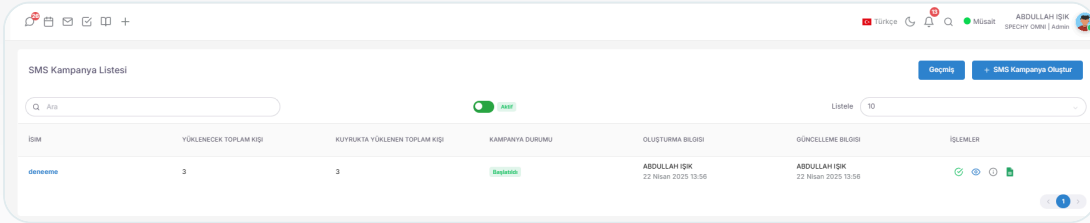
Why is it Important?

- High Return on Investment (\$ROI\$): WhatsApp messages have a much higher reading and interaction rate compared to Email and SMS.
- Legal Security: Thanks to the IYS account and cancellation list management, it reduces the risk of sending messages in violation of the KVKK and ETK legislation to zero.

- Spam Protection: Smart sending intervals and limits prevent your WhatsApp number from being restricted by the platform.
- Full Automation: A campaign with set working hours and start dates continues to sell in the background without requiring staff intervention.

Professional Recommendation: When using the "Send Test Message" feature, ensure that the links and files in the message look correct on all phone models. Also, to increase campaign engagement, set the working hours according to the "Prime Time" periods (e.g., 10:00 - 11:30 or 19:30 - 21:00) when your customers check their phones the most.

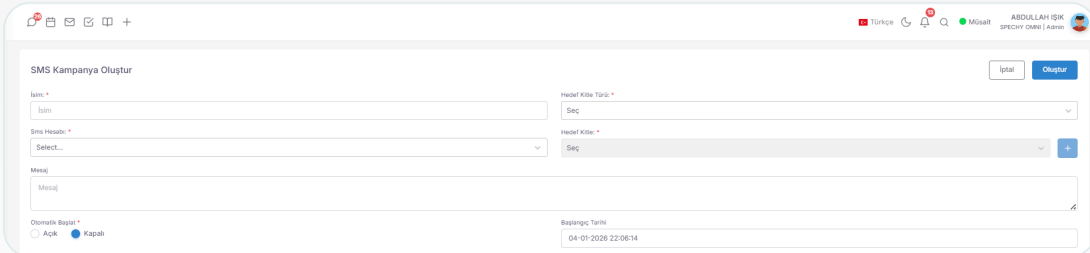
SMS Campaign;



ID	YÖKLENECEK TOPLAM KİŞİ	KUYUKUNTA YÖKLENEN TOPLAM KİŞİ	KAMPANYA DURUMU	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	SİLEMLER
deneme	3	3	Başlatıldı	ABDULLAH İŞİK 22 Nisan 2025 13:56	ABDULLAH İŞİK 22 Nisan 2025 13:56	  

REFERENCE VIEW

- Be passive; You can make the campaign passive.
- Edit; You can edit the campaign you created.
- Statistics; You can view campaign statistics.
- Campaign report; You can download the created campaign report.
- History; You can see the downloaded past reports.
- Create SMS campaign; Used to create a new campaign.



SMS Kampanya Oluştur

İsim:

Sıra Hesabı:

Message:

Otomatik Başlat: ☐ Açık ☒ Kapat

Başlangıç Tarihi:

İptal Oluştur

REFERENCE VIEW

 SMS Campaigns (Quick Access and Mass Notification Management)

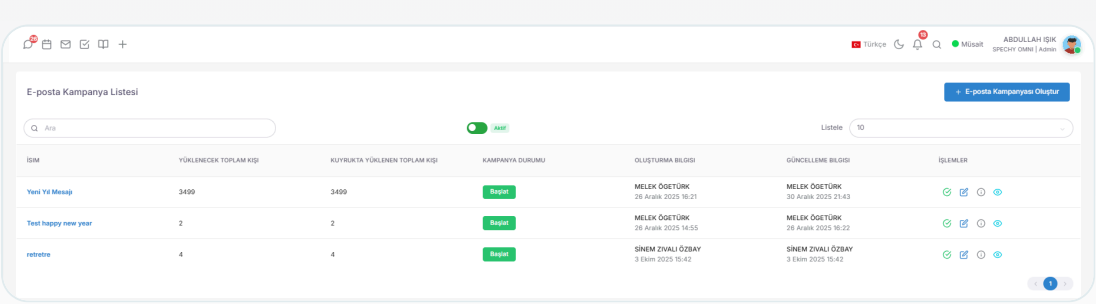
SMS Campaign Module is the central management panel that allows you to send reliable and operator-based messages directly to your target audiences via your corporate message headers (Originator).

Access URL; <https://app.spechy.com/campaign/sms>

Operational Management and Monitoring Panel

- Campaign Monitoring: You can instantly turn active campaigns into Passive or organize them according to strategy changes.
- Statistics & Reporting: You can track how many messages were successfully delivered and how many failed due to incorrect numbers with visual graphics.
- Past Archive: You can perform retrospective performance analysis by accessing all previously received campaign reports from a single point.
- + Create SMS Campaign: It is a fast entry portal used to start a new announcement or promotion wave.

SMS Campaign Setup and Configuration



REFERENCE VIEW

- Targeting and Identity: A name is given specifically for the campaign and it is determined whether the recipient is an Individual or a Company.
- SMS Account Selection: The sender is selected from different SMS service providers or titles depending on the system.
- Segment Integration: The target audience to be sent SMS is drawn from a pre-prepared Target Audience (Segment) pool within seconds.
- Message Content: The message text, which is suitable for character limits, is created in this area.
- Timed Delivery: Instead of starting the campaign at that moment, you can distribute your operational workload by planning a future Start Date and time with the "Auto Start" option.

 Why is it Important?

- **Universal Accessibility:** Does not require a smartphone or internet connection; it works instantly on any phone, from the oldest generation to the most modern.
- **High Visibility:** SMS is one of the channels that attracts the most attention and has the shortest reading time, even among SMS and notification pollution.
- **Emergency Management:** It is the most ideal "Rapid Response" (\$Rapid \ Response\$) tool for system outages, emergency announcements or short-term flash discounts.
- **Cost and Efficiency:** It is one of the most economical ways to reach a very large audience in a very short time; it relieves the burden of manual dialing (Dialers).

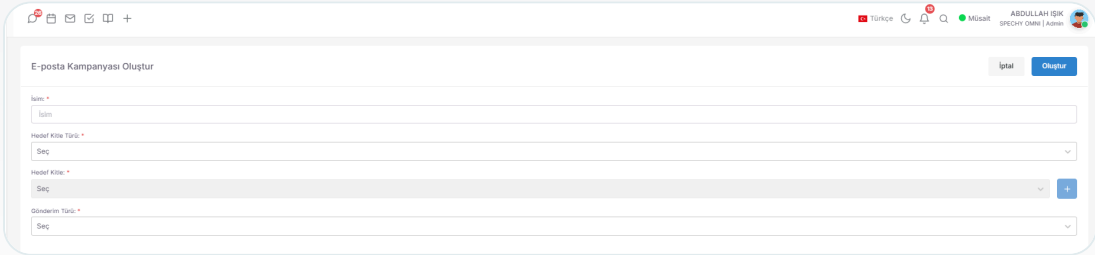
Professional Advice: By adding "Personalized Links" to your SMS messages, measure how much traffic comes from the SMS channel to your website or WhatsApp line. Also, make your SMS sends part of an Omnichannel scenario: For example, complete your access power to 100% by allowing the system to automatically send SMS to people who do not receive WhatsApp messages (whose number is not on WhatsApp).

Email Campaigns (Corporate Newsletter and Digital Access Management)

The E-Mail Campaign Module is a central panel that allows you to manage the permanent trace of your brand in the digital world (Inbound & Outbound) by sending visually rich and trackable emails to your segments.

Access URL; <https://app.spechy.com/campaign/email>

Operational Monitoring and Campaign Panel



REFERENCE VIEW

- **Mass and Queue Tracking:** You can instantly monitor the total number of people in the campaign and the number of people waiting in the queue during the shipment. This allows you to monitor the shipment speed and server load.
- **Campaign Status Management:** You can start, stop or put the campaign in Passive Mode with one click, if a strategy change is needed.

- **Statistics & Analysis:** You can measure your content quality by analyzing the opening, click and bounce rates of emails.
- **Transactions and Preview:** You can preview the final state of the email before sending, edit the campaign information or download performance reports.



Email Campaign Creation and Sending Architecture

- **Targeting:** A special Name is given to the campaign and it is determined whether the recipient is an Individual or a Company (B2B/B2C).
- **Segment Integration:** The target audience for which the emails will be sent is drawn from a pre-refined Target Audience list.
- **Shipping Type and Infrastructure:** It is the most technical and flexible part of the operation:
- **System Email:** Refers to individual or small-scale transmissions made through your corporate email accounts affiliated with Spechy.
- **Provider Services:** It allows you to benefit from the power of bulk email sending companies (Relay/SMTP services) specialized for very high volume shipments.



Why is it Important?

- **Low Cost, High Impact:** It is the most economical method to reach the most detailed information (images, files, long texts) to very large audiences.
- **Brand Authority:** Creates a reliable brand image in the customer's mind with professional templates and corporate email headers (\$Trust \ Building\$).
- **In-depth Measurement:** Knowing how many times a customer opens your email or clicks on which link allows you to plan your next sales step.
- **Sustainable Communication:** Unlike instant messaging, email serves as a permanent information source because it is a data that can be stored in the customer's mailbox.



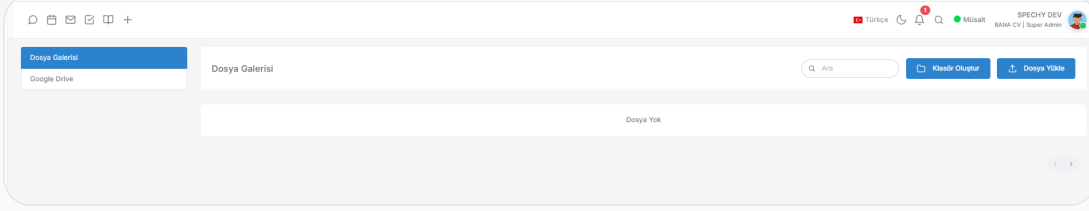
File Gallery and Cloud Integration (Digital Asset Management)

The File Gallery Module integrates your local files on your desktop with your data in the cloud (Google Drive) into the Spechy ecosystem; providing access to all kinds of documents (PDF, Image, Video, Excel, etc.) needed in sales, support and marketing processes from a single point.

Access URL; <https://app.spechy.com/file-gallery>



Local Storage and Organization (File Gallery)



REFERENCE VIEW

- **Drag and Drop Convenience:** You can upload photos, contract drafts or product catalogs on your computer to CRM in seconds.
- **Folder Structure with Hierarchy:** You can create special Folders to save the files you upload from chaos; you can categorize them based on department (e.g., "Sales Presentations") or file type (e.g., "Logos").
- **Quick Access:** When communicating with a customer or creating a campaign in CRM, you can select it directly from your library instead of searching for a file you uploaded to your galleries.

☁ Smart Cloud Integration (Google Drive)

- **Uninterrupted Synchronization:** By connecting your Google account to Spechy, you can access all your images and documents on Drive without leaving the CRM panel.
- **Storage Freedom:** You can manage your large files over the cloud without straining local servers, and you can instantly use the latest file revisions.
- **Access Security:** Thanks to the secure connection made with your Google account, you can only include documents that you are authorized to in CRM processes.

💡 Why is it Important?

- **Operational Agility:** Prevents the representative from losing files in folders on their computer to send a "price list" to a customer; everything is ready under one "Gallery".
- **Corporate Memory:** Since all current presentations, visuals and documents belonging to the company are collected on Spechy, there is no "information loss" even in case of staff changes.
- **Multi-Channel Usage:** You can upload a file you uploaded to the gallery to both an Email Campaign and a WhatsApp Message at the same time.
- **Location and Time Independence:** Thanks to cloud integration, you can access all your corporate documents through Spechy even if you are outside the office.

Professional Tip: Be sure to create a "Frequently Used" or "General Templates" folder in the File Gallery. By placing certificates, current bank account

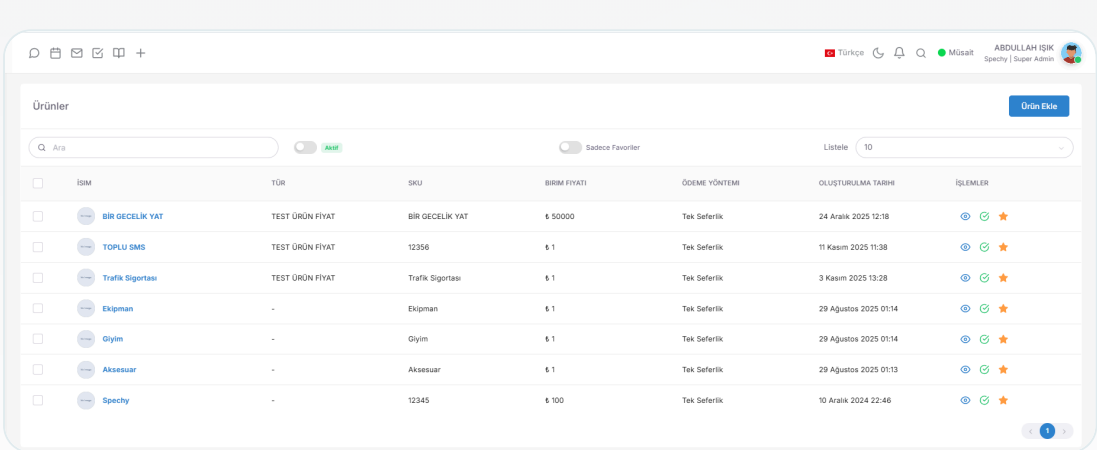
information or corporate catalogs that customers frequently request in this folder, you can increase the response speed of your representatives by 50% (\$Response \ Time\$).

Product Management (Catalog Configuration and Commercial Parameters)

The Products Module is the central inventory management area where you create the technical, visual and financial identity of each service or physical product you offer; it directly affects the closing speed (\$Time-to-Close\$) of your representatives.

Access URL; <https://app.spechy.com/settings/products?page=1&limit=10&favorite=false>

✂ Catalog Management and Strategic View



ID	İSİM	TÜR	SKU	BİRİM FİYATI	ÖDEME YÖNTEMİ	OLUŞTURULMA TARİHİ	İŞLEMLER
☐	BİR GECELİK YAT	TEST ÜRÜN FİYAT	BİR GECELİK YAT	₺ 50000	Tek Seferlik	24 Aralık 2025 12:18	Gör Sil Favori
☐	TOPLU SMS	TEST ÜRÜN FİYAT	12356	₺ 1	Tek Seferlik	11 Kasım 2025 11:38	Gör Sil Favori
☐	Trafik Sigortası	TEST ÜRÜN FİYAT	Trafik Sigortası	₺ 1	Tek Seferlik	3 Kasım 2025 13:28	Gör Sil Favori
☐	Ekipman	-	Ekipman	₺ 1	Tek Seferlik	29 Ağustos 2025 01:14	Gör Sil Favori
☐	Giyim	-	Giyim	₺ 1	Tek Seferlik	29 Ağustos 2025 01:14	Gör Sil Favori
☐	Aksesuar	-	Aksesuar	₺ 1	Tek Seferlik	29 Ağustos 2025 01:13	Gör Sil Favori
☐	Spechy	-	12345	₺ 100	Tek Seferlik	10 Aralık 2024 22:46	Gör Sil Favori

- Central Product Pool: It is the main list where all added products are displayed with their name, description and price details.
- Active / Passive Control: You can hide products that are out of sale or out of stock from the system without deleting them (Passive), and you can activate them again during strategic periods.
- Favorite Filtering: By marking the most preferred or promotional products as Favorites, you can ensure that representatives can access these products in seconds within the intensive data.
- Operations Menu: Provides the authority to instantly edit product details, change status or update favorite status.

⚙ Detailed Product Addition and Financial Architecture

- Identity and Classification: The database structure is provided with the Category to which the product belongs, unique SKU (Stock Code) and Name information.

- Visual and Media Management: Rich catalogs are created by selecting whether the images to be added to the product cards will be a local file or an external URL.
- Cost and Profitability Analysis (\$Financial \ Intelligence\$):
- Unit Price & Unit Cost: Clarifies the difference between the selling price and the purchase cost.
- Margin (\$Margin\$): It allows you to automatically calculate and monitor the profit margin to be obtained from the sale of the product.
- Payment Method: Payment periods are defined as Weekly, Monthly or One-Time according to the product's sales model (critical for SaaS or subscription models).
- Currency: Pricing can be done through different foreign currencies (₺, \$, €, etc.) for global trade.



Why is it Important?

- Precise Financial Reporting: Thanks to cost and margin entries, you can report not only your turnover but also your actual profitability.
- Quick Quote Preparation: Representatives instantly access SKU and current price information, offering customers quotes with zero margin of error.
- Operational Flexibility: With payment method options, you can manage your installment, subscription-based or prepaid sales processes from a single panel.
- Professional Customer Experience: The images and detailed explanations on product cards enable the representative to provide the customer with much more informed information.

Professional Recommendation: Be sure to fill in the "SKU" (Stock Code) field in a disciplined manner. These codes are the only key that will ensure the flawless matching of data in your future warehouse, e-commerce or accounting integrations. In addition, by marking your high-margin products as Favorites, you can indirectly direct your teams to more profitable sales.



132. Service Quality (Quality Forms and Interview Inspection)

The Service Quality Module increases customer satisfaction (\$CSAT\$) and representative competence by enabling the listening of voice calls, examining correspondence, and scoring these interactions according to institutional standards.

Access URL; <https://app.spechy.com/service-quality/quality-forms?page=1&limit=10>



1. Quality Forms (Construction of Evaluation Criteria)

Kalite Formları

Yeni Form Ekle

Q Ara Listele 10

FORM ADI	TOPLAM SKOR	KANAL	İŞLEMLER
Müşteri Tensükül Değerlendirme Formu	60	Canlı Destek, Facebook, WhatsApp, Instagram, Görüntülü Arama, E-posta, Sesli Arama, (Subject Object)	Ekle Sil
MT Değerlendirme	7	Sesli Arama	Ekle Sil

1

REFERENCE VIEW 1

Kalite Formu Ekle

İptal Oluştur

Form Adı *

Form Adı

Kanallar *

Seç

Değerlendirme bildirilmesini göndereceği E-posta adresleri:

Değerlendirme bildirilmesini göndereceği E-posta adresleri

Sorular

Soru 1. *

Soru

Kategori 1. *

Seç

Skor 1. *

1-100

Soru Ekle

REFERENCE VIEW 2

It is the area where you create digital "Evaluation Reports" that are suitable for your own corporate standards.

- Form Configuration: The form name, total score and which channels (Call, WhatsApp, Live Support, etc.) this form will be valid for are determined.
- Question & Category Architecture: Questions are categorized (e.g., "Diction", "Problem Solving", "System Usage") and a Score is defined for each question.
- Automatic Notification: Special email addresses can be defined for the evaluation results to be sent to the administrator or training department other than the representative.

🔍 2. Unreviewed Meetings (Audit Pool)

Değerlendirilmemiş Görüşmeler						
Q Ara Tarih Filtrele 14-01-2026 Listele 10 Kanal: Seç Filtrele: Seç Sonuç Kodu: Sonuç Kodu Ara Yeni: Seç						
KANAL	GÖRÜŞME TARİHİ	MÜŞTERİ ADI	MÜŞTERİ TELEFON	TEMSİLCİ ADI	CEVAP	İŞLEMLER
Sesli Arama Görüşme Süresi: 00:00:00	14 Oca 2026 15:08	ABDULLAH İŞİK	905494779547	ABDULLAH İŞİK	×	🔍
Sesli Arama Görüşme Süresi: 00:00:00	14 Oca 2026 15:08	ABDULLAH İŞİK	905494779547	ABDULLAH İŞİK	×	🔍
Sesli Arama Görüşme Süresi: 00:00:00	14 Oca 2026 15:09	TEST	05494779547	ABDULLAH İŞİK	×	🔍
Whatsapp Görüşme Süresi: 00:00:00	14 Oca 2026 15:13	TEST	05494779547	ABDULLAH İŞİK	✓	🔍
Sesli Arama Görüşme Süresi: 00:00:00	14 Oca 2026 15:13	TEST	05494779547	ABDULLAH İŞİK	×	🔍
Sesli Arama Görüşme Süresi: 00:00:00	14 Oca 2026 15:13	TEST	05494779547	ABDULLAH İŞİK	×	🔍

REFERENCE VIEW

It is the "Quality Control" queue where all interactions that have not yet been reviewed are filtered.

Access URL; <https://app.spechy.com/service-quality/unevaluated?page=>

- Advanced Filtering: Records that will be checked for point-in-time inspection according to date, user, channel, Result Code and call direction (Incoming/Outgoing) are selected.
- Search Power: You can instantly reach a specific meeting via name, surname or phone number.

🎧 3rd Interview Evaluation (Live Analysis Panel)

Değerlendir Ad Soyad: METİN ÖZETÖRK Telefon Numarası: 05305481902 Kanal: Whatsapp Hesap Adı: 908503403855 Kaynak: Spechy Başlama Tarihi: 13 Oca 2026 15:11 Cevaplanma Tarihi: 13 Oca 2026 15:59 Kapanma Zamanı: 13 Oca 2026 15:59 Kapatıcı: kullanıcı Gelen/Giden Çağrı: gelen Süre: - Temsilci Adı: METİN ÖZETÖRK Rol: Admin Sonuç Kodu: <button>Görüntüle</button>	Görüşme Transkript	Sorular Form: Müşteri Temsilcisi Değerlendirme Formu Sonuçlar Uygun Açık Cevaplı Kullanım - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi Uygun Kapanış Cevaplı Kullanım - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi Ürün Hakkında Doğru Bilgi Verildi mi? - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi İsimle Hitap Edildi mi? - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi Sahib Cebası Ödendi mi? - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi Çözüm Sunuldu mu? - Skor: 10 ☐ Evet ☐ Hayır ☐ Gerek Görülmedi ☐ Reset Form Tespit Etilen Tespit Edilen Notlar Notlar Değerlendir
---	--	---

REFERENCE VIEW

It is an interactive area where the inspection analyzes the interaction between the representative and the customer second by second.

Access URL; <https://app.spechy.com/service-quality/evaluate/1128392/3>

- Call Control: Voice recordings can be listened to or message history (Chat) can be read simultaneously.
- Detailed Analysis: Customer information, interview date and the result codes left by the representative are examined to check consistency.
- Scoring and Feedback: While scoring through questions, development notes specific to the representative can be added for each criterion.

✓ 4. Evaluated Interviews (Performance Archive)

REFERENCE VIEW

It is the "Quality Archive" where completed audits are monitored and revised if necessary.

Access URL; <https://app.spechy.com/service-quality/evaluated>

- Re-evaluation: In case of objection or when development is observed after training, old scores and grades can be revised.



Why is it Important?

- Objective Performance Tracking: The success of representatives is measured with predetermined scores, not "by feelings".
- Continuous Training Cycle: Reporting errors to the representative with notes standardizes service quality by preventing the repetition of the same errors.
- Customer Experience Assurance (\$QA\$): The monitoring of interviews ensures that representatives always act in accordance with corporate language and procedures.
- Data-Based Decision Making: Thanks to quality reports, it is clearly determined which department needs training in which area (Example: "Product Information").

Professional Recommendation: Use the "Deadly Question" logic for "Critical Errors" (e.g., rude behavior or incorrect information given to the customer) in your quality forms. If one of these questions is negative, regardless of how high

all other scores are, it will ensure that the total score is low, thereby strengthening risk management (\$Risk \ Mitigation\$).

Settings (System Architecture and General Configuration)

The Settings Menu is the strategic upper center where all variables that determine Spechy's working principles, from technical infrastructure to user experience, from data entry standards to system security, are managed.

Central Configuration and Control Areas

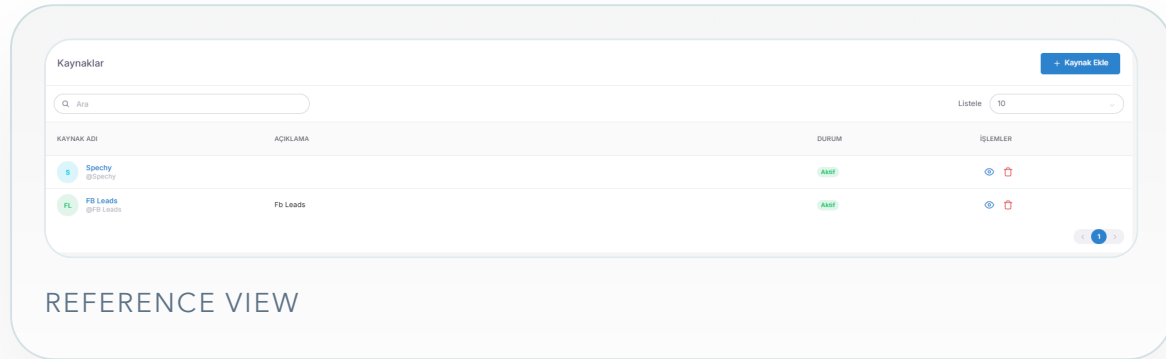
- System Settings: Determines the general operating rules of the platform, language options, working hours and corporate identity parameters (Logo, color, etc.).
- Result Codes Management: You can manage which tags will be used to end conversations and transactions, and how the reporting hierarchy will be established from this area.
- Dynamic Form Management: You can design special data entry fields and form structures to be used in customer records, request opening processes or quality controls.
- General Settings and Integrations: All components that make up the system's "neural system", such as API connections, external service integrations, user authorization schemes and notification settings, can be accessed here.

Why is it Important?

- Flexibility and Customization: It turns Spechy into a flexible "Operational Software" that can be shaped according to your business model, not as a ready-made template.
- Data Standardization: Thanks to result codes and form settings, it allows the entire team to use the same terminology and the same data entry discipline.
- Security and Permission Control: It allows you to centrally monitor critical security layers such as who can see which data or which settings can be changed.
- Centralized Management (\$Single \ Point \ of \ Control\$): It allows you to manage a complex call center or CRM operation from a single panel, without the need to write code (No-Code).

Professional Recommendation: The Settings menu is the "Constitution" of the system. Since the changes you make here will affect the entire operation, especially before making changes to Result Codes and System Settings, be sure to back up your current reports and test the reporting outputs of the new settings.

The Resources Module is an organizational center that allows you to manage your operational processes based on resources by allowing you to label each piece of data included in the system (Customer, Request, Sales Opportunity, etc.) as "where it came from".



Access URL; <https://app.spechy.com/settings/sources/?page=1&limit=10>

Data Source and Project Management Tools

- Data Classification: You can label and isolate all data registered in the system (Excel installation, Web Form, API, Advertisements, etc.) according to the Source they come from.
- Multi-Project Control (\$Multi-Tenancy \ Logic\$): You can manage multiple different projects, brands or departments through a single Spechy account.
- Source-Based Reporting: It allows you to analyze which source (e.g., "Instagram Ads", "Website Contact Form", "Field Sales") provides more quality data.
- Operational Prioritization: You can process data according to its origin by assigning special workflows or different result codes according to the source.

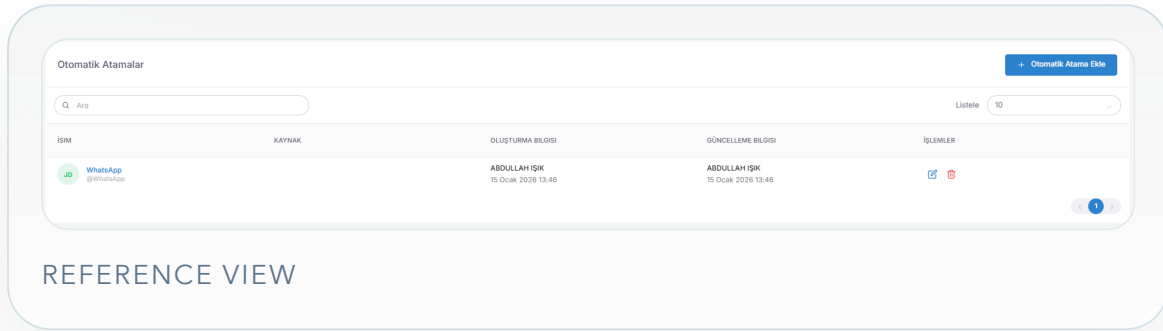
Why is it Important?

- Preventing Confusion: It creates a structured database structure (\$Data \ Integrity\$) without confusing which of thousands of data sets was collected for which campaign or project.
- Marketing Efficiency (\$ROI\$): It allows you to direct your advertising budgets to the right channels by clarifying which data source provides higher sales conversion.
- Flexible Operation: While managing projects of different brands within the same team, it supports the use of the correct corporate language by ensuring that representatives know which customer they are talking to from which "Source".
- Centralized Control: While controlling different projects from a single panel, you can filter and analyze the data of each project according to its own "Source".

