



Your connection to the world



BusinessPhone - Call Center Solutions

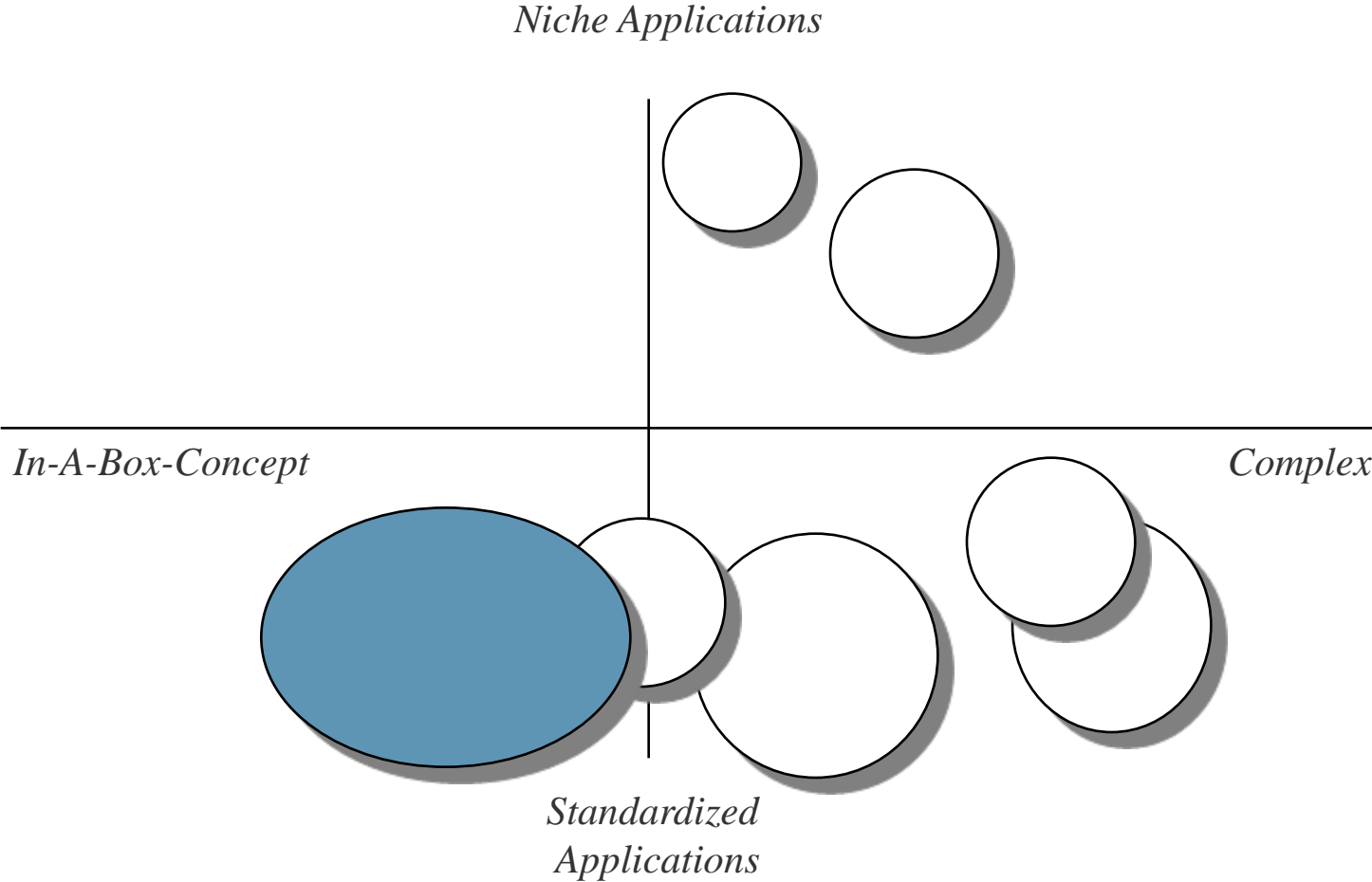
Why a Call Center?

" ... service is your most strategic competitive weapon in the fight to win and keep customers."

(Harvard Business Review)

Call Centers are an excellent way of improving service to customers.