Professional Recommendation: Integrate the Resources module with Campaign Management. For example, create a resource called "2026 Spring Campaign" and link all data from this resource to a specific segment to launch a dialer campaign focused only on that project. This way, you can measure the campaign success with 100% accuracy regardless of other general data.



Automatic Assignments (Communication Channels Distribution Algorithm)



REFERENCE VIEW

The Automatic Assignments Module is an automation system that instantly shares unstarted conversations from written communication channels according to the areas of expertise or workloads of your representatives.

Access URL; <https://app.spechy.com/settings/auto-assigns?page=1&limit=10>



Smart Distribution and Security Mechanisms

- Communication Channels Integration: Covers all messages received via WhatsApp, Telegram, Live Support and Social Media.
- Person/Group Based Assignment: Automatically redirects incoming conversations to a specific User or a User Group specializing in that area (e.g., "Support Team", "Sales Representatives").
- Data Isolation and Privacy: It is the most powerful security feature of the system: When a call is automatically assigned to a representative, other users cannot view this call on the panel. This maximizes customer privacy and representative focus.
- Uninterrupted Response Speed: By preventing the conversation from "hanging in the air", it ensures that the customer matches with the recipient as soon as they send a message.



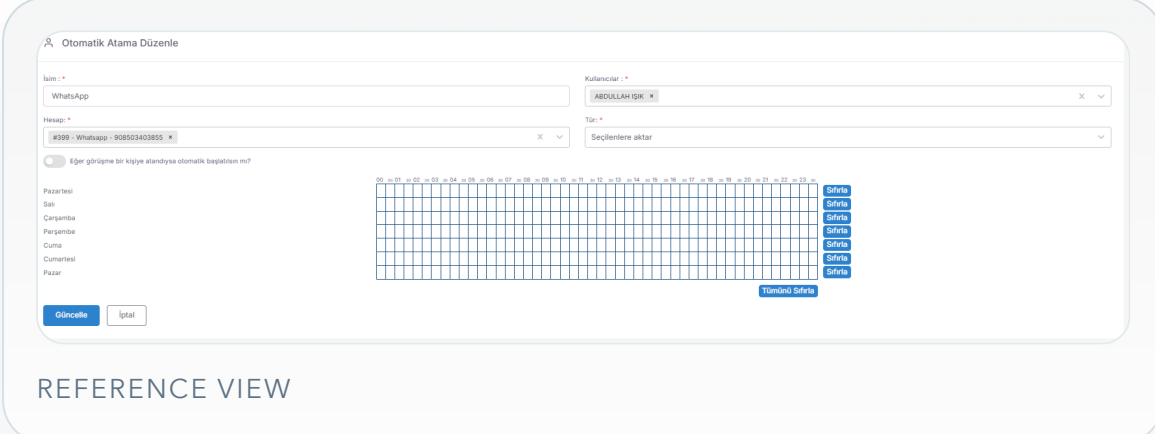
Why is it Important?

- Fair Workload Distribution (\$Load \ Balancing\$): Prevents operational bottlenecks by balancing the number of calls assigned to agents.
- Operational Security: Minimizes the risk of data leakage (KVKK compliance) by ensuring that customer data is only seen by the relevant representative.

- Responsibility Tracking: Since every conversation has a "Owner", the problem of messages left unattended or answered late is eliminated.
- Customer Satisfaction: It prevents the customer from waiting for minutes to connect to a representative; it starts interaction with the relevant representative immediately after the "Welcome" message.

Professional Tip: Use the Automatic Assignments feature in conjunction with your representatives' "Active/Passive" statuses. When a representative enters standby mode, the system will stop assigning them new calls, preventing the customer from going unanswered. Additionally, create special rules to always assign communications in the "Vip Customer" segment to the most experienced "Senior" user group.

Automatic Assignment Editing (Smart Distribution and Ownership Rules)



REFERENCE VIEW

Automatic Assignment Configuration is the "Operational Algorithm" panel that determines which channel, which representative, and with which priority and timing rules incoming correspondence will be transferred.

Access URL; <https://app.spechy.com/settings/auto-assigns/add>

Strategic Organization and Directioning Tools

- Operational ID (Name): Management is facilitated by assigning a special name (e.g., "Night Shift WhatsApp Distribution") specific to the assignment rule.
- Channel-Based Matching (Account): The assignment rule is selected which communication channel (Specific WhatsApp line, Instagram account or Web Chat) will be applied to.
- Smart Assignment Types (\$Routing \ Intelligence\$): It is the most critical decision-making mechanism of the system:

- Record Owner Priority: If the customer has a defined owner in the CRM, the system directs directly to that representative.
- Pool System: If the customer does not have a host, the meeting will be fairly distributed among the user group determined during the meeting.
- Selected Users: The interview is only transferred to specific experts defined for this rule.

🕒 Scheduling and Accessibility Management

- Working Hours: The assignment rules are designed to be active on which days of the week and in which time slots (e.g., 09:00 - 18:00). Different assignment rules (e.g., Shift Representative) can be defined for off-duty hours.
- User Assignments: It is determined in this area which personnel or personnel groups the rule will cover.

💡 Why is it Important?

- Personalized Service (\$Client \ Loyalty\$): Thanks to the "Account Holder" feature, the customer is prevented from telling his problem to a different representative every time; the customer is matched with the representative he knows directly.
- Speed and Efficiency: The "Auto Start" option minimizes the first response time by initiating the interaction without the representative having to manually say "Accept the Call".
- Continuous Operation: Thanks to the scheduling of working hours, messages received on weekends or at night are routed to the correct duty pools or automatic answering systems without error.
- Auditable Distribution: The naming and registration of assignment rules allows for the retrospective analysis and optimization of distribution errors.

Professional Tip: When using the "Registrant" type, add additional rules to check if the representative is online. If the primary representative is offline at the moment, create a backup (Failover) scenario that automatically transfers the call to the "Pool" system to avoid waiting for the customer. This way, you maintain customer loyalty while not compromising response speed.

👤 User Profile Creation (Detailed Identity and Permission Identification)

Kullanıcılar								(1)	Kullanıcı Ekle
Q Ara			Yeni		Listele 10				
☐	AD SOYAD	ROL ADI	KAYNAKLAR	E-POSTA	TELEFON NUMARASI	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER	
☐	 TOLGA K. Admin	Admin	Spechy	tolga.demo@spechy.net	90555555555	ABDULLAH İŞİK 28 Ekim 2024 11:37	BURAK İ. 28 Ekim 2024 12:15		
☐	 YASİN S. Admin	Admin	Spechy	yasin.demo@spechy.net	90555555555	ABDULLAH İŞİK 28 Ekim 2024 11:21	BURAK İ. 28 Ekim 2024 12:15		
☐	 SİNEM ZİVALI Agent	Agent	Spechy	sinem+demo@spechy.com	90905537888791	ABDULLAH İŞİK 28 Ekim 2024 11:21	8 Eylül 2025 11:36		
☐	 ABDULLAH İŞİK Admin	Admin	Spechy, FB Leads	abdullah+demo@spechy.co m	90555555555	28 Ekim 2024 10:54	ABDULLAH İŞİK 30 Ekim 2025 10:00		
Toplam: 74									

REFERENCE VIEW

User Card Configuration is the "Personal Control Center" that determines the technical limits, language preferences and access security of a personnel in the Spechy ecosystem.

Access URL; <https://app.spechy.com/settings/users?page=1&limit=10&status=true&>



Basic Identity and Contact Information

- **Name & Surname:** It is the official identity that will appear in reports, call panels and correspondence of the staff.
- **Corporate Email:** It is the user's key. The system password is sent to this address and used as the login ID.
- **Phone & Title & Department:** It defines the position of the staff in the organization by clarifying the internal hierarchy and communication network.

Kullanıcı Düzenle

İptal Kaydet

İsim*

ABDULLAH İŞİK

Rol Seçin*

Admin

E-posta:

abdullah+demo@spechy.com

Telefon Numarası:

90555555555

Kaynak Adı*

Spechy* FB Leads*

Di:

Türkçe

Kullanıcı Grupları:

Viznetici*

Departman:

Departman

Kanallar:

Live Support* Facebook* Whatsapp* Instagram* Video Call* Voice Call* Email* Twitter* Trendyol* Şikayetvar* Youtube*

Unvan:

Unvan

Cinsiyet*

Diğer

Doğum Tarihi*

gg-aa-yyyy

Catama Saatleri:

Pazartesi
Salı
Çarşamba
Perşembe
Cuma
Cumartesi
Pazar

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Sıfır
Sıfır
Sıfır
Sıfır
Sıfır
Sıfır
Sıfır

REFERENCE VIEW



Operational Role and Access Architecture

- Role Selection (\$RBAC\$): Provides data security by determining the user's authority level in the system (Admin, Supervisor, Agent, etc.).
- Resource & Group Assignment: Seals which projects (Resources) the personnel are included in and which operational Group they will work in.
- Multichannel Authorization (Omnichannel Access): The user's authority to manage which communication channels (WhatsApp, Voice Call, SMS, Email) is selected individually.
- Language Preference: Determines which language the staff will use the system in; as soon as they log in, the entire interface is loaded in the selected language.



Security and Motivational Parameters

- Working Hours (Access Restriction): It is one of the most powerful security walls of the system. It allows staff to access only during defined working days and hours; it prevents unauthorized access outside working hours.
- Birth Date Automation: It allows automatic congratulatory notifications to be sent by the system on birthdays to increase employee engagement (\$Employee \ Engagement\$).
- Gender & Personal Data: Completes profile details for demographic reporting and addressing styles.



Why is it Important?

- Zero Security Risk: Thanks to working hours and role-based authorization, it becomes impossible for personnel to access data outside of working hours or unauthorized data.
- Personalized Experience: Language and channel settings prevent confusion by ensuring that the representative focuses only on their own field of expertise.
- Corporate Discipline: The name, department and title information displayed in reports ensures that performance analyses are conducted accurately and professionally.
- Automatic Password Management: Password sending via email offers a secure login process by eliminating the risks of manual password determination.

Professional Recommendation: Be sure to keep the "Working Hours" setting up to date according to the staff's shift plan. This is vital not only for security, but also to protect the staff's "right to rest" outside of working hours and to prevent the system from mistakenly assigning that user to Automatic Assignment during closed hours.

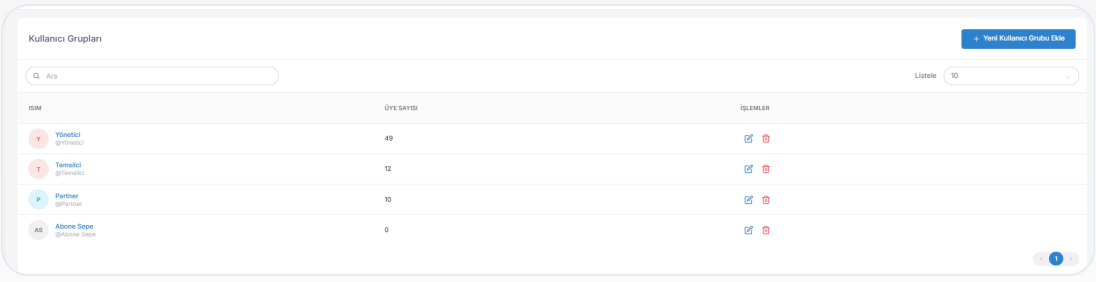


User Groups (Formation of Operational Teams and Collective Assignment)

The User Groups Module is a clustering system that simplifies request management, campaign distribution and reporting processes by allowing staff to gather in virtual rooms according to their areas of expertise, projects or departments.

Access URL; <https://app.spechy.com/settings/usergroups>

Grouping and Functional Areas of Use



REFERENCE VIEW

- Group Identification: Special Group Names are created according to operational needs (e.g., "VIP Support Line", "Field Sales Team", "Complaint Management").
- Easy Membership Management: Users to be included in the group are selected from the list and the team structure is completed in seconds.
- Mass Request Assignment (\$Ticket \ Routing\$): By assigning an incoming support request not to a single person, but directly to a group, you can ensure that all authorized personnel in that group are aware of the issue.
- Campaign List Targeting: When creating call or message campaigns, instead of selecting names individually, you can target your target audience directly to a specific group of users.
- Advanced Filtering and Reporting: In performance analyses, you can measure departmental efficiency by obtaining group-based outputs instead of personal reports.

Why is it Important?

- Flexible Workflow: Instead of updating the campaign or request individually in case of staff changes (resignation, vacation, etc.), you ensure that the operation continues uninterrupted by updating only the group (\$Business Continuity\$).
- Hierarchical Structure: Eliminates the risk of "unclaimed work" by clarifying who is responsible for which job in complex organizations.
- Time Savings: It minimizes the administrative burden by performing bulk operations through a single "Group" instead of assigning authority or tasks to dozens of people separately.

- Hierarchical Reporting: It strengthens the control mechanism by ensuring that team leaders (Supervisors) only see and manage their own groups.

Professional Advice: When creating your groups, create a hybrid structure as "Expert-Based" (e.g. German Speakers) and "Functional-Based" (e.g. Cancellation/Return Team). This way, you can select the most accurate group in seconds, both according to language proficiency and the type of operation, and reduce the margin of error to zero when launching a campaign.



Role Management (Access Control and Permission Hierarchy)

The Role Management Module is the center of the "Authority Constitution", which determines the rank of the personnel in the system, the menus they can see and the operational limits they can perform.

Access URL; <https://app.spechy.com/settings/roles>



Strategic Authorization and Permission Layers

Rol Yönetimi				
Ara				
Listele 10				
ROL ADI	AÇIKLAMA	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	EYLEMLER
Admin (@admin)		28 Ekim 2024 10:54	METİN ÖGETÜRK 3 Eylül 2023 23:22	Düzenle Sil Yeni Rol Ekle
Agent (@agent)	Agent	ABDULLAH İŞİK 28 Ekim 2024 11:50	ABDULLAH İŞİK 11 Kasım 2023 14:45	Düzenle Sil Yeni Rol Ekle
Kampanya Arama (@kampanya-arama)		METİN ÖGETÜRK 22 Kasım 2024 14:35	METİN ÖGETÜRK 22 Kasım 2024 14:34	Düzenle Sil Yeni Rol Ekle
Admin2 (@admin2)	Burak için tanımlanan admin	DEMO ADMIN 7 Kasım 2023 16:50	DEMO ADMIN 7 Kasım 2023 17:00	Düzenle Sil Yeni Rol Ekle
AŞÇI (@asci)	AŞÇI	METİN ÖGETÜRK 21 Haziran 2023 16:43	METİN ÖGETÜRK 21 Haziran 2023 16:43	Düzenle Sil Yeni Rol Ekle
ADMIN DEMO (@admin-demo)		ABDULLAH İŞİK 7 Ekim 2023 11:51	ABDULLAH İŞİK 8 Ekim 2023 14:00	Düzenle Sil Yeni Rol Ekle
SMS GÖNDERİCİ (@sms-gonderici)		METİN ÖGETÜRK 11 Kasım 2023 15:37	METİN ÖGETÜRK 16 Kasım 2023 15:41	Düzenle Sil Yeni Rol Ekle

REFERENCE VIEW 1

- Performance Privacy: Provides individual focus with the permission of "Only Your Own Performance" to prevent unnecessary competition or data comparison between teams.

#	Menü İzni	Genel İzni	Bildirim İzni	Pazaryeri İzni	Temasız Performans İzni	
			OLUŞTUR	OKU	GÜNCELLE	SİL
ActiveCampaign	☐	☐	☐	☐	☐	☐
Acuity Scheduling	☐	☐	☐	☐	☐	☐
Airtable	☐	☐	☐	☐	☐	☐
Asana	☐	☐	☐	☐	☐	☐
Asist İletişim SMS	☐	☐	☐	☐	☐	☐
Asterisk	☐	☐	☐	☐	☐	☐
Bilmed	☐	☐	☐	☐	☐	☐
Brevo	☐	☐	☐	☐	☐	☐
Buffer	☐	☐	☐	☐	☐	☐
Calendly	☐	☐	☐	☐	☐	☐
ClickFunnels Classic	☐	☐	☐	☐	☐	☐

REFERENCE VIEW 1

#	Menü İzni	Genel İzni	Bildirim İzni	Pazaryeri İzni	Temasız Performans İzni	
			OLUŞTUR	OKU	GÜNCELLE	SİL
ActiveCampaign	☐	☐	☐	☐	☐	☐
Acuity Scheduling	☐	☐	☐	☐	☐	☐
Airtable	☐	☐	☐	☐	☐	☐
Asana	☐	☐	☐	☐	☐	☐
Asist İletişim SMS	☐	☐	☐	☐	☐	☐
Asterisk	☐	☐	☐	☐	☐	☐
Bilmed	☐	☐	☐	☐	☐	☐
Brevo	☐	☐	☐	☐	☐	☐
Buffer	☐	☐	☐	☐	☐	☐
Calendly	☐	☐	☐	☐	☐	☐
ClickFunnels Classic	☐	☐	☐	☐	☐	☐

REFERENCE VIEW 2

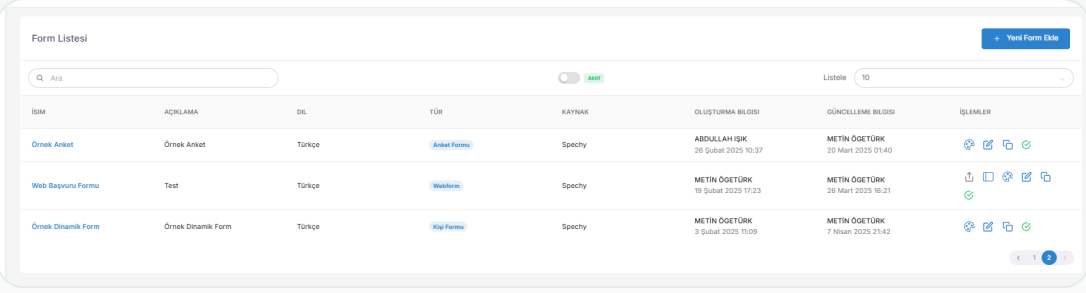
Professional Recommendation: Within Role Management, specifically define the "Export" and "Customer Number View" permissions only for top-level managers. By restricting these areas for representatives, you can effectively prevent the risk of data leakage (\$Data Leakage\$) of your corporate data (your lead data).

Forms (Dynamic Design and Smart Data Configuration)

The Forms Module is the strategic design center where you can design all data entry fields in the system, from customer registrations to surveys, from web forms to request management, using the drag-and-drop method.

Access URL; <https://app.spechy.com/settings/forms>

🔧 Multi-directional Form Types and Areas of Use



The screenshot shows a web application interface titled 'Form Listesi'. It features a search bar, a toggle switch for 'Aktif', and a dropdown for 'Listele: 10'. Below these is a table with the following columns: ID, ADI, AÇIKLAMA, DİL, TÜR, KAYNAK, OLUŞTURMA BİLGİSİ, GÜNCELLEME BİLGİSİ, and İŞLEMLER. The table contains three rows of form data.

ID	ADI	AÇIKLAMA	DİL	TÜR	KAYNAK	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
Örnek Anket	Örnek Anket	Türkçe	Anket Formu	Spechy	ABDULLAH İSK	28 Şubat 2025 10:37	METİN ÖGETÜRK 29 Mart 2025 01:40	🔗 📄 🔄 🗑️
Web Başvuru Formu	Test	Türkçe	Web Formu	Spechy	METİN ÖGETÜRK	19 Şubat 2025 17:23	METİN ÖGETÜRK 28 Mart 2025 16:21	🔗 📄 🔄 🗑️
Örnek Dinamik Form	Örnek Dinamik Form	Türkçe	Kısa Formu	Spechy	METİN ÖGETÜRK	3 Şubat 2025 11:09	METİN ÖGETÜRK 7 Nisan 2025 21:42	🔗 📄 🔄 🗑️

REFERENCE VIEW

- Individual/Company Forms: You determine which information (e.g., "Turkish Identity Card", "Industry", "Purchasing Power") will be mandatory or optional on customer cards.
- Survey Forms: You can create dynamic question sets to manage customer satisfaction (\$CSAT\$) or market research.
- Web Forms: With forms designed to be integrated into your website, you ensure that the information left by visitors flows directly into Spechy CRM (as Leads).
- Request & Result Code Forms: You configure the technical details that need to be filled out when opening a support request or ending a conversation.

🧠 Smart Form Elements and Dependency Logic

- Drag and Drop Editing: You can add text boxes, dropdowns, date pickers and file upload fields to the form without writing code (No-Code).
- Conditional Dependencies (\$Logic \ Dependency\$): It is the most powerful feature of the system. For example; If you select "Software" in the "Product of Interest" section, you reduce the complexity of the form by opening a submenu immediately below it that contains only software packages.
- Quick Sharing: You can share the forms you create with others through a link or embed them on your own platforms with an iframe code.

💡 Why is it Important?

- Data Quality and Consistency: It provides a clean database thanks to mandatory fields (\$Required \ Fields\$) that prevent representatives from entering data incorrectly or incomplete.
- Customer-Centric Experience: With its addiction feature, it shortens the form filling time and increases conversion rates by asking the customer only the questions that concern him.

- **Flexible Workflows:** As your industry changes or you release a new product, you can create new data entry fields within seconds without waiting for technical support.
- **Automation Triggering:** Depending on the responses from the form, you can prepare the system for automatic actions (e.g., "Send SMS when potential customer is added").

Professional Recommendation: Create "Smart Surveys" using the "Dependency" feature. If a customer gives a low score in the survey, only then add a "Why are you not satisfied?" text box that opens. This way, you deepen the data analysis and do not tire the customer with unnecessary questions.

🏠 Result Codes (Interview Termination and Automation Triggers)

The Result Codes Module is the top-level management area where you determine which chain reactions the label chosen by the representative will initiate in the entire CRM ecosystem when he/she closes an interaction (Call, Chat, WhatsApp).

Access URL; <https://app.spechy.com/settings/conversationreasons>

🔧 Operational Flexibility and Control

Görüşme Sonuç Kod Listesi

Q Ara

ASG

Sadece Favoriler

Listele 10

☐	İSİM	TÜR	KAYNAKLAR	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
☐	Tekrar Aranacak @tekrar-aranacak	Diğer	Spechy	ABDULLAH İŞİK 10 Mayıs 2025 16:07	ABDULLAH İŞİK 13 Ağustos 2025 15:41	
☐	Ürün hakkında şikayet - Complaint about the product @ürün-hakkında-şikayet	Şikayet	Spechy	METİN ÖGETÜRK 20 Mart 2025 03:16	METİN ÖGETÜRK 20 Mart 2025 03:16	
☐	Cevapsız - No Answer @cevapsız-no-answer	Teşekkür	Spechy	METİN ÖGETÜRK 20 Mart 2025 03:14	METİN ÖGETÜRK 20 Mart 2025 03:14	
☐	Daha Sonra Aranacak - Will Call Later @daha-sonra-aranacak	Bilgi	Spechy	METİN ÖGETÜRK 20 Mart 2025 03:13	METİN ÖGETÜRK 20 Mart 2025 03:14	
☐	Sipariş Sorgula - Orders @sipariş-sorgula	Diğer	Spechy	ABDULLAH İŞİK 18 Mart 2025 12:59	METİN ÖGETÜRK 20 Mart 2025 03:14	
☐	Talep Oluştur - Create a Ticket @talep-olustur	Şikayet	Spechy	METİN ÖGETÜRK 7 Mart 2025 15:47	METİN ÖGETÜRK 20 Mart 2025 03:14	
☐	Teşekkürler - Thank You @tesekkurler-thank-you	Şikayet	Spechy	METİN ÖGETÜRK 31 Aralık 2024 12:45	ABDULLAH İŞİK 12 Haziran 2025 13:35	

<

1

2

>

REFERENCE VIEW

- **Hierarchical Structure:** You can collect result codes under main headings and define project-specific codes (Attached Resource).
- **Favorite and Quick Access:** By adding the most frequently used codes to your favorites, you can reduce the processing time (\$ACW - After \ Call \ Work\$) in seconds after the representative's correspondence or interview.
- **Passive Acquisition:** You can now archive unused codes and remove them from the current list without disrupting the data integrity in the reports.

⚙️ Smart Triggers and Chain Reactions

REFERENCE VIEW

This area is the peak of Spechy's "Automation" power. When a result code is selected, the following are automated:

- **Communication Automation:** An instantly defined SMS or Email template is sent to the customer. In fact, a WhatsApp Call can be automatically started as soon as the code is selected.
- **Data Collection and Forms:** You can make it mandatory for the representative to enter additional details by attaching a special Survey or Result Code Form to the back of the code.
- **Operational Requirements (\$Hard \ Constraints\$):** The Request, Reminder, Calendar Event or Deal screen is automatically displayed on the representative's screen. The person card cannot be closed without these forms being filled out, thus preventing data loss.
- **Sales funnel management:** Depending on the selected code, the customer's current Agreement Stage (e.g., from "Waiting for Offer" to "Sales Closed") is automatically updated.
- **Technical Integration (Webhook URL):** Conversation details are sent instantly to an external software or API address (ERP, Accounting, etc.).
- **Usage Frequency Control:** Prevents representative errors by preventing the selection of the same result consecutively or at specific intervals.



Why is it Important?

- **Zero Error Margin:** Thanks to mandatory forms and calendar events, there are no transactions that the representative "forgets"; processes are disciplined.
- **Marketing Transformation:** A "Thank you" SMS or survey form sent immediately after the interview professionalizes the customer experience (\$CX\$).

- **In-depth Reporting:** It allows you to analyze not only the number of meetings, but also 100% accurately which commercial results (Sales, Appointment, Complaint, etc.) these meetings have led to.
- **Accelerated Workflow:** Reduces 5 different processes that the representative will perform manually (Send email, write appointment, open request) to a single result code selection.

Professional Tip: Use the "Webhook URL" feature to communicate your result codes with your internal reporting systems. For example, when the "Want to Buy" code is selected, establish a cross-departmental bridge via Spechy by ensuring that a "Stock Control" alert goes to your warehouse system. Additionally, use the Description Field to add small tips on when each code should be selected to maintain representative focus.

Result Code Types (Data Categorization and Reporting Groups)

The Result Code Types Module allows you to collect operational results (e.g., "Busy", "Sold", "Complaint Solved") under upper categories and separate basic metrics such as productivity, sales performance and customer satisfaction (\$KPI\$).

Access URL; <https://app.spechy.com/settings/conversation-reason-types>

Standardization and Customization Tools

Görüşme Sonuç Kodu Türleri				
Q Ara		Listele 7		+ Yeni Ekle
İSİM	DURUM	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
Diğer Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Muhasebe Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Finans Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Fatura Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Sipariş Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Teklif Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	
Bilgi Sistem Tarafından Eklendi	Aktif	26 Ocak 2023 16:54	-	

REFERENCE VIEW

- **Default (Default) Configuration:** You can start quickly using the basic types included with the system (e.g., Successful, Failed, Pending).
- **Unlimited Category Addition:** You can discipline your result codes under these headings by creating new "Types" (e.g., "Collection Process", "Technical Support Closed", "Marketing Refusal") specific to your sector.

- Smart Matching: When adding a new result code, you ensure that the reports are automatically written to the correct column by selecting which "Type" that code belongs to.

💡 Why is it Important?

- Reporting Speed and Clarity: Instead of counting the number of codes one by one among thousands of meetings to the question "How many ended in a sale?", you can see the total data under "Sales Type" in seconds.
- Operational Analytics (\$Big Data\$): By collecting similar results in different projects (in Sources) under the same type, you can compare the success rates across the organization.
- Preventing Clutter: By simplifying the data clutter created by hundreds of different codes selected by the representatives under 5-6 main "Types", it allows you to prepare executive summaries.
- Flexibility: As your company strategy changes (For example: If you are now focused not only on "Sales" but also on "Customer Experience"), you can update the system's reporting language by adding new types.

Professional Recommendation: When creating Result Code Types, determine main headings where you can make clear distinctions such as "Positive", "Negative" and "Neutral". This way, you can instantly track the overall "Health Status" of the operation in performance panels with colored graphics (Green/Red/Yellow), and instantly identify the points that need to be intervened with (\$Bottlenecks\$).

⚡ Ready Answers (Quick Answer and Corporate Language Library)

The Ready Answers Module is a shortcut library that allows you to provide professional answers to frequently asked questions or standard information in communication channels such as WhatsApp, Live Support and Social Media with just one click.

Access URL; <https://app.spechy.com/settings/readyanswers>

🔧 Easy Setup and Content Management

Hazır Cevaplar

Hazır Cevap Ekle

Ara

Listele 10

BASLIK	KATYAK	OLUSTURMA BILGISI	GUNCELLEME BILGISI	EYLEMLER
 WhatsApp Hazır Mesaj Örneği WhatsApp Hazır Mesaj Örneği	Speechy	METİN ÖGETÜRK 10 Aralık 2024 18:43	METİN ÖGETÜRK 10 Aralık 2024 18:47	 
 Instagram Hazır Mesaj Örneği Instagram Hazır Mesaj Örneği	Speechy	METİN ÖGETÜRK 10 Aralık 2024 19:29	METİN ÖGETÜRK 10 Aralık 2024 19:29	 
 Karşılama Metni Karşılama Metni	Speechy	ABDULLAH İŞİK 10 Mayıs 2025 16:30	ABDULLAH İŞİK 10 Mayıs 2025 16:30	 
 Test Şablonu Test Şablonu	Speechy	ABDULLAH İŞİK 23 Ocak 2026 10:56	ABDULLAH İŞİK 23 Ocak 2026 10:56	 

1

REFERENCE VIEW

- Title Definition: Catchy titles are created (e.g., "Our Account Numbers", "Shipping Tracking Information", "Greetings") that allow the representative to understand the content of the response in seconds while searching or selecting from the list.
- Description (Message Content): The main text to be sent to the customer is written in this area. A language that is appropriate for corporate identity, polite and solution-oriented (\$Tone \ of \ Voice\$) is sealed here.
- Quick Access: In the correspondence screen, the representative does not need to write long texts; he can send the message instantly by selecting the relevant title from the list of ready-made answers.

 Yeni Hazır Cevap ✕

Başlık : *

Kaynak : *

Seç ▼

Kullanılabilir Parametreler

Statik Parametreler

Kişi Ad Soyad

Kişi Telefon Numarası

Kişi E-posta

Ek Alanlar

Sipariş Numarası

Temsilcilikler

Kurum

Hazır Cevaplar

Türkçe : *

İngilizce : *

İptal

Oluştur

REFERENCE VIEW

💡 Why is it Important?

- Response Speed (\$Velocity\$): Increases operational capacity by allowing the representative to send a complex technical explanation or address information that would otherwise take 2 minutes to write in 2 seconds.
- Corporate Language Union: Prevents different representatives from giving different (or incorrect) answers to the same question; all customers receive information of the same quality and accuracy from your brand.
- Spelling Error and Error Checking: Eliminates spelling errors that may occur during manual typing or the risk of sharing incorrect information (e.g., incorrect IBAN or phone number).

- Representative Motivation: By reducing the repetitive and monotonous correspondence load, it allows the representative to focus on more complex customer problems (\$Problem \ Solving\$).

Professional Tip: When creating your list of ready-made answers, determine the 10 most frequently asked questions (FAQ) and place them at the beginning of the list. Also, use variables that will automatically add the customer's name to these answers to turn ready-made answers from a "cold template" into a "personalized communication" (\$Personalized \ Chat\$) tool.

Channels: Live Support and Web Widget (Digital Interaction Management)

The Live Support Channels Module is a central bridge that allows you to provide proactive assistance, self-service solutions and real-time representative support through an intelligent chat window (Widget) integrated into your website or mobile application.

Access URL; <https://app.spechy.com/settings/channels>

Integration and Configuration Tools

The screenshot displays the 'Kanallar' (Channels) configuration page in the Spechy application. The page is titled 'İletişim Kanallarınızı Etkinleştirin' (Activate your communication channels). It features a grid of channel configuration cards, each with a logo, a brief description, and a 'Bağlan' (Connect) button. The channels shown include:

- Canlı Sohbet** (Live Chat): Mobil ve Web sitesindeki ziyaretçilerinize online olarak destek vermesini, onlara tıpkı gerçek bir mağazada olduğunuz gibi canlı iletişim kurmasını sağlar.
- Sesli Arama** (Voice Search): Sabit veya GSM Telefon hatlarınızda gelen Gelen ve Giden Aramaları, IVR'i, Düşürmeleri, Kayıtları, Dahili Numaraları SPECHY'ye Yönelir. SPECHY Gelen...
- Trendyol**: Trendyol'da ürünlerinizde gelen yorumları tek bir yere yansıtır. Müşteri geri bildirimlerini anında takip ederek memnuniyet sağlarsınız. Her yorumu Spechy'ye...
- Facebook**: Facebook Messenger üzerinden gelen özel mesajları SPECHY Gelen kutusunda anında görürsünüz ve cevaplayabilirsiniz. Facebook Meta üzerinden gelen mesajlar tek bir yerde yöneterek potansiyel müşteri ve kullanıcıları daha hızlı yanıtlamanızı sağlar.
- Görüntülü Arama**: Müşteri memnuniyeti Görüntülü Görüşme yaparak artırın. Müşteri sorularını anında ve hızlı çözün.
- Şikayet Var**: Şikayetler üzerinden gelen geri bildirimleri daha kolay yönetin. Her şikayeti Spechy Çözümde sorulara cevaplar hızlı olarak yayın. Şikayete müşteri...
- Instagram**: Instagram'dan gelen özel mesajları SPECHY Gelen kutusunda yönetin. Tüm müşteri iletişiminizi tek bir yerde yöneterek potansiyel müşteri ve kullanıcıları...
- E-posta**: Size E-Posta gönderen müşterilerinizin sorularına hızlı yanıt verir. Gruplardan veya kişisel hesaplardan gelen e-postaları SPECHY gelen kutunuz...
- Ticimax**: Ticimax'ta mağazanızda gelen yorumları tek bir platformdan yönetin. Müşteri geri bildirimlerini anında takip ederek memnuniyet sağlarsınız. Her yorumu Spechy'ye...
- WhatsApp**: WhatsApp hesabınıza gelen mesajlar, sesli mesajlar, görüntüler ve dokümanları anında SPECHY Gelen kutusunda görürsünüz.
- YouTube**: YouTube videolarınızda gelen yorumlara hızlıca yanıt verir. İzleyicilerinizi iletmiş takip eder. Yorum yapan herkes Spechy'ye otomatik olarak potansiyel müşteri...

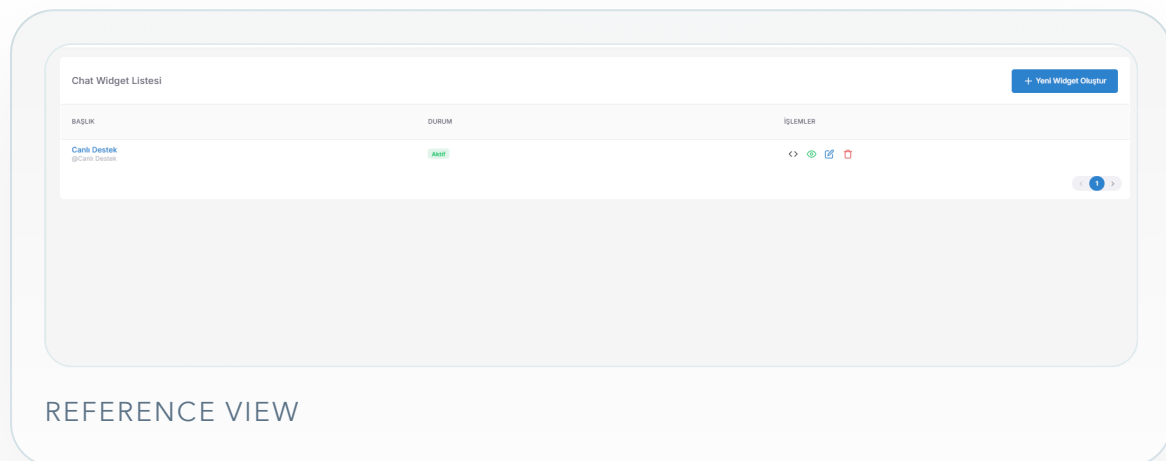
Below the grid, the text 'REFERENCE VIEW' is displayed.

- Operational Identity (Title): Management is facilitated by assigning a unique name to each live support account (e.g., "Main Website Support", "Mobile Application Help").
- Status Control: If necessary, you can control visitor traffic by turning the channel on/off with one click.
- Code Integration (Iframe/JS): After customizing your widget, you can bring the generated code to life in seconds by pasting it right before the </body> closing tag

of your website.

- Visual Inspection (Preview): You can test how your chat window will look on your site before you know the color matching and position without context.
- Management and Cleaning: With the Edit option, you can update widget behaviors and delete channels you do not need with the Delete button.

Proactive and Self-Service Communication Strategy



- Live Communication: Accelerate your customers' purchase decisions or instantly solve their technical problems by communicating with them "in real time" (\$First \ Contact \ Resolution\$).
- Proactive Help: Start the communication by sending automatic "How can I help you?" messages based on the visitor's duration on the site or the page they are visiting.
- Self-Service Options: Reduce operational load by presenting frequently asked questions (FAQs) or transaction menus to the customer before connecting to the representative.

Why is it Important?

- Conversion Rate Increase (\$Conversion\$): Providing an instant response to a customer who has a question during the purchase stage significantly reduces cart abandonment rates.
- Corporate Accessibility: It increases customer satisfaction (\$CSAT\$) by providing the fastest and most modern communication method beyond traditional channels such as phone or email to your customers.
- Mobile Compatibility: It provides a seamless user experience (UX) by working flawlessly on mobile applications as well as on the website.
- Central Management: All incoming web chat messages are collected in the same Spechy panel (Omnichannel) together with WhatsApp and SMS.

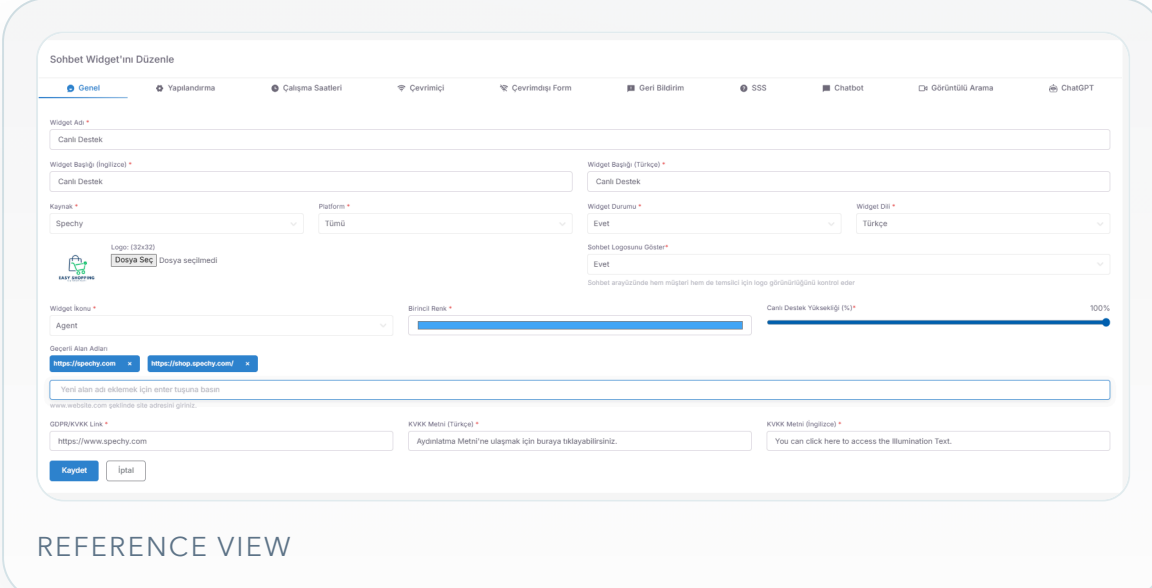
Professional Recommendation: Before adding your live support code, be sure to check "Mobile View" on the Preview screen. Make sure the widget does not close an important button or content on mobile. Also, do not miss any potential customer (Lead) by ensuring that the widget automatically turns into a Request Form for visitors outside of business hours.

Chat Widget Configuration (Visual, Functional and Artificial Intelligence Design)

The Widget Editing Panel is the strategic center where you manage the customer journey, from technical integration to visual aesthetics, from legal compliance (KVKK) to the latest level of artificial intelligence (\$AI\$) and video communication technologies.

Access URL; <https://app.spechy.com/chat-widget/list>

1. General Settings and Corporate Identity



REFERENCE VIEW

- **Multilingual Header Structure:** You can provide global services by defining the widget name and its headers separately in Turkish and English.
- **Visual Branding:** You can add your company's logo, and with the selection of icons and primary colors, you will perfectly match your corporate design.
- **Access and Security:** By ensuring that the widget only appears on the websites you specify in the Valid Domain Names section, you can prevent unauthorized use.
- **Legal Compliance (GDPR/KVKK):** By adding language-sensitive elements to the information texts, you will fully comply with data security legislation.

2. Smart Configuration and Automations

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Çatı Destek Otomatik Teklieme *

Hayır

Çatı Destek Teklieme Zamanı (sn) *

0

Çatı Destek Otomatik Teklieme Mesajı

Hareketlilik Mesajı Gözet (Bk)

10

Hareketlilik Mesajı

Zaman Ağrısı

Otomatik Karşılama Mesajı

Otomatik Karşılama Mesajı

Otomatik Karşılama Kabul Mesajı

Otomatik Karşılama Kabul Mesajı

Teslimat bağlandı mesaj gönderin mi? *

Hayır

Telefon Üste Kodu *

Evet

Kayıt İptal

REFERENCE VIEW

- Proactive Triggering: You can increase conversion by automatically opening the chat after a certain period of time (in seconds) after the visitor enters the site.
- Inactivity and Welcome Messages: You can send automatic alerts when the user remains silent or automatically send system messages when the representative is connected.
- Data Collection: Before the interview begins, you automatically feed your CRM database with name, email and phone number settings.

🕒 3. Working Hours and Offline Management

- Calendar: You can visually organize your weekly work plan with half-hour intervals (Blue Blocks).
- Offline Form Mode: If there is no representative outside office hours, you can offer the "Leave a Message" option by converting the chat icon into a Contact Form.

🚀 4. New Generation Communication Layers (\$AI\$ & Video Call)

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Pazartesi (09:00-24:00)

Salı (09:00-24:00)

Çarşamba (09:00-24:00)

Perşembe (09:00-24:00)

Cuma

Cumartesi

Pazar

00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

Sifirle

Sifirle

Sifirle

Sifirle

Sifirle

Sifirle

Sifirle

Tümünü Sifirle

Kayıt İptal

REFERENCE VIEW 1

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri **Çevrimiçi** Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Cevrimiçi Başlık Mesajı (Türkçe) *
CANLI DESTEK

Başlık Mesajı (Bold) (Türkçe) *
Müşteri Temsilcisi görüşmeye katıldı.

Metin İçeriği (Türkçe) *
Birazdan Müsteri Temsilcimize Bağlanacaksınız...

KVKK Metni (Türkçe) *
Aydınlatma Metni'ne ulaşmak için buraya tıklayabilirsiniz.

Cevrimiçi Ad Soyad *
Göster / Zorunlu Değil

Cevrimiçi Telefon Numarası *
Göster / Zorunlu Değil

Kaydet İptal

Cevrimiçi Başlık Mesajı (İngilizce) *
LIVE SUPPORT

Başlık Mesajı (Bold) (İngilizce) *
Customer Representative attended the conversation.

Metin İçeriği (İngilizce) *
You will be connected to our Customer Representative soon...

KVKK Metni (İngilizce) *
You can click here to access the Illumination Text.

Cevrimiçi E-posta Adresi *
Göster / Zorunlu Değil

REFERENCE VIEW 2

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi **Çevrimdışı Form** Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Cevrimdışı Form Durumu *
Evet

Cevrimdışı Başlık Mesajı (Türkçe) *
Temsilcilerimiz şu anda çevrimiçi değil. Mesajınızı bırakın ve en kısa sürede size geri dönelim.

Cevrimdışı Metin İçeriği (Türkçe) *
Temsilcilerimiz şu anda çevrimiçi değil. Mesajınızı bırakın ve en kısa sürede size geri dönelim.

Kaydet İptal

Cevrimdışı Başlık Mesajı (İngilizce) *
Our agents are currently not online. Leave your message and get back to you as soon as possible.

Cevrimdışı Metin İçeriği (İngilizce) *
Our agents are currently not online. Leave your message and get back to you as soon as possible.

REFERENCE VIEW 3

- Chatbot Management: You can automate routine questions by ensuring that the bot is activated before representatives are included in the chat.
- Video Search (Video Call): You can activate the Video Conference initiation feature through the system to solve complex problems or provide a more personalized sales experience.
- ChatGPT Integration: With OpenAI support, you can create a customer experience based on artificial intelligence (\$AI-CX\$) by ensuring that the bot provides more natural, intelligent and context-based responses.

★ 5. Feedback and FAQ

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS **Chatbot** Görüntülü Arama ChatGPT

Chatbot Durumu *
Hayır

Kaydet İptal

REFERENCE VIEW 1

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Görüntülü Arama

Video Call

Kaydet İptal

REFERENCE VIEW 2

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

ChatGPT Durumu*

Hayır

Kaydet İptal

REFERENCE VIEW 3

- Hybrid Feedback: You can measure the quality by offering surveys (Stars, smiling face, etc.) at the end of both chatbot and live representative conversations.
- S.S.S. Module: You create a self-service layer that reduces operational load by providing a ready-made question-answer list before connecting to the representative.

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

Geri Bildirim Formu Durumu *

Evvet

Bot Geri Bildirim Durumu *

Evvet

Canlı Sohbet Geri Bildirim Durumu *

Evvet

Geri Bildirim Türü *

Standart

Geri Bildirim Başlık Mesajı (Türkçe) *

Hizmetimizi kullandığınız için teşekkür ederiz. Deneyiminizi paylaşmak için lütfen birkaç saniyenizi ayırın.

Geri Bildirim İçerik Mesajı (Türkçe) *

Hizmetimizi kullandığınız için teşekkür ederiz. Deneyiminizi paylaşmak için lütfen birkaç saniyenizi ayırın.

Geri Bildirim Teşekkür Başlığı (Türkçe) *

Bizimle sohbet ettiğiniz için ve değerlendirmeniz için teşekkür ederiz.

Geri Bildirim Teşekkür İçeriği (Türkçe) *

Dilerseniz yeni bir görüşme başlatılabilir.

Kaydet İptal

Geri Bildirim Formu:

Seç

Geri Bildirim Başlık Mesajı (İngilizce) *

Thanks for using our service. Please take a few seconds to share your experience.

Geri Bildirim İçerik Mesajı (İngilizce) *

Thanks for using our service. Please take a few seconds to share your experience.

Geri Bildirim Teşekkür Başlığı (İngilizce) *

Thank you for chatting with us and for your review.

Geri Bildirim Teşekkür İçeriği (İngilizce) *

If you wish, you can start a new conversation.

REFERENCE VIEW 1

Sohbet Widget'ını Düzenle

Genel Yapılandırma Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS Chatbot Görüntülü Arama ChatGPT

SSS Durumu*

Hayır

Kaydet İptal

REFERENCE VIEW 2

💡 Why is it Important?

- Technological Leadership: You will display a digital vision that distinguishes you from your competitors with features such as ChatGPT and Image Search.
- 24/7 Active Operation: With chatbot and ChatGPT support, your representatives ensure that your brand responds to customers even when they are sleeping.
- High Resolution Ratio (\$FCR\$): Video conferencing allows you to maximize customer satisfaction by accelerating complex technical support processes.

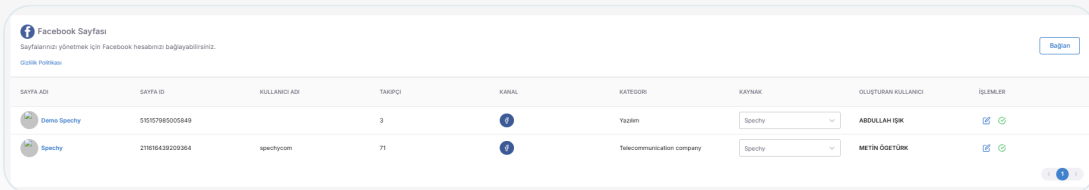
Professional Recommendation: When activating the ChatGPT integration, make the Prompt settings sensitive so that the bot reflects the corporate language of your brand. Additionally, you can optimize resource management by only opening the video search feature specifically for certain "High Value" (VIP) customer segments or technical support pages.

🔵 Facebook Messenger Integration (Social CRM Management)

Facebook Integration is an automation system that instantly drops all private messages (DMs) received via Meta into the Spechy Inbox (\$Inbox\$) and turns every interaction into a customer data.

Access URL; <https://app.spechy.com/media/reactfacebook>

- Centralized Management: You will gain speed by answering messages from your pages directly through Spechy without entering them into the Facebook interface.
- Automatic Registration Creation: Every new person who sends you a message is automatically created as a Potential Customer (Lead) or User in the system.
- Smart Assignment: You can direct Messenger messages directly to the relevant team or sales representative with the Automatic Assignment Rules you have set in advance.
- Contact History: You provide a seamless experience by tracking all the messages the customer wrote on Facebook in the past through the CRM card.



The screenshot shows a web interface for managing Facebook pages. At the top, there's a header with the Facebook logo and the text 'facebook Sayfası'. Below this, there's a table with columns: SAYFA ADI, SAYFA ID, KULLANICI ADI, TESPİTİ, KANAL, KATEGORİ, KAYNAK, OLUŞTURAN KULLANICI, and İŞLEMLER. The table contains two rows of data. The first row is for 'Demo Spechy' with ID '51515785005849', user 'spechy.com', and category 'Yazılım'. The second row is for 'Spechy' with ID '218156432020364', user 'spechy.com', and category 'Telecommunication company'. Both rows have a 'Spechy' source and show the names of the users who created the pages: 'ABDULLAH İSK' and 'METİN GÖKTÜRK'.

SAYFA ADI	SAYFA ID	KULLANICI ADI	TESPİTİ	KANAL	KATEGORİ	KAYNAK	OLUŞTURAN KULLANICI	İŞLEMLER
Demo Spechy	51515785005849	spechy.com	3	1	Yazılım	Spechy	ABDULLAH İSK	İ G
Spechy	218156432020364	spechy.com	71	1	Telecommunication company	Spechy	METİN GÖKTÜRK	İ G

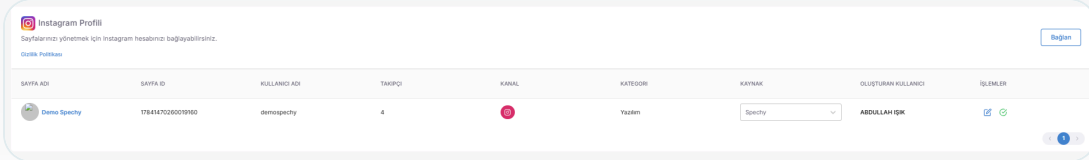
REFERENCE VIEW

📷 Instagram Direct Message (DM) Integration

Instagram Integration is a professional management module that connects Instagram DM traffic, the most dynamic communication channel in the visual world, to an enterprise workflow.

Access URL; <https://app.spechy.com/media/instagram/list>

- **Fast Response Capacity:** By managing the heavy influx of Instagram messages with Spechy's multi-user support, you eliminate the problem of "unanswered messages".
- **Responsibility Distribution:** By forwarding incoming messages to the right person, you ensure that representatives focus only on Instagram requests within their own authority area.
- **Profile Synchronization:** Users who send messages are immediately recorded in the Spechy guide; thus, you start the process of turning a follower on Instagram into a real sales opportunity.
- **Easy Connection:** You can include all Instagram pages you have access to permissions through the "Connect" button in the ecosystem in seconds.



SAYFA ADI	SAYFA ID	KULLANICI ADI	TIKIPCI	KANAL	KATEGORI	KAYNAK	OLUSTURAN KULLANICI	ISLEMLER
Demo Spechy	17841470200010980	demospetchy	4		Yazılım	Spechy	ABDULLAH GİK	Connect

REFERENCE VIEW

💡 Why is it Important?

- **Omnichannel Perfection:** Whether your customer writes from WhatsApp, Web Chat, or Instagram; your representative manages all of them at the same standard through a single screen.
- **Data Loss Prevention:** Social media messages are usually lost on personal devices or in scattered accounts; with Spechy, every interaction is recorded in the corporate memory (\$Knowledge \ Base\$).
- **Customer Journey Tracking:** You can see the communication journey of a customer starting from Facebook and ending on WhatsApp in a single timeline.
- **Speed and Conversion:** Responding quickly on social media directly affects the purchase decision by 70%.

Professional Tip: After connecting your Facebook and Instagram channels, create custom Ready-Made Responses for messages from these channels. Since social

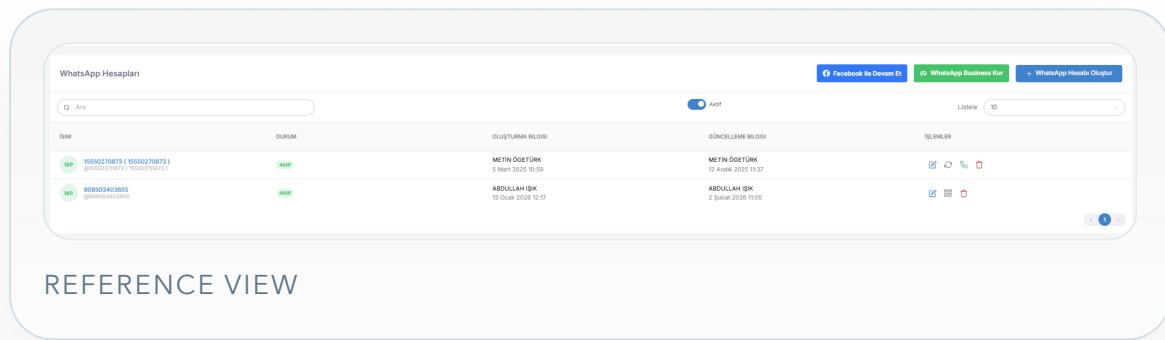
media language is more dynamic, using more intimate and fast emoji-supported templates specific to these channels will strengthen your brand perception.

WhatsApp Business API (Corporate Messaging Line)

WhatsApp Integration is a professional communication layer that goes beyond personal use, turning your number into an enterprise channel through Meta and sealing all traffic with Spechy CRM.

Access URL; <https://app.spechy.com/social/whatsapp>

- Rich Media Support: Not only text; voice messages, images and documents are instantly dropped into the Spechy Inbox (\$Inbox\$).



- Smart Distribution and Ownership: Messages received are directed to the correct representative with Automatic Distribution Rules and the customer's entire WhatsApp journey is stored in the CRM card.
- Installation and Transition Protocol: * Important: If the number is already active on a phone, the "Delete Account" operation must be performed from within the application.
- Verification: GSM numbers are verified by SMS, while landlines are verified by phone call. (IVR should be temporarily disabled on landlines.)

Voice Call and Centralization Integration (Cloud PBX & VoIP)

The Voice Search Module is the "Voice Communication Spine" that converts every phone call into a data set and CRM record by working fully integrated with Spechy's central infrastructure.

Access URL; <https://app.spechy.com/settings/phoneaccounts>

- Centralization Architecture: Centralization installation information (IP, Port, Protocol) is matched with CRM to provide voice access to the system from the outside world.
- Internal and Caller Management: Inbound calls defined on the central side are matched with Spechy users. Incoming calls (Inbound) and outgoing calls (Outbound) are managed through these inbound calls.

- Dynamic Queue Structure: Queue management can be dynamically shaped via the CRM panel according to operational needs.
- Full Integration: The automatic opening of the customer card (\$Pop-up), listening to call records and matching them with result codes, come to life with this item.

Telefon Hesabı Yönetimi

+ Telefon Hesabı Ekle

ALAN ADI	KAYNAK	DURUM	PAZARYERİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
aesthecenterbox.spechy.live	Spechy	Aktif	Asterisk	ABDULLAH İŞİK 25 Şubat 2026 11:57	Ekle Gör Sil
spechy.ccaas.intarvas.com	Spechy	Aktif	Asterisk	SPECHY - YOLGA KOCADAĞ 3 Aralık 2025 20:38	Ekle Gör Sil
185.198.75.217	Spechy	Aktif	Asterisk	METİN ÖZETÜRK 23 Aralık 2025 13:07	Ekle Gör Sil

REFERENCE VIEW

💡 Why is it Important?

- Legal and Operational Recording: All WhatsApp and voice calls are recorded, creating evidence in case of disputes and enabling quality control.
- Corporate Memory: Even if your customer representative leaves the company, all WhatsApp communications and voice recordings made through that number remain the property of the company.
- IVR and Smart Routing: It increases efficiency by ensuring that incoming calls and messages reach the correct department (Sales, Support, etc.) without manual intervention.
- Cost Savings: The VoIP-based centralization structure offers a much more economical and scalable communication infrastructure compared to traditional lines.

Professional Recommendation: After the WhatsApp integration is completed, be sure to check your "Quick Reply" and "After-Hours Reception" settings. On the voice side, while matching central extensions with Spechy users, do not forget to activate the channel permissions in the "User Settings" section of the representatives.

📺 Video Search Settings (Visual and Technical Configuration)

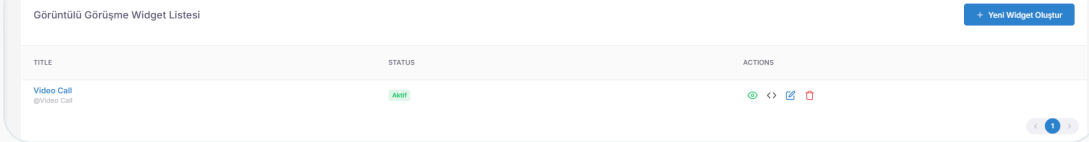
The Video Search Module is a strategic communication channel that works with a \$iframe\$ code integrated into your website, establishing a video conference bridge between representatives and customers.

Access URL; <https://app.spechy.com/video-chat-widget/list>

🔧 1. General and Technical Infrastructure Settings

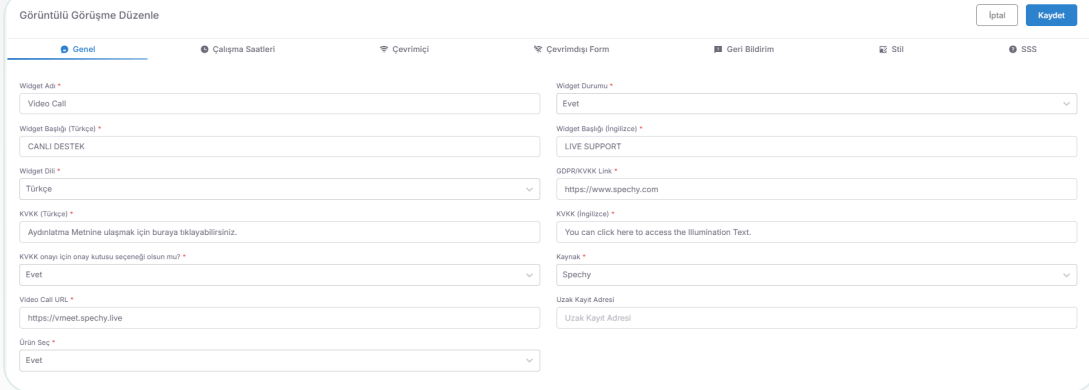
- **Widget ID:** It is identified with the Widget Name, which facilitates tracking within the system, and Turkish/English titles that address the user.
- **Legal Security (\$Compliance\$):** Full compliance with the Personal Data Protection Law is ensured by introducing the mandatory KVKK Consent Box requirement before video calls, ensuring the protection of personal data.
- **Data and Registration Management:** The security and accessibility of the data are ensured by defining the Video Call URL where the conversations will take place and the Remote Registration Address where the records will be stored.

🕒 2. Scheduling and Waiting Experience



TITLE	STATUS	ACTIONS
Video Call görüntülü görüşme	Aktif	Görüntülü Görüşme Görüntülü Görüşme Görüntülü Görüşme

REFERENCE VIEW 1



Genel	Çalışma Saatleri	Çevrimiçi	Çevrimdışı Form	Geri Bildirim	Sili	SSS
Widget Adı *	Widget Durumu *	Widget Başlığı (Türkçe) *	Widget Başlığı (İngilizce) *	Görüşme Link *	KVKK (Türkçe) *	KVKK (İngilizce) *
Video Call	Evet	CANLI DESTEK	LIVE SUPPORT	https://www.spechy.com	Aydınlatma Metnine ulaşmak için buraya tıklayabilirsiniz.	You can click here to access the Illumination Text.
Widget Dili *	Kaynak *	KVKK onayı için onay kutusu seçeneği olsun mu? *	Uzak Kayıt Adresi	Uzak Kayıt Adresi		
Türkçe	Spechy	Evet				
Video Call URL *						
https://vmeet.spechy.live						
Örnek Sec *						
Evet						

REFERENCE VIEW 2

- **Time Table:** Weekly work plan is structured in 30-minute blocks (Blue Blocks). During off-duty hours, the system automatically switches to "Offline" mode.
- **Online Welcome:** The user experience (\$UX\$) is kept warm with Waiting Screen Messages such as "You will be connected to our Customer Representative shortly..." when the user connects.
- **Information URL:** An external redirect link can be added for documents or details that the customer needs to review before the interview.

3. Offline Form and Feedback

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim Stil SSS

Çevrimiçi Açıklaması (Türkçe) *
Birazdan Müsteri Temsilcimize Bağlanacaksınız...

Çevrimiçi Açıklaması (İngilizce) *
You will be connected to our Customer Representative soon...

Çevrimiçi Bilgi (Türkçe)
Görüntülü görüşme hizmetimiz ile ilgili detaylı bilgiye buradan ulaşabilirsiniz.

Çevrimiçi Bilgi (İngilizce)
You can find detailed information about our video call service here.

Çevrimiçi Bilgi URL
Çevrimiçi Bilgi URL

Bekleme Ekranı Mesajı (Türkçe) *
Birazdan Müsteri Temsilcimize Bağlanacaksınız...

Bekleme Ekranı Mesajı (İngilizce) *
You will be connected to our Customer Representative soon...

REFERENCE VIEW 1

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim Stil SSS

Pazartesi Salı Çarşamba Perşembe Cuma Cumartesi Pazar

00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

Sıfırta Sıfırta Sıfırta Sıfırta Sıfırta Sıfırta Sıfırta

Tümünü Sıfırta

REFERENCE VIEW 2

- Continuous Communication: When video calls cannot be made outside office hours, a Offline Form is presented to the user to leave a message; thus, potential requests (Leads) are not missed.
- Service Quality Measurement (\$NPS\$): The user's experience is scored with the Feedback screen activated at the end of the interview and corporate development data is collected.

4. Design and Data Form (Visual Architecture)

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim Stil SSS

Geri Bildirim Başlığı (Türkçe) *
Hizmetimizi kullandığınız için teşekkür ederiz. Deneyiminizi paylaşmak için birkaç saniyenizi ayırın.

Geri Bildirim Başlığı (İngilizce) *
Thanks for using our service. Please take a few seconds to share you experience.

Geri Bildirim Durumu *
Evet

REFERENCE VIEW 1

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS

Kapak Resim (URL) * Dosya Seç Dosya seçilmedi

Logo * Dosya Seç Dosya seçilmedi

Ad Soyad Zorunlu Mu? * Göster / Zorunlu Değil

E-posta Adresi Zorunlu Mu? * Göster / Zorunlu Değil

Butonu Göster * Evet

Birinci Rank *

İkinci Rank *

Telefon Numarası Zorunlu Mu? * Göster / Zorunlu Değil

Açıklama Zorunlu Mu? * Göster / Zorunlu Değil

REFERENCE VIEW 2

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim SSS

Çevrimdışı Form Durumu * Evet

Çevrimdışı Form Başlığı (Türkçe) * Temsilcilerimiz şu anda çevrimiçi değil. Mesajınızı bırakın ve en kısa sürede size geri dönelim.

Çevrimdışı Form Açıklaması (Türkçe) * Canlı Destek

Çevrimdışı Form İçeriği (İngilizce) *

Çevrimdışı Form Başlığı (İngilizce) * Our agents are currently not online. Leave your message and get back to you as soon as possible.

Çevrimdışı Form Açıklaması (İngilizce) * Live Support

Çevrimdışı Form İçeriği (Türkçe) *

REFERENCE VIEW 3

- Corporate Aesthetics: The cover image, logo and brand colors (primary/secondary) ensure visual cohesion between the widget and your website.
- Mandatory Settings: Before starting the interview, the mandatory status of information such as First Name, Last Name, Phone and Email to be requested from the customer is determined, and the CRM data quality (\$Data \ Integrity\$) is increased.
- S.S.S. Integration: Before the user starts the search, they can be redirected to the Frequently Asked Questions section, ensuring that simple problems are solved without the need for video search (Self-Service).

Görüntülü Görüşme Düzenle

İptal Kaydet

Genel Çalışma Saatleri Çevrimiçi Çevrimdışı Form Geri Bildirim Sili SSS

SSS Durumu*

Hayır

REFERENCE VIEW

💡 Why is it Important?

- Trust and Proximity: Face-to-face communication raises customer trust to the highest level, especially in complex sales processes and technical support.
- Visual Problem Solving: The customer showing a product or problem with a camera reduces the solution time by up to 50% (\$TTR - Time \ to \ Resolution\$).
- Modern Brand Perception: Offering direct video search from the website puts your brand technologically ahead of your competitors.

Professional Recommendation: Be sure to make *KVKK Approval*** mandatory in the video call widget. Also, ensure that your representatives test their own camera and sound quality using the "Preview" settings before serving on this channel. This is essential for a professional first impression.**

📧 Email Notification Settings (System Notifications and Sending Protocol)

The Email Management Module is the management area where you define the corporate email accounts that the system will use to send automatic notifications, check connection security (API/SMTP) and create sending scenarios.

Access URL; <https://app.spechy.com/settings/mail-accounts>

🔧 1. Account Inspection and Connection Status

E-posta Hesapları

E-posta Hesabı Ekle

E-POSTA	TÜRLÜ	BİRLİNTİ DURUMU	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
demospetchy@gmail.com	Gmail API	Bağlandı	ABDULLAH İSKİ 28 Nisan 2025 13:39	TOLGA ER 23 Haziran 2025 23:17	  

1

REFERENCE VIEW

- Defined Email: Lists the official email addresses that the system will use as the sender (\$Sender\$).

- Connection Type (\$Delivery \ Method\$): Determines the protocol over which emails will be sent. For example; using Gmail API provides a higher delivery rate and security compared to standard SMTP methods.
- Connection Status Monitoring: It instantly shows whether defined accounts are actively connected to the system, allowing for quick intervention against possible interruptions.

2. Sending Configuration and Automation Rules

REFERENCE VIEW

- Shipping Management with API: By enabling whether notifications will be sent using modern methods such as the Gmail API, you can minimize the "Spam" risk.
- Source and Account Type Matching: You define which email address will take over notifications from which project (Source) or which operational unit (Support, Sales, etc.).
- Card Closing Email (Automatic Notification): When a customer interaction or business card is successfully closed, it ensures that the customer receives an automatic "Transaction Completed" or "Survey" email.

💡 Why is it Important?

- Corporate Reliability: The fact that notifications come from corporate and API-approved accounts instead of free services strengthens the professional brand perception in the customer.
- Continuous Information: Automatic email sending at critical steps such as card closure reduces the manual workload of the staff and ensures that the customer is immediately informed of the process.
- Operational Tracking: Thanks to the Transactions (Edit/Delete) menu, notification traffic is ensured to not be disrupted in password changes or personnel updates.

Professional Recommendation: Optimize your sending limits and security by preferring the "Gmail API" link. Also, when activating the "Card Closing Email"

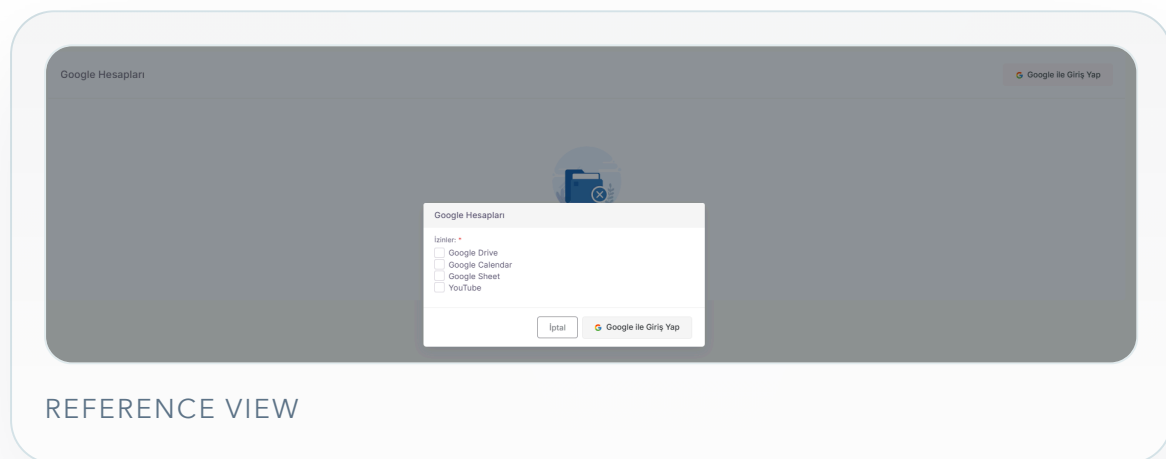
feature, enrich the communication by linking a Ready-Made Response Template containing the customer's past conversation summary or the next step to the email.

Google Services Integration (Cloud Tools Authorization)

The Google Services Module is the central authorization area that synchronizes your corporate workflows with the Google ecosystem; it allows you to manage file storage, data analysis, appointment management and video content strategies from within Spechy.

Access URL; <https://app.spechy.com/settings/integration-settings/google-accounts>

Integrated Employee Basic Google Services



- Google Drive (Cloud Storage): It allows documents, voice recordings or form attachments related to customer meetings to be automatically backed up and shared access to Drive folders.
- Google Calendar (Calendar Synchronization): Ensures that reminders or appointments created with a result code are automatically processed into the representative's Google calendar and prevents conflicts.
- Google Sheets (Data Transfer & Analysis): By allowing form responses or operational reports to flow instantly into a Google spreadsheet, it enables you to create external analyses and live dashboards.
- YouTube (Video Interaction): It expands social media interaction by ensuring that comments and messages from corporate YouTube channels are sent to the Spechy Inbox (\$Inbox\$).

Authorization and Security Protocol

- OAuth 2.0 Security Standard: It allows only the necessary permissions (Read/Write) to be granted through secure tokens (\$Tokens\$) without providing the passwords of

your Google accounts to the system.

- Central Access Management: Which Spechy user or source is authorized to use which Google service is sealed from this area.
- Connection Status Monitoring: The status of the services can be instantly monitored; accounts that have expired their authorization period can be re-authorized with a single click.

💡 Why is it Important?

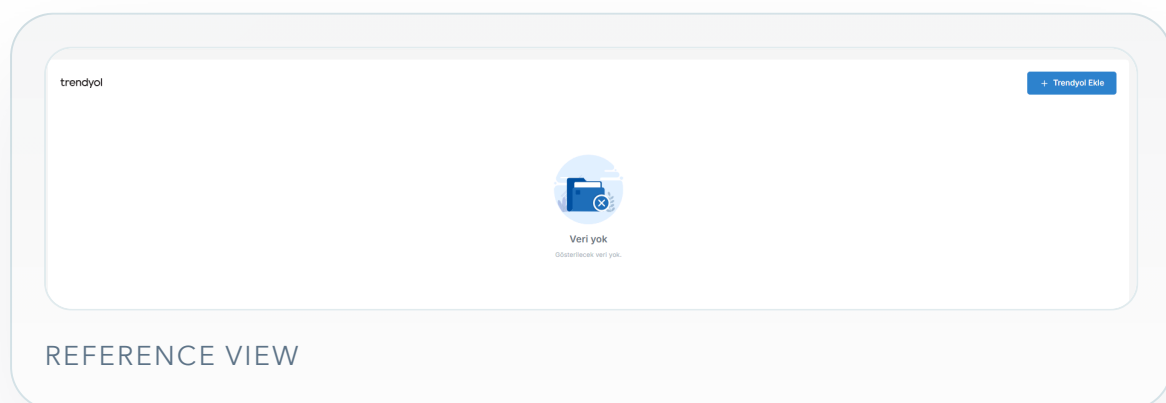
- Operational Speed (\$Efficiency\$): Eliminates the hassle of the representative leaving Spechy and creating manual calendar entries or uploading files.
- Data Integrity: Provides secure backup of all customer interactions and documents in the cloud (Disaster Recovery).
- Advanced Reporting: Thanks to the Google Sheets integration, you can communicate Spechy data with other business intelligence (BI) tools.
- Personalized Planning: With calendar integration, you do not miss customer appointments and manage a professional follow-up process.

🛍️ Trendyol Marketplace Integration (E-Commerce and Customer Support Synchronization)

Trendyol Integration Module is an automation center that increases response speed and turns every Trendyol customer into a Spechy CRM record by dropping customer questions, order details and interactions from your store into the Spechy Inbox (\$Inbox\$).

Access URL; <https://app.spechy.com/integrations/trendyol>

🔧 1. Technical Authorization and Connection Parameters



- API Identity Information (Username & Password): With the special API keys obtained through the Trendyol Seller Panel, a secure and encrypted data tunnel is created between systems.

- Supplier ID (Supplier ID): The accuracy of your store data is sealed with the unique number assigned to your store by Trendyol.
- Regional Marketplace Selection: Technical configuration is automatically optimized according to the location served by your store (e.g.: Turkey).

2. Operational Access and Resource Management

Trendyol Ekle

Kullanıcı adı *

Kullanıcı adı

Supplier ID *

Supplier ID

Kullanıcılar veya Kullanıcı Grupları

Seç

Şifre *

Şifre

Pazar yeri *

Seç

Kaynak *

Spechy

İptal

Olustur

REFERENCE VIEW

- Authorization Limitation (Users & Groups): This area determines which personnel or department (e.g., "E-Commerce Support Team") is authorized to view messages and order data from Trendyol.
- Source Identification: It is sealed which main project (Source) the incoming data will be fed into and reported in Spechy.

Why is it Important?

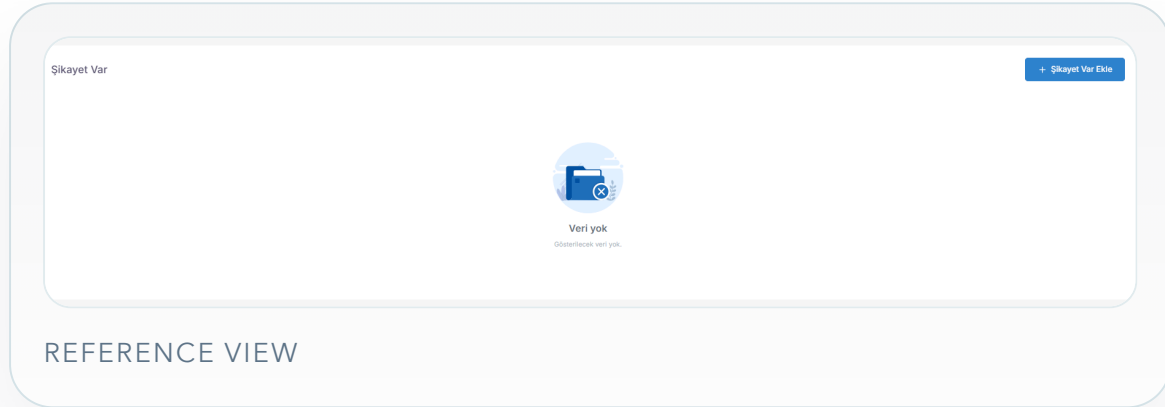
- Single Screen Comfort (\$Omnichannel\$): It saves time by answering all customer questions from within Spechy without entering the Trendyol seller panel.
- SLA Compliance and Speed: Spechy takes the "Response Time to Customer Questions" criterion, which affects Trendyol's seller score, to an excellent level with its fast response tools.
- Integrated Customer History: If you have a customer who writes from Trendyol, it allows you to see their past WhatsApp or phone calls on the same card, making you approach the customer more personally and solution-oriented.
- Data Mining: It allows you to analyze Trendyol sales data and customer trends with Spechy reporting tools.

Professional Advice: After the Trendyol integration is completed, create a special "User Group" only for messages coming from this channel. This way, you can protect your store score by automatically forwarding messages coming from Trendyol during its intensive campaign periods (Legendary Days, etc.) to a "Rapid Intervention Team" focused solely on this task.

Şikayetvar Integration Module is the operational bridge that allows you to turn the complaint into "satisfaction" without turning it into a "crisis" by immediately dropping all complaints and comments received via the platform into the Spechy Inbox (\$Inbox\$).

Access URL; <https://app.spechy.com/integrations/sikayetvar>

🔧 1. Technical Certification and Safety Parameters



- Operational Name: It is a descriptive name that allows you to easily distinguish the integration within the system (Example: "General Directorate Complaint Line").
- API Key (\$Security \ Token\$): This special code, obtained from the Şikayetvar corporate panel, allows Spechy to access your account securely and cryptographically to retrieve data.
- Marketplace Definition (610 - Şikayetvar): It is the global identity definition that allows the system to process incoming data in a category of "Corporate Complaint" rather than an e-commerce order.

⚙️ 2. Authorization and Resource Management

- Authorization Limitation (Users & Groups): You create data isolation by ensuring that sensitive data from Şikayetvar is only seen by "Crisis Management" or "Customer Experience" teams that specialize in this area.
- Resource Identification: It seals which main project or system infrastructure (Resource) the incoming complaints will be reported through and will be matched with CRM.

💡 Why is it Important?

- Instant Intervention (\$Real-Time \ Response\$): It allows you to reach the customer as quickly as possible by seeing the incoming notification instantly through Spechy without entering the Şikayetvar panel.
- Brand Score Protection: The speed of quick response and problem solving directly increases your "Customer Satisfaction Score" on Şikayetvar.

- 360 Degree Customer View: By seeing all the past WhatsApp, Phone and Live Support conversations of the person who wrote the complaint on the same card, you understand the root cause of the problem in seconds.
- Corporate Memory: All correspondence and solution processes made through Şikayetvar are recorded in Spechy; thus, even in the event of staff changes, the solution history is not lost.

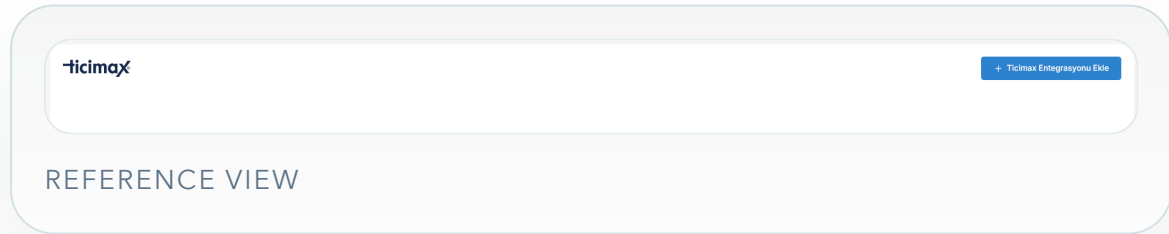
Professional Recommendation: Create a special "Emergency Group" for notifications from Şikayetvar and label every notification from this channel as "Highest Priority" (Priority: Urgent). Additionally, by defining a special Result Code for each case resolved through Şikayetvar, you can clearly report the "Conversion Rate from Complaint to Satisfaction" at the end of the year.

Ticimax Integration (E-Commerce Data and Order Synchronization)

Ticimax Integration Module is the infrastructure that includes all the movements (Orders, Member Information, Product Movements) on your e-commerce site in the Spechy ecosystem; eliminating manual data entry and giving customer representatives the ability to "Support by Viewing Order Details".

Access URL; <https://app.spechy.com/integrations/ticimax>

1. Integration Installation and Technical Parameters



- Add Ticimax Integration (Gateway): Through this main button, the authorization form that will connect your store to the system will open.
- API and Web Service Security: A secure communication channel (\$SSL/TLS\$) is established between the Spechy and Ticimax servers with the User Name, Password and Web Service URL information obtained from the Ticimax management panel.
- Automatic Data Flow: From the moment a connection is established, all customer data and past orders on Ticimax are automatically synchronized to the Spechy CRM database.

2. Operational Scope of Synchronization

- Customer Data (\$Customer \ Sync\$): Every new person who joins your site is created as an instant customer card within Spechy.

- Order Tracking (\$Order \ Lifecycle\$): When your representative receives a call or message; they can view the customer's last order on Ticimax, the shipping status, and payment details without leaving the Spechy screen.
- Product and Stock Information: While answering product-based questions in support processes, Ticimax stock and product tree data can be used.



Why is it Important?

- Reset Error: It eliminates the hassle of manually entering order information and the error margin by viewing the order information from the Ticimax panel and entering it manually into Spechy.
- Fast Solution Capacity: Your representative can answer questions such as "Where is my cargo?" or "Has my order been approved?" within seconds without switching to another tab.
- Segmentation and Marketing: You can create special Campaign Lists via Spechy based on data such as "Order Total" or "Shopping Frequency" from Ticimax.
- End-to-End Tracking: Seals the shopping journey of a customer on their e-commerce site and the communication journey in customer service in a single timeline.

Professional Recommendation: After completing the Ticimax integration, use the "Change the Stage of the Last Agreement to This" feature to automatically update the position of customers who have completed their order in Ticimax in the sales funnel (Pipeline) on Spechy CRM to the "Customer" status. This allows your sales team to instantly see who is a real buyer.



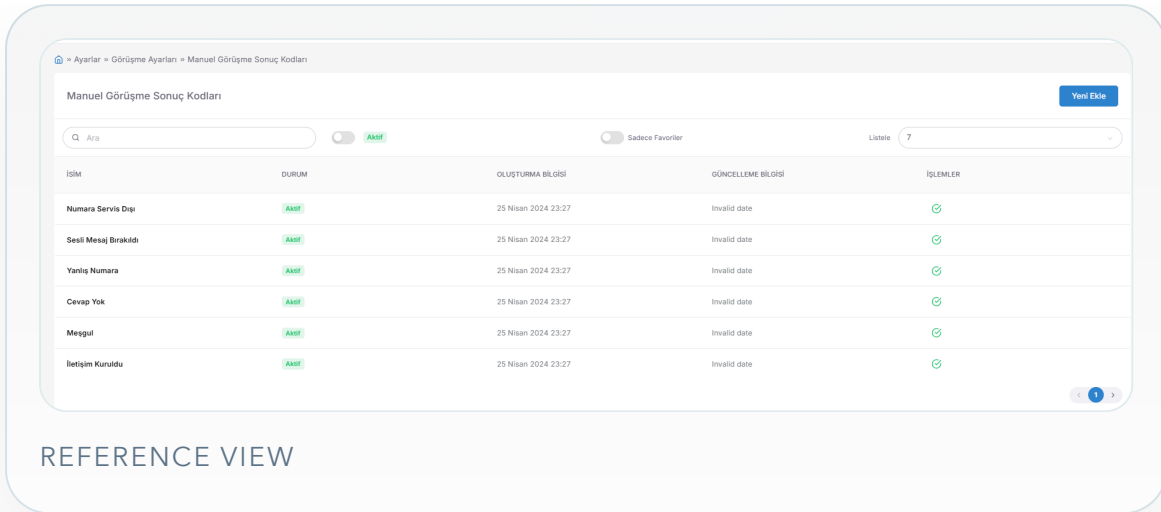
Manual Interview Result Codes (External Contact Tracking and Reporting)

The Manual Result Codes Module is the tracking mechanism that allows you to seal which commercial or operational result the conversations that are not initiated via a personal card or occur off-system (e.g. manual call) end up with.

Access URL; <https://app.spechy.com/settings/manual-conversation-reason-codes>



1. Data Management and Search Functions



REFERENCE VIEW

- Quick Search (\$Search\$): It allows the representative to find the correct result (e.g., "Unreachable", "Information Received") within seconds among dozens of manual result codes.
- Smart Filtering (Active/Favorites): Lists only codes that are currently in use. The Favorites filter prioritizes the representative's most frequently used results, minimizing the processing time (\$ACW\$).
- Name Column (\$Labeling\$): Lists the clear and understandable result definitions that will appear on the representative's screen.



2. Configuration and New Code Definition

- New Add Button: Allows you to add new codes for new manual scenarios that vary according to your business processes (e.g., "Field Visit Planned", "Return Expected").
- Statistical Sealing: Each manual selection becomes a dataset in the background, feeding "Offline Search Efficiency" reports.



Why is it Important?

- Zero Data Loss (\$Zero \ Data \ Loss\$): It makes 100% of the operation visible by recording the reason and result of the interview even if the customer card is not opened.
- Performance Transparency: It allows you to measure not only the success of the representative's incoming/outgoing system calls, but also the success of the manual efforts he performs (e.g., conversion from manual call to sales).
- Reporting Integrity: It fills in the "Calls we don't know the reason for" field in end-of-month statistics and categorizes all traffic into meaningful categories.
- Operational Discipline: It maintains the hierarchy by instilling in the representative the awareness that he must report even if he takes an off-system action.

Professional Tip: When creating manual result codes, add a small prefix to them to distinguish them from CRM-internal codes (e.g.: [M] Sale). This way, you can analyze in seconds which success came from the system flow and which came from the representative's manual initiative in reports.

Request Result Code Management (Solution Classification)

Request Result Code List is the measurement area that standardizes how a request is completed (e.g., "Return Approved", "Information Provided").

Access URL; <https://app.spechy.com/settings/ticketreasons>

- Central Control: You can find certain codes with Search and Filter, and you can prioritize the most frequently used ones with Favorites.
- Data-Driven Closure: Closing every request with a result code allows you to report which department solved which type of problems to what extent at the end of the month.

Ayarlar » Talep Ayarları » Sonuç Kodları

Talep Sonuç Kodu Listesi

Q Ara

ASİT

Sadece Favoriler

Listele 10

☐	SONUÇ KODU ADI	TÜR	KAYNAKLAR	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İSLEMLER
☐	JD Gecikmeden Dolayı İptal Edildi Gecikmeden Dolayı İptal Edildi	Diğer	Spechy	ABDULLAH İŞİK 2 Haziran 2025 15:48	ABDULLAH İŞİK 2 Haziran 2025 15:48	  
☐	JD Gecikmeden dolayı İptal Gecikmeden dolayı İptal	Diğer	Spechy	ABDULLAH İŞİK 2 Haziran 2025 15:45	ABDULLAH İŞİK 2 Haziran 2025 15:45	  
☐	JD Keyfi İptal Reddedildi Keyfi İptal Reddedildi	Diğer	Spechy	ABDULLAH İŞİK 2 Haziran 2025 15:43	ABDULLAH İŞİK 2 Haziran 2025 15:43	  
☐	JD Keyfi İptal İptal Edildi Keyfi İptal İptal Edildi	Diğer	Spechy	ABDULLAH İŞİK 2 Haziran 2025 15:43	ABDULLAH İŞİK 2 Haziran 2025 15:43	  
☐	JD Sipariş İptal Sipariş İptal	Diğer	Spechy	ABDULLAH İŞİK 2 Haziran 2025 15:32	ABDULLAH İŞİK 2 Haziran 2025 15:32	  
☐	JD Ürün Test aşamasında Ürün Test aşamasında	Şikayet	Spechy	METİN ÖGETÜRK 20 Mart 2025 02:15	ABDULLAH İŞİK 2 Haziran 2025 14:43	  
☐	JD Finans Biriminde Dönüş Bekleniyor Finans Biriminde Dönüş Bekleniyor	Şikayet	Spechy	METİN ÖGETÜRK 20 Mart 2025 02:15	METİN ÖGETÜRK 20 Mart 2025 02:15	  
☐	JD Talebi Diğer Departmana Yönlendirildi Talebi Diğer Departmana Yönlendirildi	Şikayet	Spechy	METİN ÖGETÜRK 20 Mart 2025 02:14	METİN ÖGETÜRK 20 Mart 2025 02:14	  
☐	JD İşlem Kontrolleri Devam Ediyor İşlem Kontrolleri Devam Ediyor	Şikayet	Spechy	METİN ÖGETÜRK 20 Mart 2025 02:14	METİN ÖGETÜRK 20 Mart 2025 02:14	  

Talep Sonuç Kodu Ekle

REFERENCE VIEW

Request Result Code Configuration and Automation

The Request Result Code Add page is not just a tag selection, but also a **"Communication Trigger"**.

- Automatic Notification: As soon as a request is closed, an SMS or E-mail template is sent to the customer immediately, depending on the selected code.
- Resource Matching: It is sealed whether the code will be valid for requests coming from which platform (Spechy, Web, Social Media).
- Categorical Discipline: The reporting hierarchy is maintained by selecting the type of code (Complaint, Sale, etc.).

Talep Sonuç Kodu Ekle

İlgili Sonuç Kodları:

Sonuç Kodu Ara

Sonuç Kodu Adı *

Yeni etiket eklemek için Enter tuşuna basın

Sonuç Kodu Türü *

Seç

Kullanım Sıklığı:

☒ Hayır ☐ Evet

Eski Kaynak *

Seç

SMS Şablonu Seçin

Seç

E-posta Şablonu Seçin

Seç

İptal Olustur

REFERENCE VIEW

Request Result Code Types (Department-Based Grouping)

This page is the Hierarchical Base, which determines under which main business branches (e.g., "Logistics", "After-Sales Support") the result codes will be aggregated. New types added provide departmental classification of results in complex operations.

Access URL; <https://app.spechy.com/settings/ticket-reason-types>

Ayarlar » Talep Ayarları » Sonuç Kodu Türleri

Talep Sonuç Kodu Türleri

Yeni Ekle

Ara

7

İsim	DURUM	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
TEKNİK SERVİS	Aktif	MÜSLÜM CERİKAN 19 Ağustos 2025 15:10	MÜSLÜM CERİKAN 19 Ağustos 2025 15:10	 
Diğer Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	
Muhasebe Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	
Finans Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	
Fatura Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	
Sipariş Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	
Teknik Sistem Tarafından Eklendi	Aktif	31 Mayıs 2023 15:10	-	

1 2 3 4

REFERENCE VIEW

Request Category List (Process Tracking)

Request Category is the main working area that determines which workflow requests will be resolved in (e.g., "Return Processes", "VIP Support"). This list clarifies the division of labor between teams, preventing requests from becoming "unclaimed".

Access URL; <https://app.spechy.com/settings/ticketcategories>

New Request Category Design and Approval Mechanism

This area represents Spechy's Audit Power.

- Approval Process (\$Workflow \ Approval\$): It may be required for a request to be resolved in critical categories (e.g. Refund) to be approved by a manager.

- Smart Assignment: Requests falling into the category are automatically assigned to a User or Group.
- Special Data Forms: Special Forms that the representative must fill out according to the content of the request (e.g. Fault Report) are integrated into the system.



Request Category Types (Hierarchy Management)

It is the "Constitution" layer at the top of the entire request system. It determines which main business branches (SALES, SUPPORT, etc.) the requests are related to at the highest level. This page ensures that thousands of requests in large-scale organizations are collected under the correct main heading.

Access URL; <https://app.spechy.com/settings/ticket-category-types>

REFERENCE VIEW



Why is it Important?

- Responsibility Awareness: Thanks to automatic assignment and category-based management, the chaos of "this job is not mine" ends.
- Customer Satisfaction (\$SLA\$): Approval processes and automatic notifications (SMS/Email) ensure that the customer is informed about every step and the quality of the solution.
- Operational Transparency: By seeing which category has more demand accumulated (Bottleneck Analysis), you can transfer your resources to the correct department.

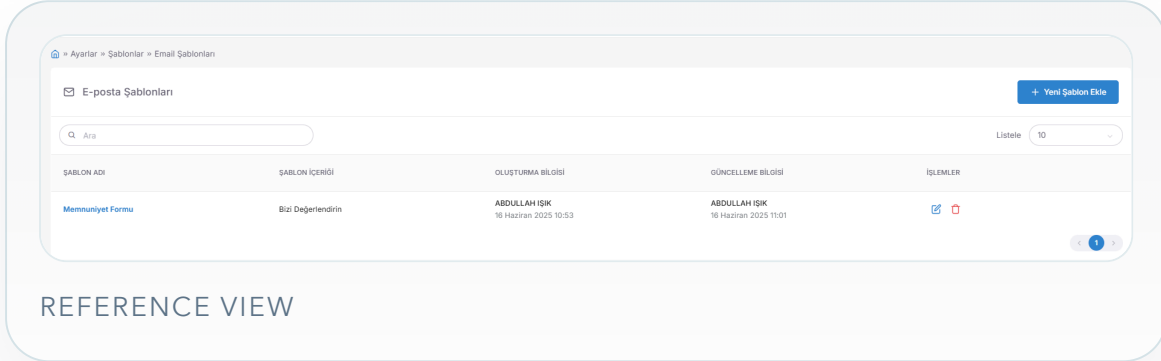
Professional Recommendation: For critical processes (e.g., Financial refunds), be sure to activate the "Should there be a Request approval process?" option. Additionally, by linking a Custom Form specific to each category, you can prevent representatives from opening requests with incomplete information; this will dramatically increase the speed of request resolution (\$FCR\$).



Email Template Management (Automatic Notification Templates)

Email Templates is the center of formal communications that will go to the customer when system events or request result codes are triggered. All drafts are listed, updated and associated with department-based relationships here.

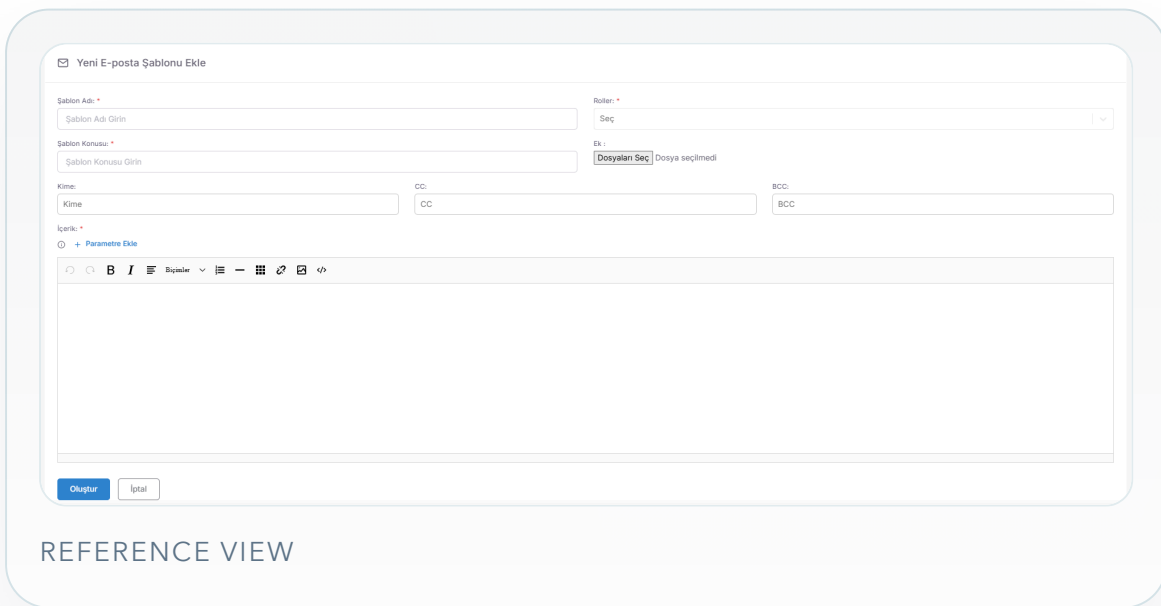
Access URL; <https://app.spechy.com/settings/emailtemplates>



👉 New Email Template Design and Dynamic Variables

This page turns the email from being an ordinary text into a "Personalized Experience" (\$Personalized \ Experience\$).

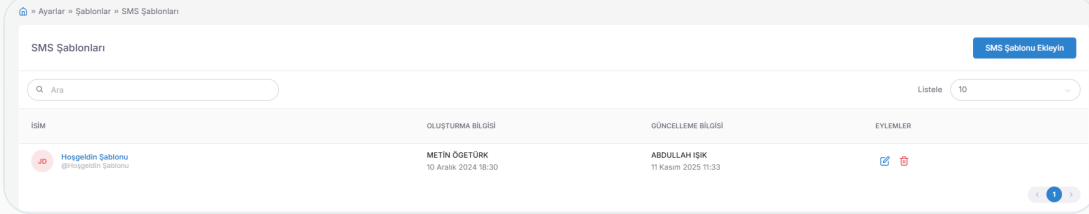
- **Dynamic Parameters:** You can add variables such as {Customer_Name} or {Request_No} to ensure that the system addresses each customer by their name.
- **Technical Configuration:** While providing operational transparency with the To / CC / BCC fields, you can automatically send corporate brochures or forms with the Additional feature.
- **HTML & Rich Editor:** You can design visually rich and professional email bodies suitable for your corporate identity.



📱 SMS Template Management (Quick Information Pool)

SMS Templates is a library of short messages prepared for situations that require immediate action (appointment reminder, cargo code, etc.). All SMS drafts are reviewed by authorized personnel here and quickly filtered by name.

Access URL; <https://app.spechy.com/settings/smstemplates>



The screenshot shows the 'SMS Şablonları' (SMS Templates) list view. At the top, there is a breadcrumb trail: 'Ayarlar > Şablonlar > SMS Şablonları'. Below this is a search bar with the placeholder 'Ara' and a 'Listele' button with a dropdown menu set to '10'. The table has four columns: 'İSMİ', 'OLUŞTURMA BİLGİSİ', 'GÜNCELLEME BİLGİSİ', and 'EYLEMLER'. The first row shows a template named 'Hoşgeldin Şablonu' with a red circular icon. The 'OLUŞTURMA BİLGİSİ' column shows 'METİN ÖZETÜRK' and '10 Aralık 2024 18:30'. The 'GÜNCELLEME BİLGİSİ' column shows 'ABDULLAH İŞİK' and '11 Kasım 2025 11:33'. The 'EYLEMLER' column contains icons for edit, delete, and a toggle switch.

İSMİ	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	EYLEMLER
 Hoşgeldin Şablonu @hoşgeldin-şablonu	METİN ÖZETÜRK 10 Aralık 2024 18:30	ABDULLAH İŞİK 11 Kasım 2025 11:33	  

REFERENCE VIEW 1



The screenshot shows the 'SMS Şablonu Ekle' (Add SMS Template) form. It has a title bar with 'SMS Şablonu Ekle' and buttons for 'İptal' (Cancel) and 'Oluştur' (Create). The form contains several fields: 'Rol Seçin*' (Role Select*) with a dropdown menu, 'Şablon Adı*' (Template Name*) with a text input field, 'Hesap*' (Account*) with a dropdown menu, and 'İçerik*' (Content*) with a text input field. There is also a '+ Parametre Ekle' (Add Parameter) button and a 'SMS İçeriği Girin' (Enter SMS Content) label.

REFERENCE VIEW 2

Smart SMS Configuration and Sending Rules

This module determines the operational limits and content of SMS sending.

- Authorization and Role Management: Which SMS template can be triggered by which department (e.g. Only Logistics) is sealed.
- Variable Support: Increases customer loyalty with messages containing {Customer_Name} that are appropriate for the character limit, but personalized.
- Account Selection: The message will be sent through which SMS header (Structured SMS) is configured here.

Agreement and Offer Templates (Official Documentation)

Agreement Templates is the area that digitizes the repetitive contract, offer and protocol preparation work in sales or legal processes. Corporate formats such as "iPhone Offer Template" or "Maintenance Agreement" are stored here.

Access URL; <https://app.spechy.com/settings/dealtemplates>

New Agreement Template Design and Contract Automation

This page reduces the hours-long contract preparation process to seconds.

- **Introduction and Sub-Description (Footer):** It provides layout discipline by managing the main body of the contract and its legal footnotes in separate tabs.
- **Parameter Power:** By embedding parameters such as {Offer_Amount} or {Date} within the contract, you can automatically feed the document from CRM data.
- **Role-Based Access:** You ensure information security by allowing only authorized (Sales, Legal) roles to view sensitive contract drafts.

[Ayarlar](#)
[Şablonlar](#)
[Anlaşma Şablonları](#)

Anlaşma Şablonları

Q Ara

Listele 10

ŞABLON ADI	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
iPhone Proposal Template - iPhone Teklif Şablonu	METİN ÖZETÖRK 20 Mart 2025 02:47	METİN ÖZETÖRK 20 Mart 2025 02:47	
Specyhy Demo Anlaşma Şablonu	METİN ÖZETÖRK 10 Aralık 2024 22:45	METİN ÖZETÖRK 10 Aralık 2024 22:53	

1

REFERENCE VIEW 1

Yeni Anlaşma Şablonu Ekle

İptal

Oluştur

Şablon Adı *

Roller *

Template Name

Seç

Giriş Metni

Alt Açıklama

+ Parametre Ekle

X Undo Redo Bold Italic Underline Link Unlink Bulgu Bulgu Kapat Kaynak

B I S | L | : : : : : Biçim - Biçim - ?

REFERENCE VIEW 2

💡 Why is it Important?

- **Speed and Efficiency (\$Velocity\$):** The representative does not need to copy and paste text or type manually; everything is ready with one click.
- **Error-free Operation:** Thanks to parameter usage, the risk of sending the wrong name, incorrect amount or missing request number is eliminated 100%.
- **Corporate Prestige:** Seeing the same language, the same font and the same professionalism at every contact point of the customer (SMS, Email, Contract) seals your brand value.

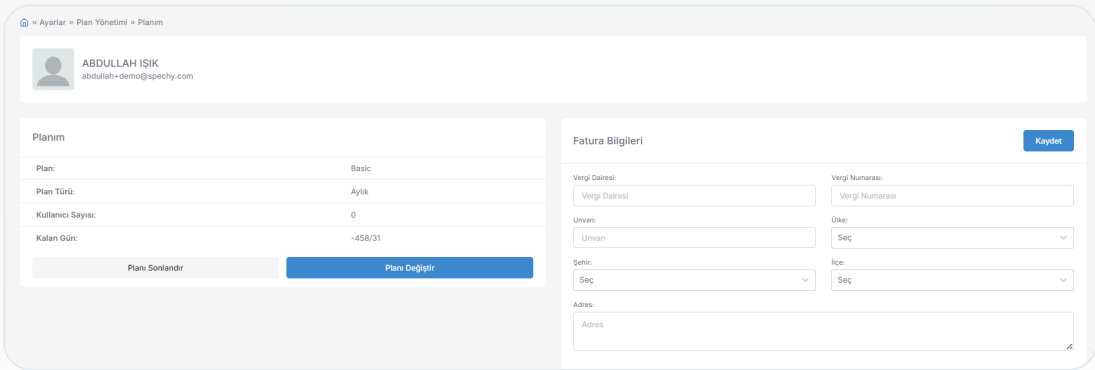
Professional Recommendation: In the Agreement Templates, be sure to integrate your company logo and letterhead paper design using the "Source" (HTML) editor. Also, use the "Add Parameter" feature in your email templates to establish transparent communication by addressing the customer not only by name but also by the duration of the solution they expect (e.g., {Estimated_Solution_Duration}).

My Plan: Subscription and Invoice Management (Financial Operations Center)

The Plan Page is the management area designed for enterprise scalability (\$Scalability\$), which combines the rights of use of the software, user limits and official billing processes on a single screen.

Access URL; <https://app.spechy.com/settings/myplan>

1. Subscription Status and Plan Analysis (My Plan Section)



The screenshot displays the 'My Plan' section of the Spechy application. At the top, the user profile for ABDULLAH IŞIK is shown. Below this, the 'Planım' (My Plan) section contains a table with the following data:

Plan	Basic
Plan Türü:	Aylık
Kullanıcı Sayısı:	0
Kalan Gün:	-458/31

Below the table are two buttons: 'Planı Sonlandır' (End Plan) and 'Planı Değiştir' (Change Plan). To the right, the 'Fatura Bilgileri' (Billing Information) section includes a 'Kaydet' (Save) button and several input fields for tax and billing details.

REFERENCE VIEW

It allows you to monitor the technical limits and durations of your current license instantly:

- **Plan Level:** Indicates which capability package of the system it is running in (e.g., Basic, Pro, Enterprise).
- **Payment Cycle (Plan Type):** Specifies the Monthly or Annual payment periods that reflect your financial planning.
- **Capacity Monitoring:** You can track your operational volume through the defined Number of Users.
- **Sustainability Tracking:** By planning subscription renewal processes in advance with the remaining days information, you can prevent service interruptions.
- **Flexible Scaling:** When your business volume grows, you can instantly switch to higher packages with the Change Plan button or use the End Plan option in line with

strategic decisions.

2. Corporate Identity and Invoicing (Invoice Information)

It is the section that guarantees the system's full compliance with legal and financial processes:

- **Financial Identity Accuracy:** You ensure that invoices are issued in accordance with official legislation with Tax Office and Tax Number information.
- **Official Title:** You manage accounting processes flawlessly by sealing the full company name or personal information of the company where the invoice will be issued.
- **Logistics and Address Data:** You will keep your corporate communication database up to date with country, city and open address details.

Why is it Important?

- **Uninterrupted Operation (\$Uptime\$):** Thanks to the remaining days tracking and automatic renewal processes, it ensures that customer communication (Call Center, WhatsApp, CRM) never stops.
- **Budget Control:** By seeing the current plan type and number of users instantly, it allows you to optimize software costs (OpEx) department-wise.
- **Legal Compliance:** Correct invoice information provides full transparency in corporate audits and tax processes.
- **Fast Action:** It allows you to make transactions without waiting when you set up a new team or to increase the number of users during campaign periods.

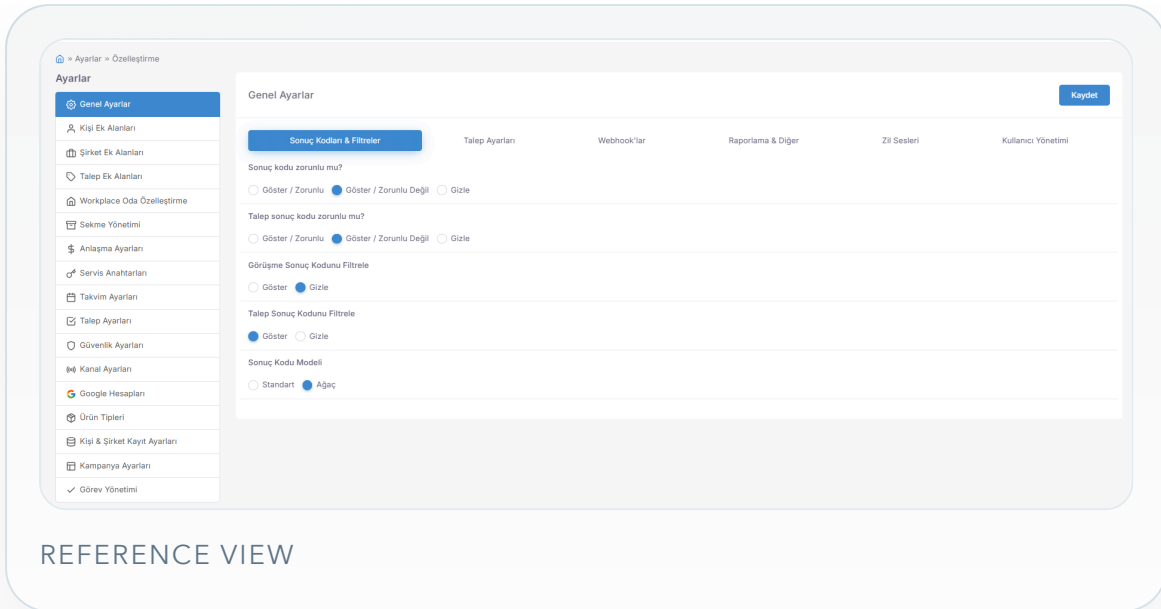
Professional Recommendation: Before your plan expires (ideally 7 days before the end), review your Number of Users and Plan Type needs. By opting for annual plans, you can provide long-term cost advantage (\$TCO\$) and eliminate the burden of monthly billing tracking.

Result Codes & Filters (Operational Requirements and Display Settings)

This tab under General Settings is the control area where you manage the rules that the representative must follow when ending an interaction (call or ticket) and the user experience (\$UX\$) in this process.

Access URL; <https://app.spechy.com/settings/customization>

1. Workflow Compliance Settings (\$Compliance\$)



REFERENCE VIEW

They are critical control points that balance the representative's initiative with system discipline:

- Interview Result Code Requirement: When a phone interview ends, the representative determines whether they can end the call without selecting a result code (e.g., "Sales", "Information Provided").
- Request Result Code Requirement: It sets whether it is mandatory to select a closure reason when customer requests (ticket) are closed.
- Strategy: The "Mandatory" option reduces the "Calls we do not know the reason for" field in your end-of-month reports to zero.

🔍 2. Search and Filtering Dynamics

It allows the representative to find the correct one among hundreds of codes in seconds:

- Interview/Request Result Code Filtering: Determines whether a search bar or filtering mechanism appears on the close screen. In high-volume operations, the "Show" setting dramatically shortens the processing time (\$ACW\$).

🌳 3. Result Code Presentation Model (\$UI \ Design\$)

It is the architectural preference that determines how the data will be served to the representative:

- Result Code Model (Tree): It allows the presentation of codes in a hierarchical structure in the form of main categories and subcategories instead of a complex list.
- Example: Sales (Main) > Hot Sales (Sub) > Collection by Credit Card (Details). This model minimizes the risk of the representative making mistakes.

💡 Why is it Important?

- Reporting Accuracy: A properly configured "Tree" model and "Mandatory" rule ensure that the efficiency reports presented to senior management are 100% realistic.
- Representative Speed: Thanks to its filtering features, the representative does not waste time looking for the correct code; this allows it to transfer to the next call/request faster.
- Standardization: All representatives operating within the same logical hierarchy (Tree Model) creates a common operational language across the organization.

Professional Recommendation: To maximize data quality, make the "Is result code mandatory?" setting mandatory in the medium and long term. Also, if your result codes exceed 10, using the "Tree" model is an operational necessity to save the representative experience from chaos.



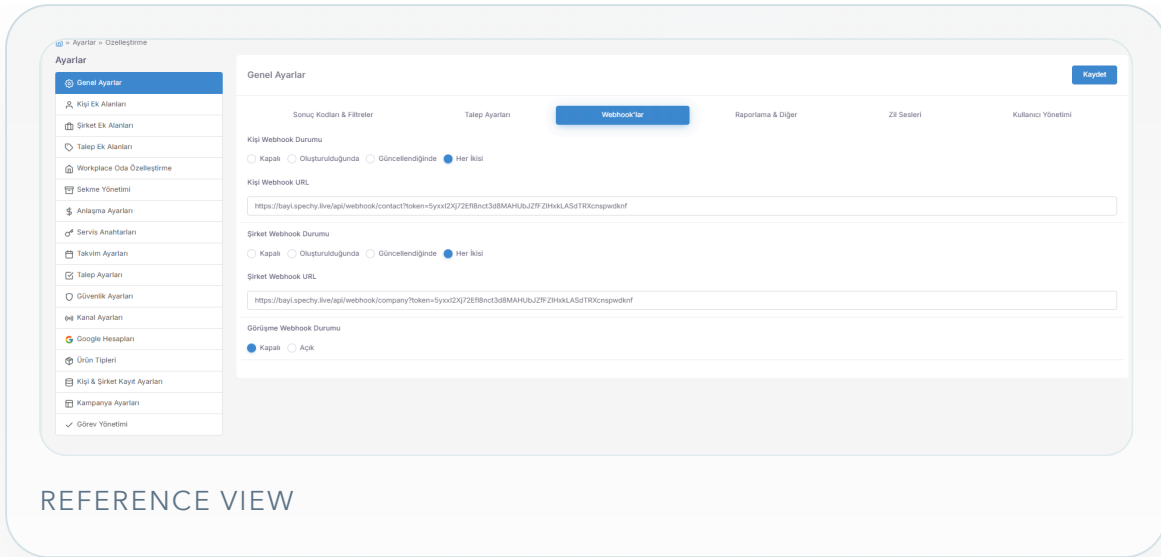
Request Settings (Support Processes and Operational Discipline Rules)

The screenshot displays the 'Genel Ayarlar' (General Settings) page with the 'Talep Ayarları' (Request Settings) tab selected. The left sidebar lists various settings categories, and the main content area shows the following configuration options:

- Sonuç Kodları & Filtreler** (Result Codes & Filters): Includes a 'Talep Oluştururken Sonuç Kodu Ekle' (Add Result Code When Creating Request) section with radio buttons for 'Evet' (Yes) and 'Hayır' (No).
- Talep kategorisi zorunlu mu?** (Is request category mandatory?): Includes radio buttons for 'Göster / Zorunlu' (Show / Mandatory) and 'Göster / Zorunlu Değil' (Show / Not Mandatory).
- Talep Oluştururken Talep Formu Ekle** (Add Request Form When Creating Request): Includes radio buttons for 'Evet' (Yes) and 'Hayır' (No).
- Talep adı zorunlu mu?** (Is request name mandatory?): Includes radio buttons for 'Göster / Zorunlu' (Show / Mandatory) and 'Göster / Zorunlu Değil' (Show / Not Mandatory).
- Talep onay süreci olsun mu?** (Is there a request approval process?): Includes radio buttons for 'Açık' (Open), 'Kapalı' (Closed), and 'Kategoriye göre' (By category).
- Talep Kapatıldıktan Sonra Talebe Devam Edilsin mi?** (Should the request continue after being closed?): Includes radio buttons for 'Evet' (Yes) and 'Hayır' (No).
- Destek Talebi Kullanıcıları** (Support Request Users): Includes a dropdown menu for 'İBİDÜLLAH İGİK' and a 'TODAK K.' button.
- Talep Zaman Arama Süresi** (Request Search Time): Includes a text input field with the value '90'.
- Diğer Açık Talepler** (Other Open Requests): Includes a checkbox for 'Talepler dış dünyaya açılabilir mi?' (Can requests be opened to the outside world?).

The bottom of the page shows the 'Yardım AI' (Help AI) logo, version 'v4.1.137', and system date '2028-03-01 22:20:05'.

The Request Settings tab under the General Settings menu is the set of rules that automates the entire lifecycle of customer requests (Ticket/Case) (\$Lifecycle\$) and seals the working standards of your staff.



REFERENCE VIEW

✂ 1. Request Creation and Data Quality (\$Data \ Entry\$)

These are the obligations that ensure the integrity of the data at the time of entering the request into the system:

- Category and Name Requirement: By making it mandatory for the request to have a title and a correct category (e.g., "Technical Support"), you prevent the formation of "Unknown" data in the report.
- Request Form and Result Code Integration: By activating the filling of a special data form when opening a request or entering a result code at the beginning stage, you configure the solution process from the beginning.

⚙ 2. Process Control and Approval Mechanism (\$Workflow\$)

Advanced settings that protect service quality (\$SLA\$) and operational security:

- Request Approval Process (\$Approval \ Gate\$): Determines whether requests will be approved by a manager or quality unit before being marked as "Resolved". This feature reduces false closures to zero.
- Timeout Management: You manage the accumulated workload by ensuring that requests that do not process within the specified period are automatically timed out.

🔄 3. Life Cycle and Interaction with the Outside World

It manages the behavior and visibility after the request is closed:

- Should the Closed Request Be Continued?: If the customer responds to a resolved and closed request, the system automatically determines whether to "Reopen and Reopen" this request.
- Open External Requests (\$Customer \ Transparency\$): Seals whether requests can be tracked through a customer portal or external link.

4. Authorization and User Assignment

- **Support Request Users:** This is the security area where you define who is authorized to create, respond to or manage requests within the system.

Why is it Important?

- **Standardization:** It creates an institutional work discipline by ensuring that all representatives request with the same rules (Mandatory form, category, etc.).
- **Customer Satisfaction (\$CSAT\$):** Thanks to approval processes and time limit tracking, it guarantees that no customer request remains unresolved or unanswered.
- **Efficiency Analysis:** Mandatory categorization allows you to clearly see which departments are in high demand.

Professional Recommendation: To ensure uninterrupted customer experience, keep the "Continue Closed Request?" option usually set to "Open"; this eliminates the customer's need to repeatedly open a new request for the same issue. However, in cases requiring financial or legal approval, do not neglect quality control by activating the *****Request Approval Process.*****

Webhook Settings (Real-Time External System Integration)

The Webhooks tab under General Settings is the automation hub that allows the data generated in the Spechy ecosystem (Customer, Company, Meeting) to be pushed (\$Push\$) to an external server or application in \$JSON\$ format (\$Endpoint\$).

1. Customer (Person) Data Synchronization

It connects the person card movements in the system to the outside world:

- **Person Webhook Status:** Determines whether data will be sent when a new customer is created or an existing card is updated. The "Both" option provides full synchronization.
- **Person Webhook URL:** It is the target internet address where the person's information (Name, Phone, Email, etc.) will be sent.

2. Corporate (Company) Data Flow

It is a bridge that maintains the freshness of company-based B2B data:

- **Company Webhook Status:** Captures the creation and update moments in company records.
- **Company Webhook URL:** This is the specific endpoint (\$Endpoint\$) address where the company data will be transferred.

3. Third Meeting and Interaction Notifications

It provides real-time tracking of operational outputs:

- Interview Webhook Status: It seals whether the details of the phone interviews (Duration, Result Code, Registration Link, etc.) will be sent to an external system as soon as the interview ends.

💡 Why is it Important?

- Instant Synchronization (\$Real-Time \ Sync\$): Eliminates the need for manual transfer of data from one system to another or batch transfer.
- Ecosystem Integrity: Ensures that a phone number updated in Spechy is also updated in the ERP or accounting software used by your company in the same second.
- Automation Triggering: When a conversation is over, you can trigger complex workflows (e.g., "Create Task" or "Issue Invoice") in another application via Webhook.
- Data Security and Accuracy: By eliminating human intervention, it reduces the error margin in inter-system data transfer to zero.

Professional Recommendation: To use Webhook, select the "Both" (Creation and Update) mode to create a full mirror image (\$Mirroring\$) between your databases. Additionally, ensure that your target URL address has a "Request Log" mechanism to monitor data traffic and troubleshoot potential connection errors.

🇹🇷 Reporting & Other (Data Standards and Document Discipline)

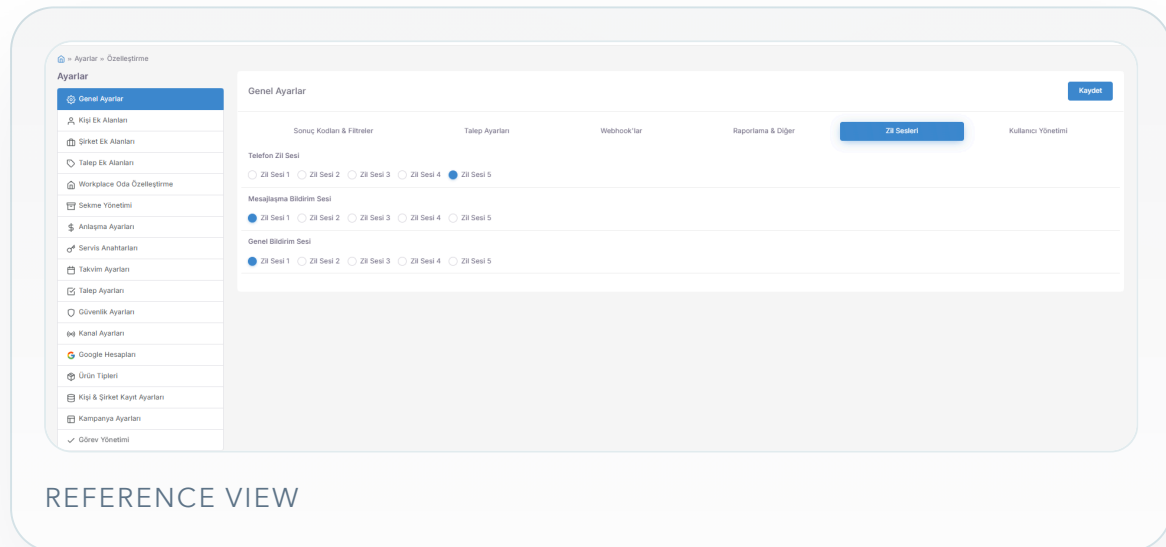
This tab under General Settings is the set of rules that determine the sensitivity of the data collected in the system and how it will "speak" in reports.

REFERENCE VIEW

- Data Entry Requirements: CRM data pollution is prevented by making the first name and last name entry mandatory. Company matching is then configured according to operational flexibility (Yes/No).
- Digital Document Standards: Corporate identity is protected with the use of Subtext (Footer) in offers. Sales processes are brought closer to the comfort of digital signature with the web approval mechanism.
- Time Format Standardization: Data literacy is increased by selecting the format Second, Hour:Minute:Second for detailed reports and Second for quick reading of analytical data on dashboards.
- Security and 2FA: With the User Device Verification setting, a second security layer (SMS/Email) is added to system logins, bringing corporate data security to the highest level.

Bell Sounds (Auditory Separation and Notification Management)

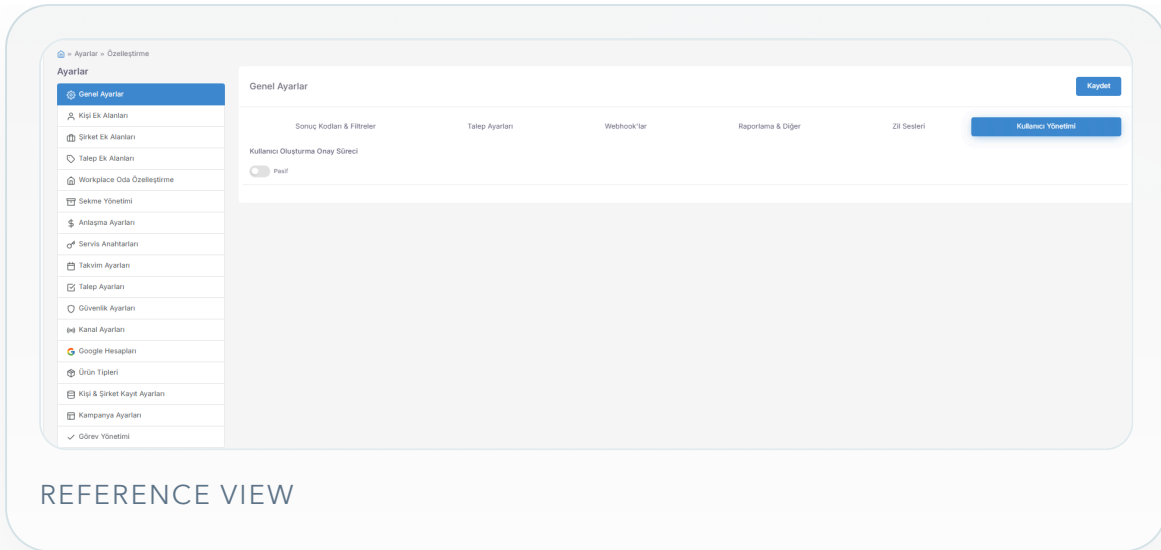
The Bell Sounds tab is centered on the auditory user experience (\$Auditory \ UX\$) that allows representatives to distinguish the types of interactions they receive in the midst of their intensive working pace "without looking at the screen".



- Channel-Based Toneing: Ring tones (e.g., Ringtone 5, Ringtone 1) are assigned at different frequencies for phone calls, messaging notifications, and general system alerts.
- Operational Focus: This separation improves response time (\$FRT\$) by allowing the agent to prioritize a "Outbound Call" over a "Live Support" message in seconds.

User Management and Registration Control

This last ring of the General Settings menu controls the entry door and authorization processes of the personnel to be included in the system.



REFERENCE VIEW

- Staff Approval Mechanism: The registration processes of users who will be newly included in the system are monitored, ensuring that only authorized personnel have access to corporate data.
- Hierarchical Access: The roles and authority limits of users are shaped in light of these basic settings, ensuring that the system remains in a secure harbor.



Why is it Important?

- Data Quality (\$Data \ Integrity\$): Name and format requirements prevent the formation of "garbage data", allowing you to make healthy decisions.
- Representative Comfort: Customized bell sounds and filtering tools reduce staff mental fatigue and allow them to focus on work.
- Cybersecurity: Protocols such as 2FA (Two-Step Verification) protect your company's trade secrets and customer data even in case of password theft.
- Reporting Union: Having the entire team receive reports in the same time format and data hierarchy strengthens interdepartmental coordination.



Personal Additional Areas (Customer Card Customization)

Person Additional Areas is a module that allows you to collect data (e.g., "Customer Loyalty Score", "Body Measurement", "Reference Code") that is critical for your business sector but not found in the standard CRM structure (Name, Last Name, Phone). All special customer data is listed here and managed centrally.

Access URL; <https://app.spechy.com/settings/customization/contact-static-fields>

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Kişi Ek Alanları

SIRA	ALAN ETİKETİ	TÜR	VARSAYILAN DEĞER	API ANAHTARI	DURUM	İŞLEMLER
1	ASSİSTT EĞİTİM	Metin Girişi		static_fields[1]	Pass	
2	Otomatik Aranacak mı?	Metin Girişi	Evet	static_fields[2]	Pass	
3	AVANSAS	Metin Girişi		static_fields[3]	Pass	
4	Açıklama Alanı	Metin Kutusu		static_fields[4]	Pass	
5	Açıklama Kısmı	Metin Kutusu		static_fields[5]	Pass	
6	Sektör Adı	Metin Girişi		static_fields[6]	Pass	
7	Sipariş Numarası	Metin Girişi		static_fields[7]	Active	
8	IMEİ Numarası	Metin Girişi		static_fields[8]	Pass	
9	Teslim Edilecek Adres	Metin Kutusu		static_fields[9]	Pass	
10	İşlet	Metin Girişi		static_fields[10]	Pass	
11	Yurt Dış Temsilcilik Tipi	Metin Girişi		static_fields[11]	Pass	
12	Temsilcilikler	Açılır Menü		static_fields[12]	Active	
13	İşlet	Metin Girişi		static_fields[13]	Pass	
14	İşlet	Metin Girişi		static_fields[14]	Pass	

Yardım AI

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REFERENCE VIEW

Additional Area Behavior Rules and Data Types

It is the technical layer where you determine not only what a new field is, but also how it will behave. The Data Type Options that reduce incorrect data entry to zero and provide reporting discipline are as follows:

- Quick Entry Tools:
- Text Entry & Text Box: Provides flexibility for short notes or long address details.
- Selection Button (Radio Button) & Checkbox: It seals definitive decisions such as "Yes/No" or "Active/Passive" without error.
- Dropdown Menu (\$Dropdown\$): Ensures that only selections are made from the specified list to prevent data corruption (Example: City list).
- Multiple Selection: Allows a customer to mark multiple interests or service categories at the same time.
- Date & Time: With calendar integration, you can manage critical timings such as appointment tracking, birthdays or contract end dates.

Tür: *

Metin Girişi



Metin Girişi

Metin Kutusu

Açılır Menü

Seçim Düğmesi

Çoklu Seçim

Onay Kutusu

Tarih

Tarih ve Saat

REFERENCE VIEW

Company Additional Areas (Corporate Data Expansion)

This module allows you to create special data fields directly for Company Profiles (B2B) rather than individual customer cards.

Access URL; <https://app.spechy.com/settings/customization/company-static-fields>

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Şİrket Ek Alanları

SİRA	ALAN ETİKETİ	TÜR	VARSAYILAN DEĞER	API ANAHTARI	DURUM	İŞLEMLER
1	MARSPORT SİP ID	Metin Girişİ		static_fields[1]	Aktİf	
2	Sektör	Açılır Menü		static_fields[2]	Aktİf	
3	İşlet	Metin Girişİ		static_fields[3]	Pasİf	
4	İşlet	Metin Girişİ		static_fields[4]	Pasİf	
5	İşlet	Metin Girişİ		static_fields[5]	Pasİf	
6	İşlet	Metin Girişİ		static_fields[6]	Pasİf	
7	İşlet	Metin Girişİ		static_fields[7]	Pasİf	
8	İşlet	Metin Girişİ		static_fields[8]	Pasİf	
9	İşlet	Metin Girişİ		static_fields[9]	Pasİf	
10	İşlet	Metin Girişİ		static_fields[10]	Pasİf	
11	İşlet	Metin Girişİ		static_fields[11]	Pasİf	
12	İşlet	Metin Girişİ		static_fields[12]	Pasİf	
13	İşlet	Metin Girişİ		static_fields[13]	Pasİf	
14	İşlet	Metin Girişİ		static_fields[14]	Pasİf	

Yardımlı

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REFERENCE VIEW

- **Corporate Data Depth:** You can digitize your B2B processes by adding fields for corporate metrics such as "Tax Return Due Date", "Industry Code", "Annual Turnover Volume" to the company card.
- **Integrated Reporting:** Company-based additional areas provide your personnel with full "Intelligence" about the special commercial status of an institution before they contact that institution.

 Why is it Important?

- **Sectoral Adaptation:** It transforms Spechy into a special software that follows "Real Estate Type" for a real estate company and "Allergy Status" for a health institution.
- **Error-Free Data Entry (\$Data \ Validation\$):** You prevent representatives from entering incorrect or incomplete information at the system level by using restrictive fields such as "Dropdown Menu".
- **Advanced Filtering:** Thanks to additional fields; you can segment customers who only use the "A" product, live in the "X" city and have an appointment on the "Y" dates in seconds.
- **Corporate Memory:** Any non-standard information is removed from the representative's memory and sealed into the corporate database.

Professional Advice: Always balance the "Mandatory" and "Data Type" when creating additional fields. Use "Dropdown Menu" instead of "Text Entry" wherever possible; this ensures that the reports you will receive at the end of the month are clean and analyzable. Also, combine company additional fields with CRM integration to blend them with your e-commerce data.

 Request Additional Areas (Special Support Data and Technical Form Management)

Request Additional Fields is a configuration area that allows the collection of technical details specific to that job (e.g., "Serial Number", "Error Type", "Return Reason", "Shipping Tracking Code") beyond a standard support request (Title, Description, Category).

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Görev Yönetimi

Talep Ek Alanları

SIRA	ALAN ETİKETİ	TÜR	VARSAYILAN DEĞER	API ANAHTARI	DURUM	İŞLEMLER
	Kargo Firması	Açılır Menü		static_fields[1]	☒ Açık	İşlemler
	IMEI Numarası	Metin Girişi		static_fields[2]	☒ Açık	İşlemler
	label	Metin Girişi		static_fields[3]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[4]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[5]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[6]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[7]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[8]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[9]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[10]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[11]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[12]	☐ Pasif	İşlemler
	label	Metin Girişi		static_fields[13]	☐ Pasif	İşlemler

REFERENCE VIEW

Access URL; <https://app.spechy.com/settings/customization/ticket-static-fields>

1. Dynamic Demand Form Components

According to the content of the request, these are the data entry types that the representative must fill in:

- Technical Details (Text Entry/Box): Areas that require manual entry such as fault descriptions or serial number.
- Category Selections (Dropdown Menu/Radio Button): Structures that select the sub-breakdowns of your request (e.g., Software Error, Hardware Failure, User Error) without errors.
- Evidence and Timing (Date/File): The time of the event or the sealing of the attached documents with the request card.

2. Category-Based Form Matching

Instead of every additional field appearing in every request, it is only triggered in the relevant categories:

- Example: When a request is opened in the "Logistics" category, the "Shipping Number" field becomes mandatory, while in the "General Information" category, this field is hidden. This prevents the clutter (UI Clutter) on the representative's screen.

Why is it Important?

- Root Cause Analysis (\$Root \ Cause \ Analysis\$): Thanks to the additional field data in the requests, you can report the chronic problems in your products or the failures in the processes with pinpoint accuracy.
- Speed and Efficiency: The representative does not make mistakes such as "I forgot to get your serial number" when communicating with the customer; the system

forces the process to be solved at once (\$First \ Contact \ Resolution\$) by making the relevant field mandatory.

- Automation Triggering: Data entered into additional fields (e.g., "Return Amount") can provide an automatic data flow to your accounting system via Webhooks.
- Professional Reporting: At the end of the month, you can answer the question "How many screen breakage complaints did we receive?" in seconds without manual scanning.

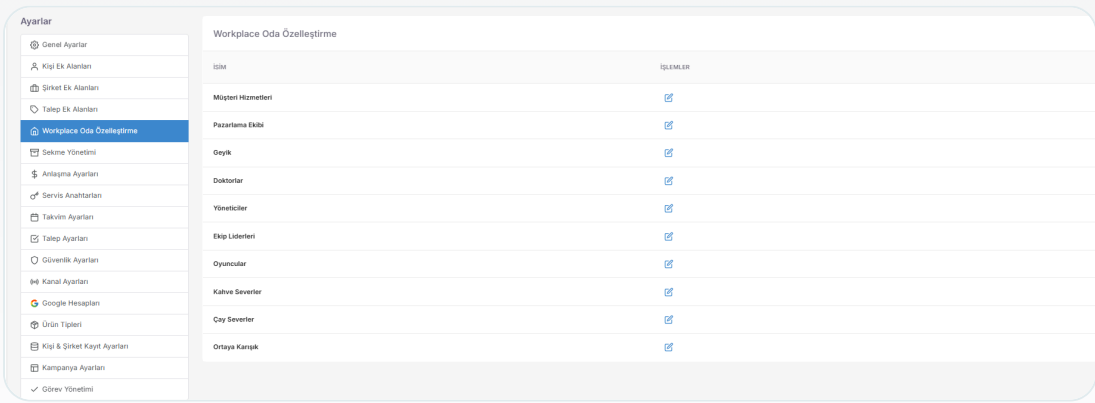
Professional Recommendation: Maximize the use of "Dropdown Menu" when creating additional request fields. Offering fixed options instead of free text input makes your data statistically meaningful and provides higher accuracy in artificial intelligence analyses.

Workplace Room Customization (Digital Office and Team Room Management)

Workplace Rooms are independent micro-ecosystems where the personnel within the system are clustered according to their own areas of expertise or common interest groups; they can share files, communicate via instant messaging and track tasks.

Access URL; <https://app.spechy.com/settings/customization/workplace-room-customization>

1. Architectural Structure of Operational Rooms



İsim	İşlemler
Müşteri Hizmetleri	
Pazarlama Ekibi	
Görüş	
Doktorlar	
Yöneticiler	
Ekip Liderleri	
Oyuncular	
Kahve Severler	
Çay Severler	
Ortaya Karsık	

REFERENCE VIEW

It is the process of naming and categorizing rooms according to the company hierarchy and workflow:

- Department Rooms: These are isolated areas where official units such as "Customer Service", "Marketing Team" or "Software Development" only discuss their own business processes.

- **Hierarchical Rooms:** These are strategic decision rooms that are accessible only to individuals with specific levels of authority, such as "Team Leaders" or "Board of Directors".
- **Social Interaction Areas:** They are free interaction channels that feed the company culture and increase team motivation outside the professional agenda.

2. Dynamic Adjustment and Operations

- **Edit (Blue Pen Icon):** It is a quick access tool used to update the name of an existing room, add new members to the room or change the function of the room.
- **Room-Based Isolation:** The data shared within each room is not visible to other rooms; this provides corporate information security (\$Data \ Privacy\$).

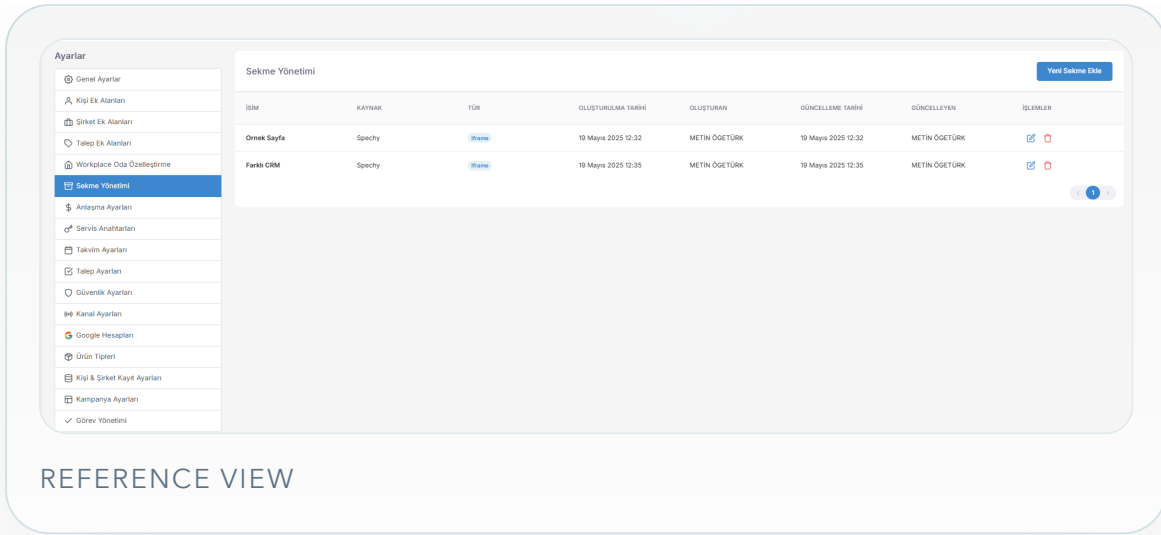
Why is it Important?

- **Focused Communication:** By reducing the noise in the general announcement channel, it allows the relevant team to focus only on their own work.
- **Team Synergy:** By creating project-based rooms, it allows the staff in different departments to be quickly organized for a single purpose (e.g., "New Year's Campaign Room").
- **Corporate Memory:** New employees joining a department accelerate the adaptation process (\$Onboarding\$) by reviewing past correspondence and shared documents.
- **Rapid Intervention:** Provides all authorities with the opportunity to meet simultaneously in the relevant technical room in critical operational situations (e.g., system failure).

Professional Tip: When creating Workplace rooms, don't just stick to department names. Increase your operational agility by creating temporary rooms for "Critical Customers" or "Major Projects". Also, avoid confusion by keeping room names in a clear and standard format (e.g., [DEPT] - Sales, [PROJECT] - Web Renewal).

Tab Management (Embedded Web Integration and Single Panel Comfort)

Tab Management is the integration center that eliminates the necessity of constantly switching between browser tabs or different applications (Context Switching) while your representatives are doing their work; it seals external web interfaces into Spechy.



REFERENCE VIEW

Access URL; <https://app.spechy.com/settings/customization/tab-management>

🔧 1. Technical Integration Components

They are parameters that allow external software to connect to the system like an "organ":

- Operational Name (\$Labeling\$): Determines what name (e.g., "ERP Inventory Inquiry", "Shipment Tracking", "Bank Payment Screen") it will appear with at the top of the tab's representative panel or in the side menu.
- Iframe Technology (Type): It is a technical method that allows you to view another web page securely within a window directly, without leaving Spechy.
- Source Identification (\$Source\$): Refers to the main system from which the data is retrieved and the authorization infrastructure.

⚙️ 2. Control and Traceability

- Lifecycle Tracking: It allows you to monitor the freshness of corporate integrations by showing who created the tab and when it was last updated.
- Centralized Management: It allows the removal or updating of unnecessary or outdated external systems from the representative panel with one click.

💡 Why is it Important?

- Maximum Efficiency (\$Agent \ Speed\$): It increases the call handling and resolution speed (\$AHT\$) by reducing the representative's time to go to another page and log in (Login) and search for data to zero, thereby reducing the data search time.
- Error-free Data Transfer: It prevents errors that may occur while copying and pasting between two different screens; the representative sees all the data in the same conversation screen.

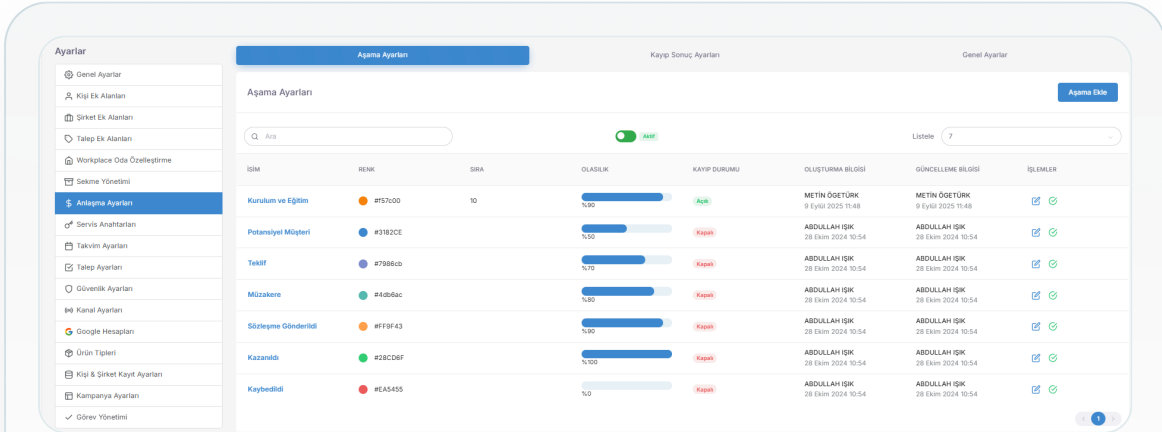
- Focused Workspace: By eliminating dozens of open tabs that will distract the representative, it allows them to focus only on the relevant customer and the task.
- Corporate Software Integration: It allows you to quickly integrate your company's proprietary software (In-house software) with Spechy without writing code.

Professional Recommendation: Use tab management to embed the "Customer Information Bank" or "Live Cargo Inquiry" pages in the representative panel. Adding the "Frequently Asked Questions (FAQ)" document as a tab, especially for technical support teams, will seal the professionalism by allowing the representative to scan the guide while providing information to the customer over the phone.

Agreement Stage Settings (Sales Funnel and Probability Management)

Stage Settings form the backbone of your sales pipeline (\$Pipeline\$). It is the control center that standardizes the processes a potential customer will go through to become a real customer.

Access URL; <https://app.spechy.com/settings/customization/deal-settings>



REFERENCE VIEW

Technical Components of the 1st Sales Journey

- Stage Name and Hierarchy (Order): List the steps of your sales process (e.g., "Meeting Scheduled", "Offer Sent", "Contract Stage") in chronological order.
- Visual Identity (Color): In sales boards, (\$Kanban\$) are color codes that allow the representative to understand at a glance how much load is in which stage.
- Probability of Success (\$Probability\$): It is the most critical area for financial forecasting. For example; if the probability of closing a job in the "Offer" stage is defined as 70%, the system calculates your sales revenue expectation according to this mathematical reality.

2. Shutdown and Status Management

- Loss Status: Determines whether the agreement that has reached a certain stage (e.g., "Cancelled") is automatically marked as "Lost" by the system. This keeps your focus by clearing your active workload from passive records.

Loss Result Settings (Failure Analysis and Feedback)

Loss Result Settings are the Strategic Mirror that "identifies" why the sale did not occur and thus allows the company to improve its weaknesses.

1. Why Classification of Roots

When a potential deal is marked as "Lost", it is the list of reasons the representative must choose:

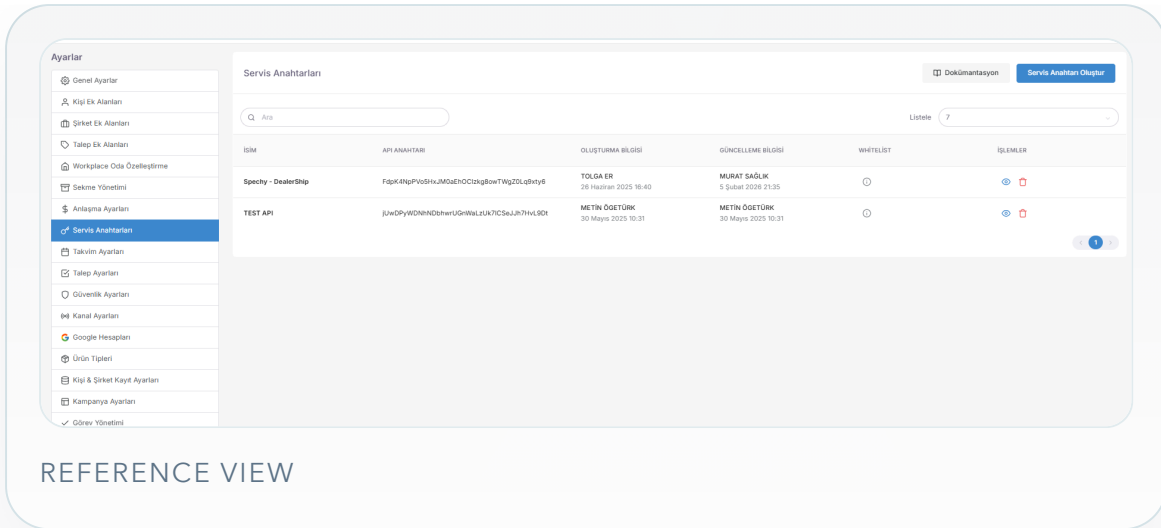
- High Price: Indicates that your marketing and pricing strategy should be reviewed.
- Competitor Preference: It allows you to analyze your competitiveness in the market.
- Technical Insufficiency: Provides direct feedback to the product development (\$R&D\$) unit.
- Failed: Measures the customer's purchasing motivation.

Why is it Important?

- Realistic Revenue Estimation: Thanks to the probability settings, you can estimate the money that will enter your bank account "with data", not with "dreams".
- Sales Performance Measurement: You can plan targeted training by seeing which representative is stuck at which stage (e.g., they are making an offer but cannot proceed to the contract).
- Loss Analysis (\$Churn \ Prevention\$): When you know statistically why sales are leaving, you can develop strategies to eliminate these reasons in the next quarter.

Professional Tip: Always seal the "Achieved" stage with a 100% probability in the stage settings. Also, instead of keeping the Lost Result Settings list too long; determine 5-6 basic, clear and actionable reasons (e.g. Budget, Competitor, Timing, etc.). This prevents the representative from escaping to the "Other" option and provides you with a clean dataset.

Service Keys (API Management and Data Access Security)



REFERENCE VIEW

Service Keys is the technical section where "Digital Keys" (API Keys), which are necessary for the Speechy infrastructure to exchange data with external applications (Mobile applications, Websites, ERP/CRM software), are produced and managed.

Access URL; <https://app.speechy.com/settings/customization/service-keys>

🔧 1. Secure Access and Authentication (\$Authentication\$)

They are the components of the secure bridge that the system establishes with the outside world:

- Unique API Key (\$Secret \ Key\$): It is a cryptographic code specially produced for each integration, which authenticates the identity of the system and prevents unauthorized access.
- Data Flow Authorization: Through these keys, critical information such as customer data, meeting records and request details can be automatically retrieved (\$Pull\$) or pushed to the system (\$Push\$).

🔍 2. Critical Integration Scenarios

The operational areas where service keys are most commonly used:

- Mobile Application Integration: It allows requests coming from your company's mobile application to be sent directly to Speechy.
- Website Forms: Seals the instant conversion of the "Contact Us" forms on your site into CRM records.
- External Reporting Tools: It allows the live transfer of Speechy data to business intelligence tools such as PowerBI and Tableau.

⚠️ 3. Security Protocol and Warnings

- Access Control: Service keys are as critical as system login passwords. Every shared key means that a door of your system is opened to that software.

- Key Rotation: In case of security suspicion, keys can be quickly canceled or renewed from this panel.

💡 Why is it Important?

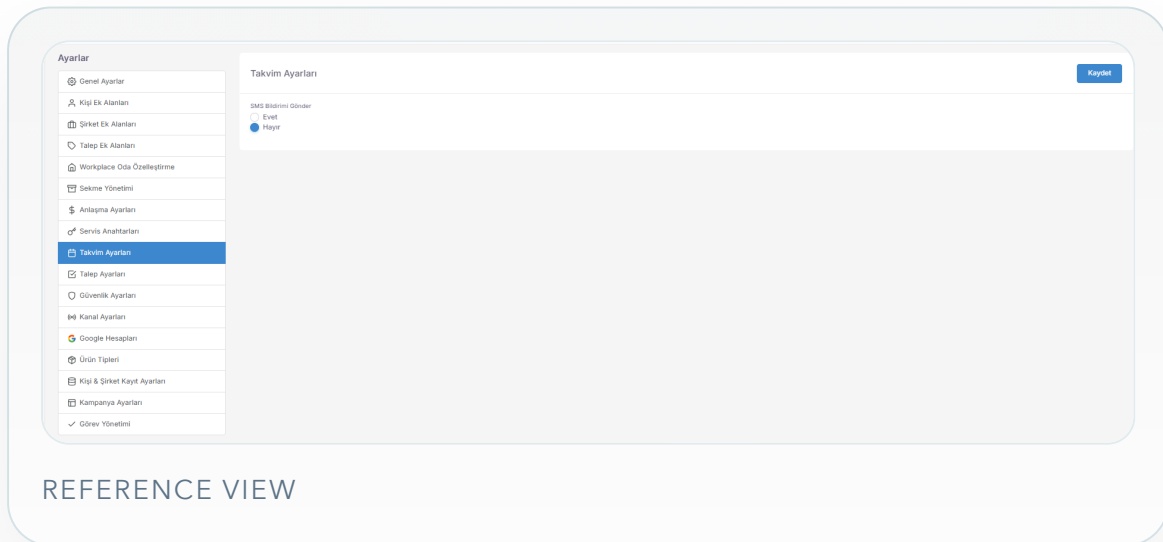
- Full Automation (\$Seamless \ Integration\$): It eliminates manual data transfer and allows systems to communicate with each other in real time.
- Operational Integrity: Ensures that all software in your company is fed from the "Single Source of Truth" in Spechy (\$Single \ Source \ of \ Truth\$).
- Developer Friendly Structure: Enables your software teams to build custom solutions (In-house tools) on Spechy.

Professional Advice: Always apply the **"Minimum Privilege Principle" when creating your service keys. If a software is only reading reports, do not give it write permissions. Also, be sure to clean up old keys that are not actively used from this panel for system security.**

17 Calendar Settings (Automatic Appointment Notifications)

Calendar Settings enable customer appointments and events to become operational efficiency elements.

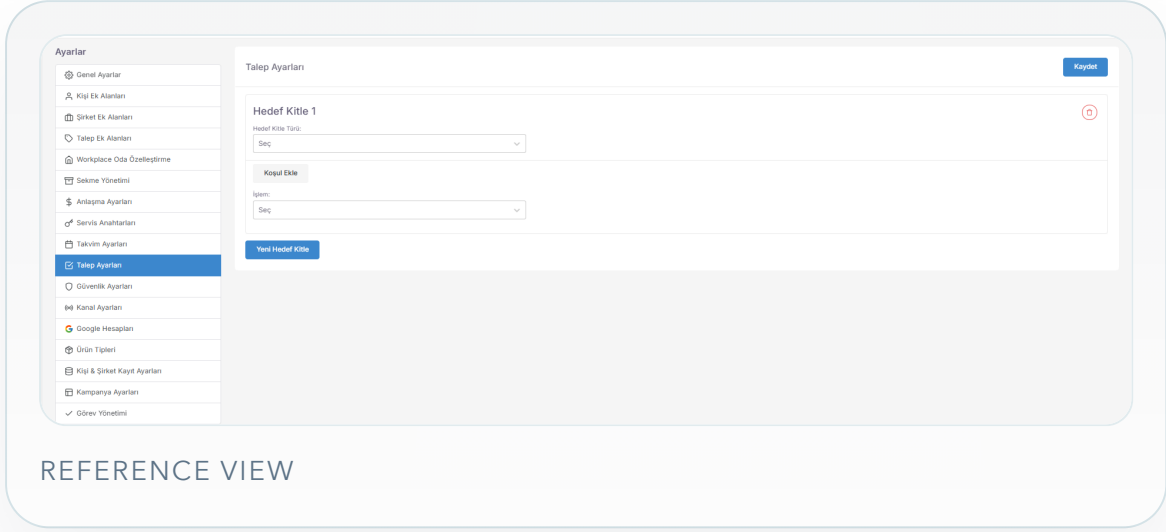
Access URL; <https://app.spechy.com/settings/customization/calendar-settings>



- SMS Notification Control: Determines whether an automatic notification SMS will be sent to the customer at the moment of an appointment or meeting added to the calendar.
- Strategic Benefit: Activating this setting increases the appointment participation rate (\$Show-up \ Rate\$) while eliminating the burden of manual reminder for the representative.

Advanced Demand Automation Rules (Workflow Design)

This tab is the **"Automation Engine"** that washes repetitive manual tasks onto the system.



REFERENCE VIEW

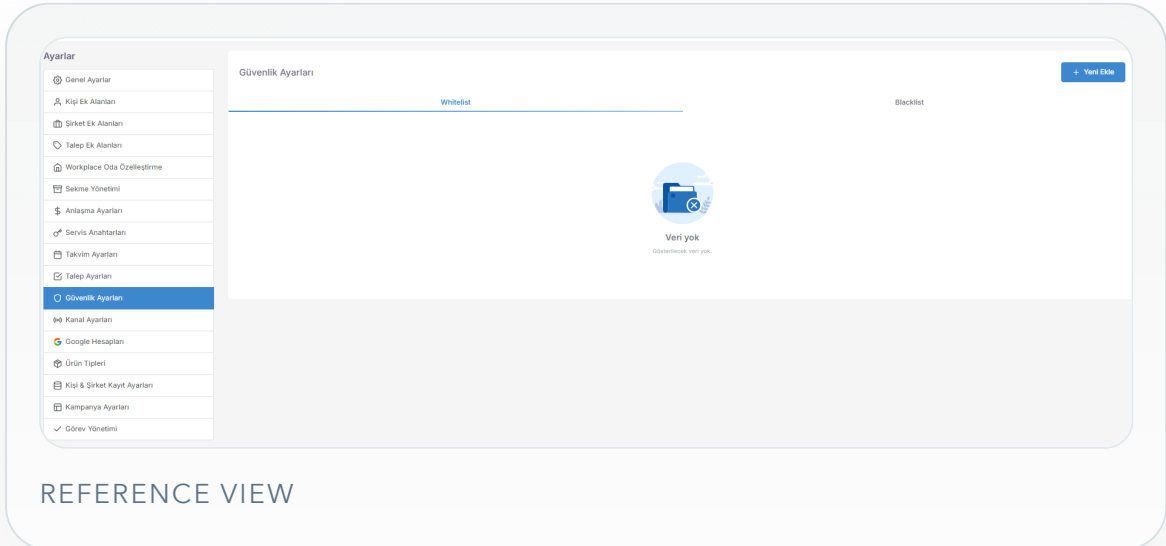
Access URL; <https://app.spechy.com/settings/customization/ticket-settings>

- Smart Workflows: When certain conditions (e.g., requests in the "Complaint" category) are created, it allows the system to automatically define the target audience or take collective actions.
- Operational Speed: Minimizes "waiting times" by automatically routing requests to the correct representative or department within the framework of rules.

Security Settings (IP and Access Accessibility Protocol)

It is the cybersecurity layer that seals the system's corporate data and access gates against digital attacks.

Access URL; <https://app.spechy.com/settings/customization/security-settings>



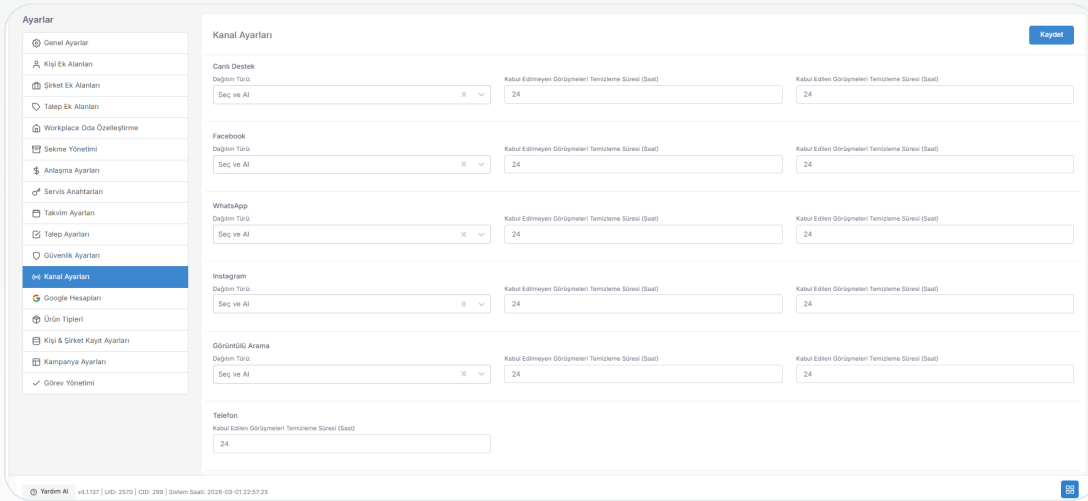
REFERENCE VIEW

- **Whitelist:** By defining the IP/Domain information of your company office or secure VPN addresses here, it allows the system to be closed off from the outside world (home access, etc.). It is the cornerstone for maximum Data Security.
- **Blacklist (Blacklist):** It allows you to permanently block IP addresses that are involved in suspicious activities or detected attacks and keep them away from the system.

Channel Settings and Distribution Architecture (Omnichannel Governance)

It is the center of the "Digital Traffic Police" which determines how different communication channels (WhatsApp, Instagram, Phone, etc.) will work with a traffic rule.

Access URL; <https://app.spechy.com/settings/customization/channel-settings>



REFERENCE VIEW

- **Distribution Type (Select and Buy):** It offers operational flexibility by allowing representatives to select tasks from the pool according to their competencies instead of automatically assigning incoming tasks.
- **Conversation Cleaning (TTL - Time to Live):** * Unacceptable: Prevents unanswered conversations from staying in the pool and contaminating the data.
- **Accepted:** Ensures reporting cleaning by automatically closing active sessions that have been forgotten or not concluded on the representative.



Why is it Important?

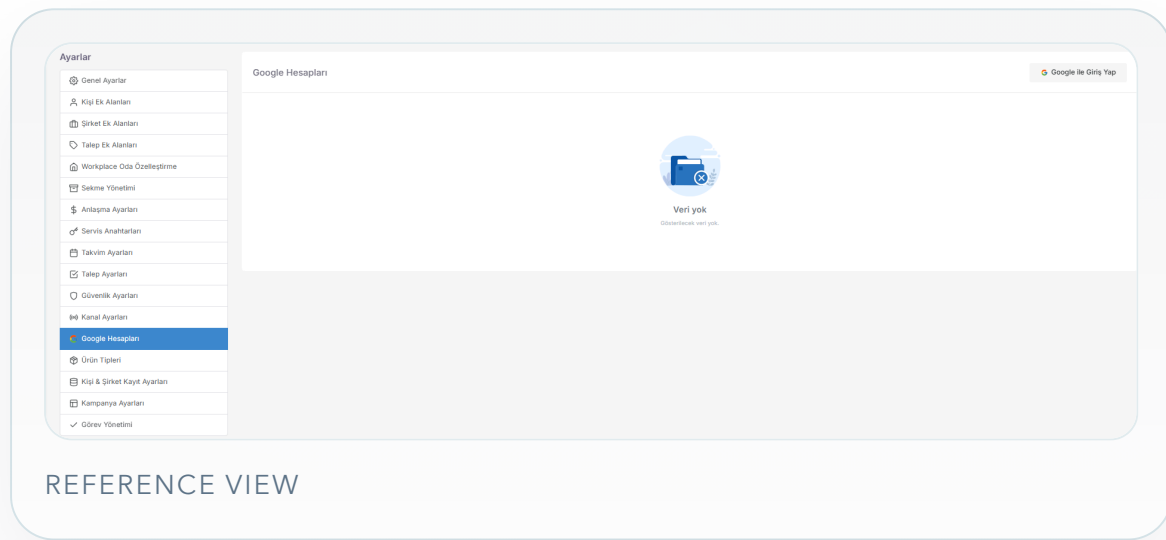
- **Cyber Resilience:** Thanks to security settings, your call center can only be managed from the physical areas you specify.
- **Operational Hygiene:** Cleaning intervals prevent "unending conversations" or "phantom calls" from occurring in your reports.

- **Cost Savings:** Automatic SMS and workflows allow your staff to spend their time on more creative and sales-oriented tasks.
- **Customer Trust:** Appointment reminders and fast channel management make the professionalism of your brand feel to the customer.

☁ Google Services Integration (Efficiency and Cloud Synchronization)

The Google Services tab is the authorization area that combines file management, appointment scheduling and data analysis processes in one place by establishing a secure data bridge (\$OAuth \ 2.0\$) between your corporate Google accounts and Spechy.

Access URL; <https://app.spechy.com/settings/integration-settings/google-accounts>



🔧 1. Integrated Basic Services and Functions

- **Google Drive (\$Cloud \ Storage\$):** It allows documents, contracts or incoming attachments from customer meetings to be backed up directly to your Drive folders and retrieved from there. It eliminates the risk of local storage.
- **Google Calendar (\$Appointment \ Sync\$):** Synchronizes Google Calendar with Spechy Calendar instantly. An appointment received by the representative is automatically added to the Google calendar on his phone.
- **Google Sheets (\$Data \ Export/Import\$):** It allows reports or customer lists to be transferred instantly to a Google spreadsheet. This way, you can perform live data analysis without dealing with complex Excel files.
- **YouTube (\$Social \ Media \ Interaction\$):** Ensures that comments and interactions from your brand's YouTube channel are marked as a support request or message in your Spechy Inbox.

⚙ 2. Security and Authorization Protocol

- Centralized Authorization (\$OAuth\$): System security (\$Cybersecurity\$) is protected by granting access permissions to the relevant Google services without the need for password sharing.
- User-Based Access: Which personnel can use which Google service or access which documents may be restricted by authorization roles.

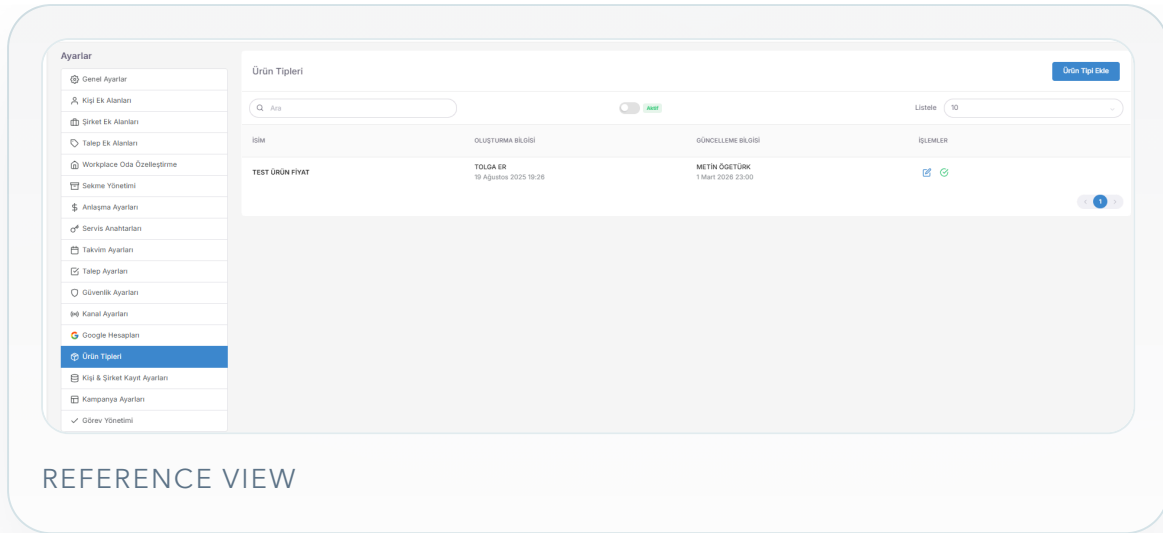
💡 Why is it Important?

- Seamless Workflow (\$Seamless \ Workflow\$): It saves time by preventing the representative from logging into Drive separately to view a file and Calendar separately to check their appointment.
- Real-Time Data (\$Real-Time \ Insights\$): Thanks to the Google Sheets integration, dashboards are fed with up-to-date data every second.
- Corporate Collaboration: It eliminates communication accidents by ensuring that the entire team works on the same up-to-date documents and calendars on the same day.
- Expanded Access: Allows field teams to access Spechy data indirectly through Google services on their mobile devices.

Professional Recommendation: By activating the Google Sheets integration, automatically print the **"Daily Sales Report"** on Spechy to a Google spreadsheet. When you share this spreadsheet with the management team, they can track the live sales figures every evening from their own screens without needing to log into the system.**

📦 Product Types (Catalog Configuration and Sales Inventory Management)

The Product Types tab is the management area where the products or services you offer for sale (Hardware, Software, License, Service, etc.) are classified in a hierarchical order.



REFERENCE VIEW

Access URL; <https://app.speechy.com/settings/customization/product-types>

r.

🔧 1. Product Categorization and Hierarchy (\$Taxonomy\$)

They are configuration components that ensure that products look correct in offer forms and reports:

- Group-Based Management: It allows products to be grouped under main headings such as "Hardware" (Physical products), "Software" (SaaS/License) or "Service" (Maintenance/Training).
- Offer Compatibility: Allows the representative to quickly filter by selecting only the relevant "Product Type" (e.g., "VoIP Hardware") from hundreds of products while preparing an offer.

⚙️ 2. Inventory and Operational Connections

- Stock Tracking Basics: It allows you to separate product types at the system level, which product group is in stock and which one is service-based.
- Cost and Accounting Integration: By assigning different VAT rates or cost centers to different product types, it prepares the ground for the flawless preparation of financial reporting.

💡 Why is it Important?

- Sales Speed (\$Quoting \ Velocity\$): Thanks to a correctly categorized product list, the representative can create complex offers flawlessly in seconds.
- Strategic Reporting: It allows you to get an instant answer to the question "What product type did we generate revenue from and how much?" (Is hardware or service more profitable?) at the end of the month.

- Inventory Discipline: Prevents product chaos within the company; forces every new product to be entered into the system under a defined "Type".
- Service Focus: It allows the tracking of service items such as non-physical "Consulting" or "Support" as professional products.

Professional Recommendation: When creating product types, instead of very broad categories (e.g., Just "Products"), specify breakdowns that are suitable for your business model (e.g., "Annual Licenses", "Field Installation Services"). This will increase the representative's speed in finding the correct product by 50%, especially when the Filter Product Search feature is active.



Visual Standardization and Localization (Text Formatting)

Person & Company Registration Settings allow all text data in the system to speak in a single corporate language.

Access URL; <https://app.spechy.com/settings/customization/contact-company-record-settings>

REFERENCE VIEW 1

Ayarlar

Genel Ayarlar

Kişi Ek Alanları

Şirket Ek Alanları

Talep Ek Alanları

Workplace Oda Özelleştirme

Sekme Yönetimi

Anlatma Ayarları

Servis Anahtarları

Takvim Ayarları

Talep Ayarları

Güvenlik Ayarları

Kanal Ayarları

Google Hesapları

Ürün Tipleri

Kişi & Şirket Kayıt Ayarları

Kampanya Ayarları

Görev Yönetimi

Kişi & Şirket Kayıt Ayarları

İsim Ayarları

Telefon Ayarları

Adres Ayarları

Kanal Ayarları

Veri İmha Ayarları

Kaydet

Telefon kayıtlarınızı özelleştirmek için bu alandan kopul ekleyebilirsiniz. Örneğin: "10 haneli bir numarası ve 5 ile başlıyorsa başına 90 ekler" gibi kopul ekleyebilirsiniz.

Kopul Ekle

REFERENCE VIEW 2

Ayarlar

Genel Ayarlar

Kişi Ek Alanları

Şirket Ek Alanları

Talep Ek Alanları

Workplace Oda Özelleştirme

Sekme Yönetimi

Anlatma Ayarları

Servis Anahtarları

Takvim Ayarları

Talep Ayarları

Güvenlik Ayarları

Kanal Ayarları

Google Hesapları

Ürün Tipleri

Kişi & Şirket Kayıt Ayarları

Kampanya Ayarları

Görev Yönetimi

Kişi & Şirket Kayıt Ayarları

İsim Ayarları

Telefon Ayarları

Adres Ayarları

Kanal Ayarları

Veri İmha Ayarları

Kaydet

Kanal

Canlı Destek

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

Facebook

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

WhatsApp

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

Instagram

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

Görüntülü Arama

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

Telefon

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

E-posta

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

X (Twitter)

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

Kanal

Trendyol

İsim Güncelleme Ayarı

Kayıt varsa güncelleme yapma

REFERENCE VIEW 3

Ayarlar

Genel Ayarlar

Kişi Ek Alanları

Şirket Ek Alanları

Talep Ek Alanları

Workplace Oda Özelleştirme

Sekme Yönetimi

Anlatma Ayarları

Servis Anahtarları

Takvim Ayarları

Talep Ayarları

Güvenlik Ayarları

Kanal Ayarları

Google Hesapları

Ürün Tipleri

Kişi & Şirket Kayıt Ayarları

Kampanya Ayarları

Görev Yönetimi

Kişi & Şirket Kayıt Ayarları

İsim Ayarları

Telefon Ayarları

Adres Ayarları

Kanal Ayarları

Veri İmha Ayarları

Kaydet

Veri İmhasını Etkile

Silme Süresi (Ay)

240

REFERENCE VIEW 4

- Automatic Capitalization Conversion (\$Case \ Sensitivity\$): Ensures that all names and titles entered into the system are automatically converted to "ALL CAPITAL" or

"Capitalized First Letters" format. This prevents names from appearing irregular (e.g., ali, ALI, Ali) in your guide and adds a sense of corporate seriousness.

- Language and Region Settings: The system seals the data entry masks and local settings (Turkish/English) according to your business model.

Smartphone Number Normalization (Conditional Formatting)

This area is the Logical Filter layer that automatically "Cleans" and "Completes" phone numbers for the smooth operation of your VoIP and SMS systems.

Access URL; <https://app.spechy.com/settings/customization/contact-company-record-settings>

- Automatic Country Code Addition: For example; when you enter the representative number as 10 digits (532...), the system recognizes this and automatically adds the country code "90" to it.
- Incorrect Entry Blocking: By blocking entries from a certain number of households, either too few or too many, it prevents "dead numbers" that cannot be searched from entering the system.

Address Mandatory Hierarchy (Location-Based Data Discipline)

It is the Gradual Obligation System that determines how deeply geographical data in customer and company cards will be collected.

Access URL; <https://app.spechy.com/settings/customization/contact-company-record-settings>

- Flexible Structure: It can be configured in 5 different levels, ranging from **"None Mandatory"** (for quick registration) to **"All Fields Mandatory Including Address Details"** (for logistics and shipping-oriented businesses) according to your business model.
- Logistics Accuracy: If "Country, City and District" is required, the system will not complete the registration if these fields are empty; this ensures that your cargo and region-based reports are 100% accurate.

REFERENCE VIEW



Why is it Important?

- Data Hygiene (\$Data \ Hygiene\$): Properly formatted names and addresses ensure that professional offers and emails look flawless.
- Operational Automation: Thanks to the automatic formatting of phone numbers, representatives do not waste time with number dialing or SMS sending errors.
- Geographical Analysis Capacity: The address information that is required allows you to get a clear heat map (\$Heatmap\$) to answer the question "Which district do we have more customers in?" in the future.
- Corporate Identity: Seeing the customer's own name in a professional format reinforces their trust in your brand.



Channel Settings: Identity Protection and Data Update Protocol

This section under Channel Settings is the control mechanism that determines how customer information from different channels will be matched in a hierarchy with the existing CRM records in Spechy's multi-channel (\$Omnichannel\$) structure.

Access URL; <https://app.spechy.com/settings/customization/contact-company-record-settings>



1. Multi-Channel Data Source Management

The system supports many channels with different characters such as WhatsApp, Trendyol, Facebook, X (Twitter), Instagram and Email. The username or profile information from each of these channels may vary.

- Example Scenario: A customer may use the name "Ali Yılmaz" on WhatsApp and "aly_99" on Instagram.



2. Name Update and Data Protection Logic (\$Data \ Integrity\$)

This setting, which can be configured specifically for each channel, prevents your guide from "polluting":

- "Do Not Update If There Is a Record" Mode: If there is already a registered name in the system (e.g., manually corrected or formalized), it prevents inconsistent data from external channels (nicknames, missing names, etc.) from overriding this record.
- Data Priority: It protects the data in your corporate guide as "Master Data" and does not allow variable information from social media platforms to corrupt this data.

💡 Why is it Important?

- Guideline Format (\$CRM \ Hygiene\$): It maintains corporate seriousness by preventing your customers' professional names from being changed to social media usernames (e.g., "Crazy_Customer_34").
- Error-free Matching: It ensures that even if it comes from different channels, the customer's phone number or email is collected under "Single Identity".
- Trendyol & Marketplace Integration: Prevents the names in the order information from platforms such as Trendyol from overlapping with your own CRM records and causing confusion.
- Operational Security: Ensures that the name displayed on the representative's screen is the "Correct Name" approved by the company.

Professional Recommendation: If you are sure of the accuracy of the data in your CRM guide, keep the option "Do not update if there is a record" active for all channels. However, if you are in a campaign period where you have collected customer information for the first time via social media, you can temporarily switch this setting to "Update" mode to complete missing names to enrich the data.

⚖️ Data Erasure and Legal Compliance (KVKK / GDPR Standards)

This section, located under the Person & Company Registration Settings tab, is the management area where you determine the "Lifespan" (\$Data \ Lifespan\$) limits of customer and company data in the system within the framework of personal data protection laws (KVKK/GDPR).

Access URL; <https://app.spechy.com/settings/customization/contact-company-record-settings>

🛡️ 1. Data Storage and Destruction Policy

They are components that automate the "Right to be Forgotten" (\$Right \ to \ be \ Forgotten\$), which is a legal obligation of the system:

- **Activate Data Destruction:** When this key is opened, Spechy becomes not only a data collection system, but also a structure that manages data and securely destroys it when its legal period expires.
- **Automatic Deletion and Anonymization:** When the specified retention period (e.g., 2 years or 10 years) expires, the data is completely deleted from the system or anonymized (\$Anonymization\$) in a way that does not compromise statistical reports.

🔧 2. Strategic and Legal Benefits

- **Legal Risk Management:** It prevents you from violating the "not storing excessive data" rule determined within the scope of the Personal Data Protection Law and the GDPR, and prevents possible heavy fines.
- **Data Hygiene and Storage Optimization:** It prevents old data (Zombie Data), which is no longer active and still has commercial value, from occupying space in your database and reducing system performance.
- **Customer Trust:** It allows you to promise your customers that their data is stored only during the service period and within legal limits, not forever.

💡 Why is it Important?

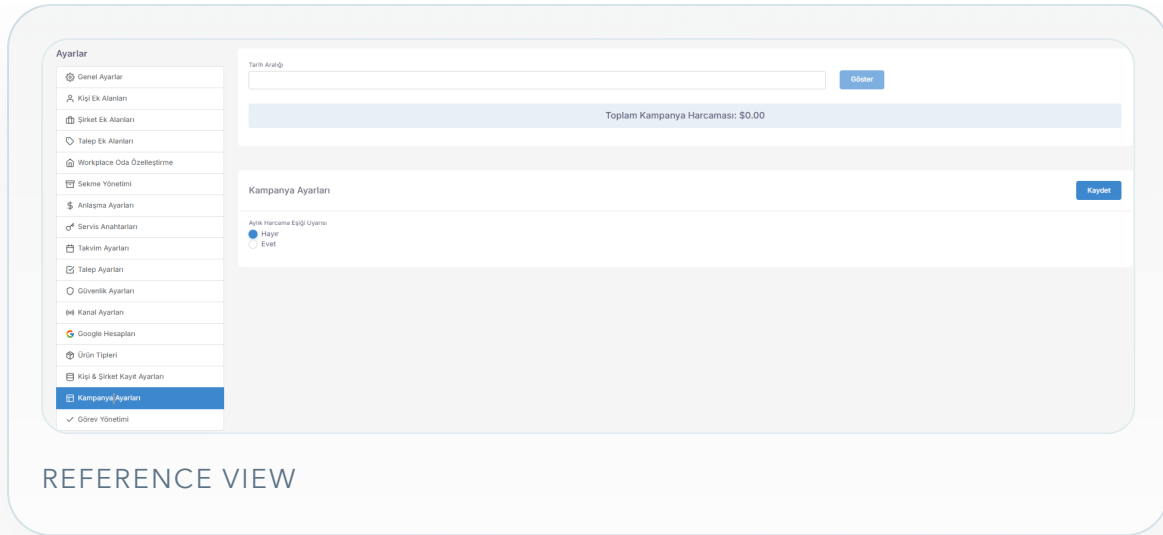
- **Cybersecurity (\$Blast \ Radius\$):** In the event of a cyber attack, having only current data in the system minimizes the damage (\$Impact\$) caused by the leak. It eliminates the risk of data theft from 10 years ago.
- **Operational Efficiency:** Prevents confusion by ensuring that your representatives only see current and live customers in the search results.
- **Audit Ease:** It allows you to prove that your destruction policy is automatically processed through the system in data audits conducted internally or externally.

Professional Recommendation: Before enabling data destruction, verify the legal retention periods of your industry (e.g., 10 years for accounting records, 2 years for general marketing data) with your legal unit. Additionally, you can store an external copy of a secure copy by archiving a backup of critical data via Google Drive Integration before the destruction process begins.

💰 Campaign Settings (Marketing Budget and Expense Control)

The Campaign Settings panel seals the data connection of your advertising and marketing activities (Google Ads, Meta Ads, etc.) with the system from a financial perspective; it allows you to keep your expenses within the limits you set (\$Budget \ Limits\$).

Access URL; <https://app.spechy.com/settings/customization/campaign-settings>



REFERENCE VIEW

1. Total Campaign Spending and Seasonal Analysis

It is the tracking tool that forms the basis of your marketing ROI (Return on Investment) calculations:

- **Dynamic History Filtering:** By selecting a specific day, week or month, the total advertising expenditure during that period can be queried instantly.
- **Cost Transparency:** By ensuring that data collected from advertising platforms is collected in a single center, it provides a data-based answer to the question "Which campaign consumed how much?"

2nd Smart Monthly Spending Threshold Alert (\$Budget \ Alert \ System\$)

It is the digital insurance mechanism that prevents unexpected cost excesses (Overspending):

- **Budget Tracking (Yes/No):** When this feature is activated, the system considers the specified monthly budget limit as a "Security Wall" (\$Firewall\$).
- **Proactive Notification:** By sending an instant notification to the administrator when the spending threshold is approached or exceeded, it prevents advertisements from consuming the budget uncontrollably.

Why is it Important?

- **Financial Security (\$OpEx \ Control\$):** It allows you to instantly detect "Budget Explosions" that may occur due to technical errors or incorrect targeting on advertising platforms.
- **Strategic Optimization:** Rapidly reaching the monthly threshold is an early warning signal that your campaign is receiving more attention than expected or that unit costs (\$CPC/CPM\$) are increasing.
- **Efficiency Analysis:** By comparing spending data with sales in the system, it prepares the ground for you to measure the conversion rate of your advertising budget into

actual turnover (\$Conversion \ Rate\$).

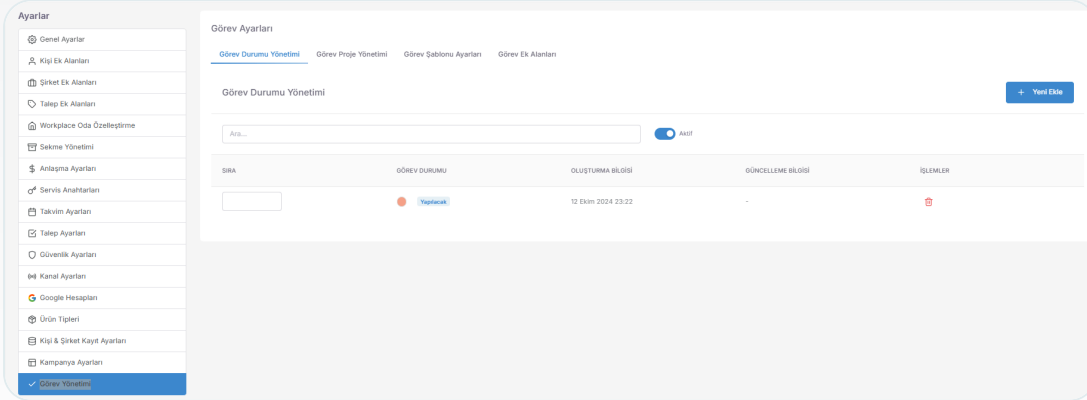
- Administrative Peace: Eliminates the need to constantly check the billboards; ensures that you are sure that the system will "Warn" you if you exceed the limit.

Professional Advice: Structure your monthly spending limit in two stages according to the 80% and 100% levels of your planned budget. Thus, you will have gained the "reaction time" to make a strategy change or budget increase before your budget is completely exhausted. Also, monitor your cash flow live by transferring this data to a financial spreadsheet via Google Sheets Integration.

 Task Project Management (Department and Customer-Oriented Grouping)

This tab is ****"Roof Design"**, which collects scattered tasks into meaningful wholes.**

Access URL; <https://app.spechy.com/settings/customization/task-settings>



REFERENCE VIEW

- Project-Based Isolation: You can separate the workloads of different departments by grouping their tasks under main projects such as "Marketing Campaign", "X Customer Installation Process" or "Human Resources Purchases".
- Centralized Control: You can manage which project has how much active work on the project list, which ones have been completed, from a single screen; you can receive project-based profitability and performance reports.

Görev Ayarları

Görev Durumu Yönetimi Görev Proje Yönetimi Görev Şablonu Ayarları Görev Ek Alanları

Görev Proje Yönetimi + Yeni Ekle

Ara...

Aktif

PROJE ADI	DURUM	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEMLER
Puma	Aktif	ABDULLAH İŞİK 15 Ekim 2025 10:13	ABDULLAH İŞİK 15 Ekim 2025 10:13	▶ 🔗 🗑️
Nike	Aktif	ABDULLAH İŞİK 15 Ekim 2025 10:13	ABDULLAH İŞİK 15 Ekim 2025 10:13	▶ 🔗 🗑️
Adidas	Aktif	ABDULLAH İŞİK 15 Ekim 2025 10:13	ABDULLAH İŞİK 15 Ekim 2025 10:13	▶ 🔗 🗑️

REFERENCE VIEW



Task Template Settings (Operational Standardization)

Task Templates are **"Digital Business Recipes"** that keep the corporate memory alive and reduce the margin of error to zero.

- Time Savings (\$Efficiency\$): Instead of writing the same details every time; ready-made drafts are created for repetitive tasks such as "New Customer Onboarding", "Weekly Server Maintenance" or "Return Process Control".
- Service Quality Standard (\$SOP\$): When a task is created, using a template prevents team members from skipping a critical step. The "how to do it" is sealed within the template.

Görev Ayarları

Görev Durumu Yönetimi Görev Proje Yönetimi Görev Şablonu Ayarları Görev Ek Alanları

Görev Şablonu Ayarları + Yeni Ekle

Ara...

Aktif

Veri yok

Gösterilecek veri yok.

REFERENCE VIEW



Why is it Important?

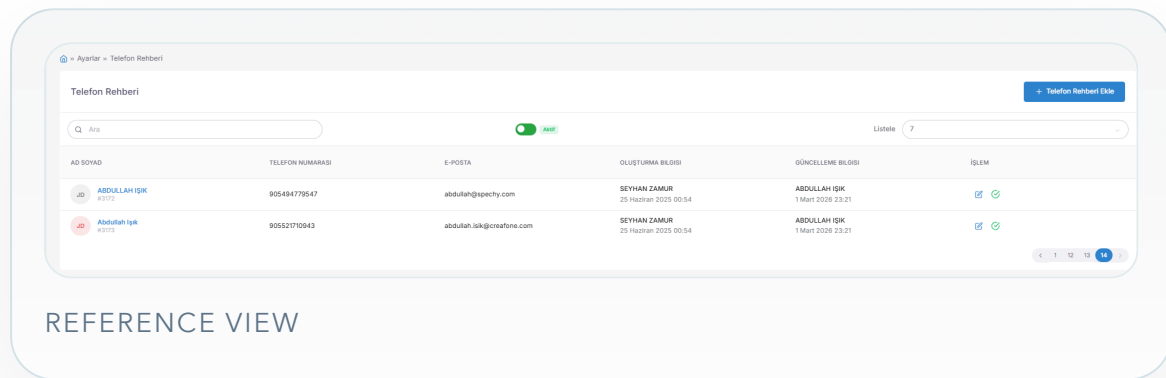
- Transparency (\$Accountability\$): Who has what task, what job is at what stage? The answers to these questions are now based on data, not on guesses.
- Speed and Agility: Thanks to templates, creating a new task only takes a few seconds, which directly increases operational speed.

- Decrease in Error Rate: Thanks to standard processes (Templates), human error is minimized even in the most complex projects.
- Reportable Performance: At the end of the month, you can provide fair performance management with data such as "How many hours did which project take?" or "Which team completed the most tasks?"

Phone Directory (Central Communication Memory and Registration Management)

The Phone Directory panel is not just a list where numbers are stored; it is a strategic data center that enables the matching of communication traffic between customers, business partners and employees with "correct identities".

Access URL; <https://app.spechy.com/phone-book>



+ 1. Adding Phone Directory and Data Entry

It is the basic function used to add a new communication entity (\$Contact \ Asset\$) to the system:

- Fast Registration: Critical data such as name, surname, phone number and email are sealed into the system in seconds through the "Add Phone Directory" button.
- Categorical Grouping: Each added number is classified according to the business sector (e.g., "VIP Customers", "Suppliers", "Field Team"), ensuring that the representative focuses on the right audience when searching.

Telefon Rehberi Ekle

X

Ad Soyad: *



Ad Soyad

E-posta: *



E-posta

Telefon: *



Telefon Numarası

Ülke:

TÜRKİYE

X

▼

Şehir:

Seç

▼

İlçe:

Seç

▼

Adres

Adres



İptal

Oluştur

REFERENCE VIEW

2. Operational Efficiency and Guidance Discipline

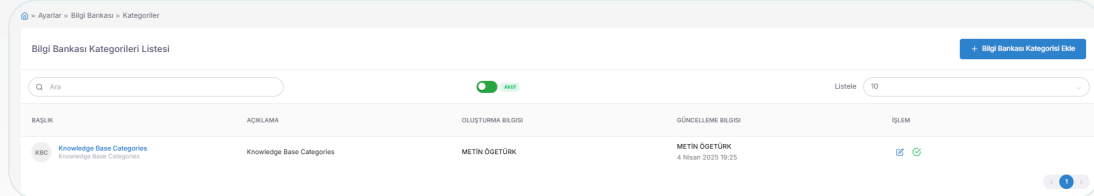
- Caller ID (\$Caller \ ID\$): Thanks to the current information in the guide, when a call comes in, the representative's screen displays the customer's name and company

information instead of "Unknown Number". This allows you to start the meeting 1-0 ahead.

- Duplicate Registration Control: During the addition of a guide, the system prevents data corruption (\$Data Duplication\$) by preventing the same number from being entered again.
- Global Access: Thanks to its cloud-based structure, a number added to the center is instantly updated in the guide of all authorized representatives.

💡 Why is it Important?

- Personalized Service: Greeting the customer by name instantly increases the perception of loyalty and professionalism to your brand.
- Quick Access (\$Speed \ Dial\$): Prevents agents from wasting time dialing numbers; allows for one-click calling (\$Click-to-Call\$) or SMS sending from the directory.
- Protection of Corporate Memory: Even if an employee leaves the company, all critical contact information in their portfolio continues to stay safe in the Spechy guide.
- Reporting Integrity: By ensuring that both numbers and names appear in search reports, it helps management analyze performance more clearly.



BAĞLIK	AÇIKLAMA	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEM
Knowledge Base Categories	Knowledge Base Categories	METİN ÖZETÜRK	METİN ÖZETÜRK 4 Nisan 2025 19:25	Ekle Sil

REFERENCE VIEW

Professional Tip: When adding entries to the phone directory, be sure to also use the "Tagging" feature. For example, associating the label "Important Customer" or "Technical Support" with a number when adding it will ensure that the representative determines the correct strategy within seconds when that number is called.

📁 Information Bank Categories (Hierarchical Classification)

Information Bank Categories is the hierarchical structure that turns the thousands of pages of documents into a regular library shelf system.

Access URL; <https://app.spechy.com/knowledge-base/categories>

Bilgi Bankası Kategorisi Ekle

Kategori Başlığı *

Yeni eklemek için Enter tuşuna basın

Açıklama

Yeni eklemek için Enter tuşuna basın

REFERENCE VIEW

- Logical Grouping: By collecting the contents under main headings such as "Technical Support", "Sales Procedures", "FAQ" or "HR Policies", it minimizes the access time to information (\$Time-to-Know\$).
- Ease of Access: Thanks to proper categorization, a representative or customer can reach the relevant solution set within seconds when they encounter a complex problem.

Category Definition and Label Management

This interface used when creating a new information class determines the "Identity" and "Scope" of the category.

- Smart Tagging: The tag structure created by typing the category title and pressing the "Enter" key is the basis for search engine (\$Internal \ Search\$) optimization.
- Guideline Descriptions: Thanks to the large text area, it is clarified which departments or types of articles the category covers, creating a standard (\$Standard \ Operating \ Procedure\$) for the content team.

Bilgi Bankası İçerikleri Listesi

Yeni Bilgi Bankası İçeriği Ekle

Q Ara

Yeni

Listele 10

BAŞLIK	KATEGORİ	OLUŞTURMA BİLGİSİ	GÜNCELLEME BİLGİSİ	İŞLEM
Knowledge Base Post Sample	Knowledge Base Categories	METİN ÖZETÖRK 4 Nisan 2025 19:27	ABDULLAH İSK 10 Eylül 2025 15:38	

1

REFERENCE VIEW



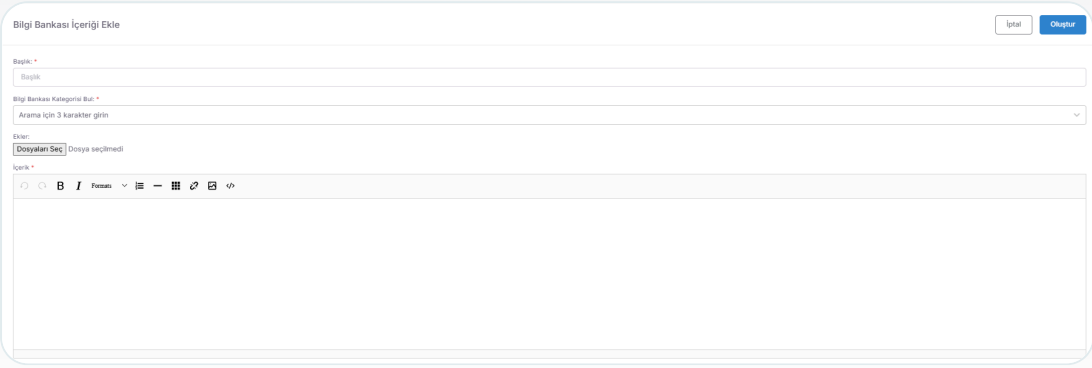
Information Bank Contents (Central Documentation Management)

It is the panel where all help articles, guides and articles are monitored, updated and checked through a single "Dashboard".

Access URL; <https://app.spechy.com/knowledge-base/posts>

- Content Review: To prevent the information from losing its freshness, you can monitor the status of all articles here and revise outdated documents in seconds.

- Self-Service Resource: This panel is the kitchen of the "Help Center" (\$Help \ Center\$), which allows customers to solve their problems on their own without connecting to a representative.



REFERENCE VIEW

👉 Knowledge Base Content Creation and Rich Text Editor

It is a professional writing module used to add a new knowledge asset (\$Knowledge \ Asset\$) to the system.

Access URL; <https://app.spechy.com/knowledge-base/post/add>

- Multimedia Support: It allows the creation of "Practical Guides" with support for not only text but also images, links and additional documents.
- Smart Relationship: The "3 Characters" rule used to link the article to a category ensures that the contents are placed in the correct shelf.
- Rich Editor Tools: By increasing the readability (\$Readability\$) of information with thick, italic or numbered formats, it allows the representative and the customer to quickly grasp the subject.

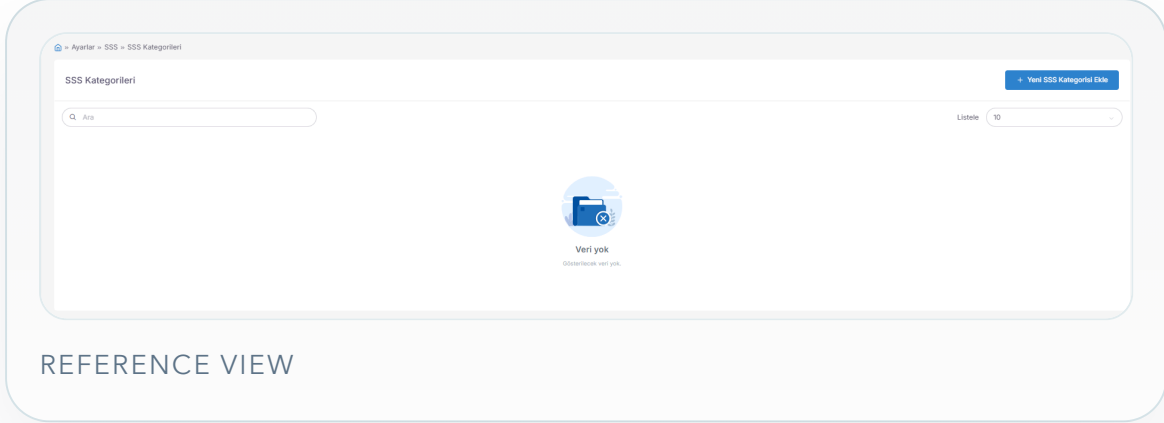
💡 Why is it Important?

- Reduction of Training Costs: For the training of new employees, the Information Bank acts as an "Orientation Book" and accelerates the adaptation period.
- Call Load Deflection (\$Call \ Deflection\$): Thanks to customers being able to access articles, the need to connect to a customer representative for simple questions decreases between 30% and 50%.
- Accurate Support (\$Accuracy\$): Using approved "Knowledge Base" articles instead of relying on their own memory ensures that customers always receive accurate and consistent information.
- Corporate Memory: It captures "Corporate Intelligence" into the database by making the expertise knowledge within the company independent of individuals.

FAQ Categories (Question Grouping and Navigation)

FAQ Categories are a hierarchical guide that classifies questions in users' minds before they are even asked and shortens the path to the correct answer.

Access URL; <https://app.spechy.com/settings/faq/categories>

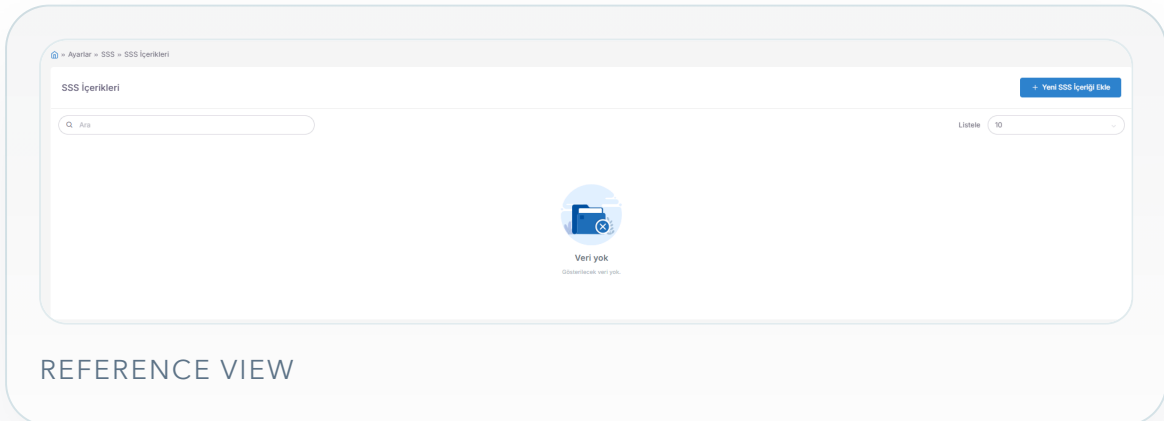


- Categorical Focus: By creating main headings such as "Payment Problems", "Return Processes" or "Installation Guide", the user is prevented from getting lost among thousands of contents.
- Quick Access (\$Direct \ Path\$): Increases "Service Satisfaction" (\$CSAT\$) by directing the user directly to the solution set they need on your support portal.

FAQ Contents (Self-Service Answer Management)

This panel is the content kitchen of **"Digital Consultant"**, where customers can solve their own problems without the need to connect to a representative.

Access URL; <https://app.spechy.com/settings/faq/posts>



- Question-Answer Matching: It is the area where the main texts (Problem and Solution) are sealed according to categories.

- Call Deflection (\$Ticket \ Deflection\$): Well-structured FAQ content allows a support request to be resolved before it is even opened (in the Self-Service area), which directly reduces operational costs.

💡 Why is it Important?

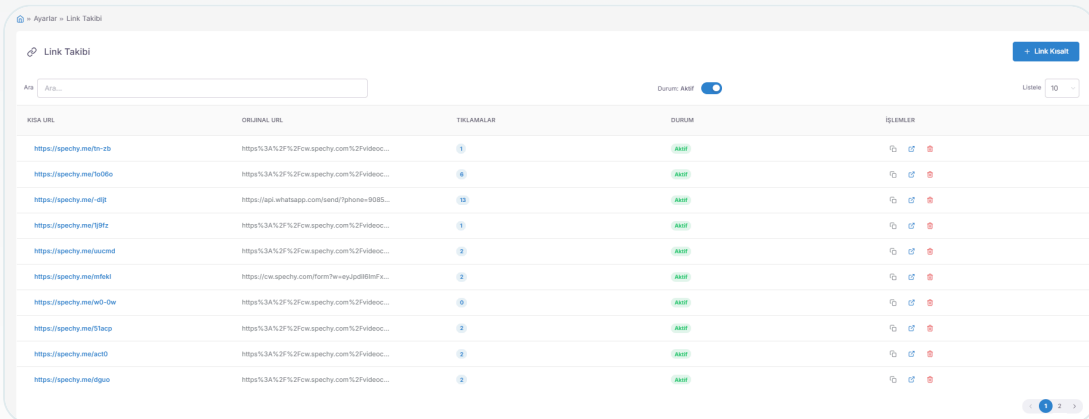
- 24/7 Uninterrupted Support: Even if your representatives are not on duty, thanks to the FAQ content, your customers can find answers to their questions in the middle of the night.
- Operational Hygiene: It prevents the representative pool from being occupied by simple questions asked thousands of times, such as "How do I renew my password?".
- Customer Autonomy: Today's consumer prefers to solve simple problems quickly on their own rather than talking to a representative; FAQs provide this freedom.
- SEO and Accessibility: FAQ content is a "Digital Gateway" that allows customers to reach your brand and solutions through external search engines.

Professional Advice: Analyze the 10 most common support request categories when creating your FAQ content and fix the answers to these questions at the beginning. Also, measure your FAQ success by using the "Did this answer help?" button you will place in your content to keep your content up to date.

🔗 Link Tracking (Marketing Analytics and URL Shortening Management)

The Link Tracking panel is the center where long and complex links sent to customers via the system (via SMS, Email or WhatsApp) are converted into short URLs specific to your brand and their performance is measured.

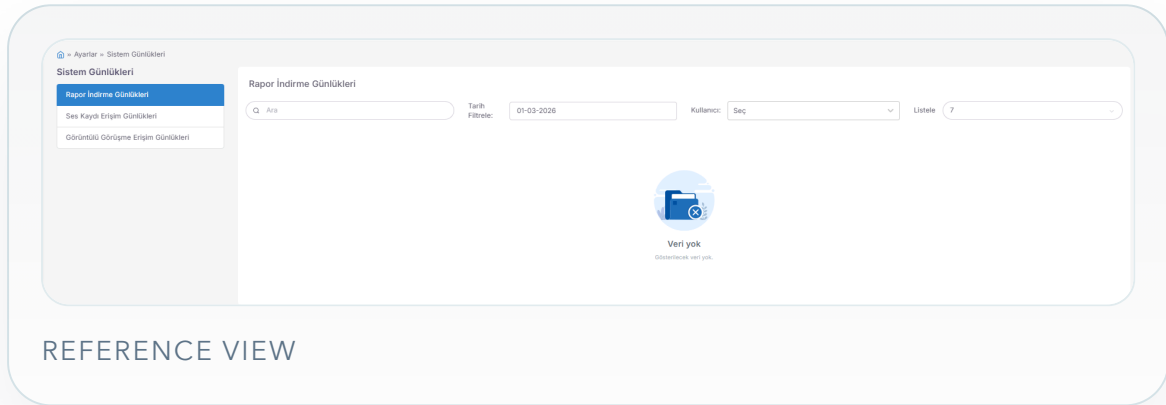
Access URL; <https://app.spechy.com/link-tracker>



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REFERENCE VIEW

- Click Analysis (\$CTR \ Tracking\$): Reports instantly how many people clicked on a shared offer, survey or campaign link.
- User Experience: It increases the customer's click motivation by providing short and professional links instead of long and unreliable URLs.
- Campaign Efficiency: It allows you to optimize your marketing budget by tracking which channel (e.g., SMS or WhatsApp?) brings more traffic by following it based on links.



Access Logs and Audit Center (Audit Logs & Data Privacy)

This panel is the **"Corporate Black Box"** that seals who, when and for what purpose accessed the most sensitive data in the system. It is the technical proof center of KVKK and GDPR compliance.

Access URL; <https://app.spechy.com/system-logs>

1. Critical Tracking Categories

This is a list of entries made to the most private points of the system:

- Report Download Logs: Records which personnel downloaded reports containing the company's commercial data (Sales, Customer List, etc.) to the computer. It is vital for Data Leakage Prevention (\$DLP\$).
- Voice Recording Access Logs: Lists who listened to the voice recordings of customer interviews. It checks whether customer privacy has been violated.
- Video Call Access Logs: Keeps a chronological record of access history to recordings of video calls made.

2. Advanced Monitoring and Filtering Tools

- User-Based Audit: It answers the question "Which voice recordings did X staff listen to today?" in seconds.
- Time Stamp (\$Timestamp\$): By recording the exact second of each transaction, it provides legal evidence in the event of a possible security breach.

- Text-Based Search: Allows for quick backward browsing through a specific file name or operation.

💡 Why is it Important?

- Legal Assurance (\$Compliance\$): It provides you with official documentation that access to sensitive data is controlled and logged (kept in a log) during KVKK audits.
- Internal Threat Protection: It strengthens the "Data Security" culture by monitoring the tendencies of personnel to access data outside their authority or download bulk data.
- Marketing Intelligence: Thanks to link tracking, it allows you to develop more personalized strategies by understanding the digital behavior of your customers (what they click on, when they click on it).
- Operational Transparency: It provides full control by ensuring that management is aware of all critical movements on the system.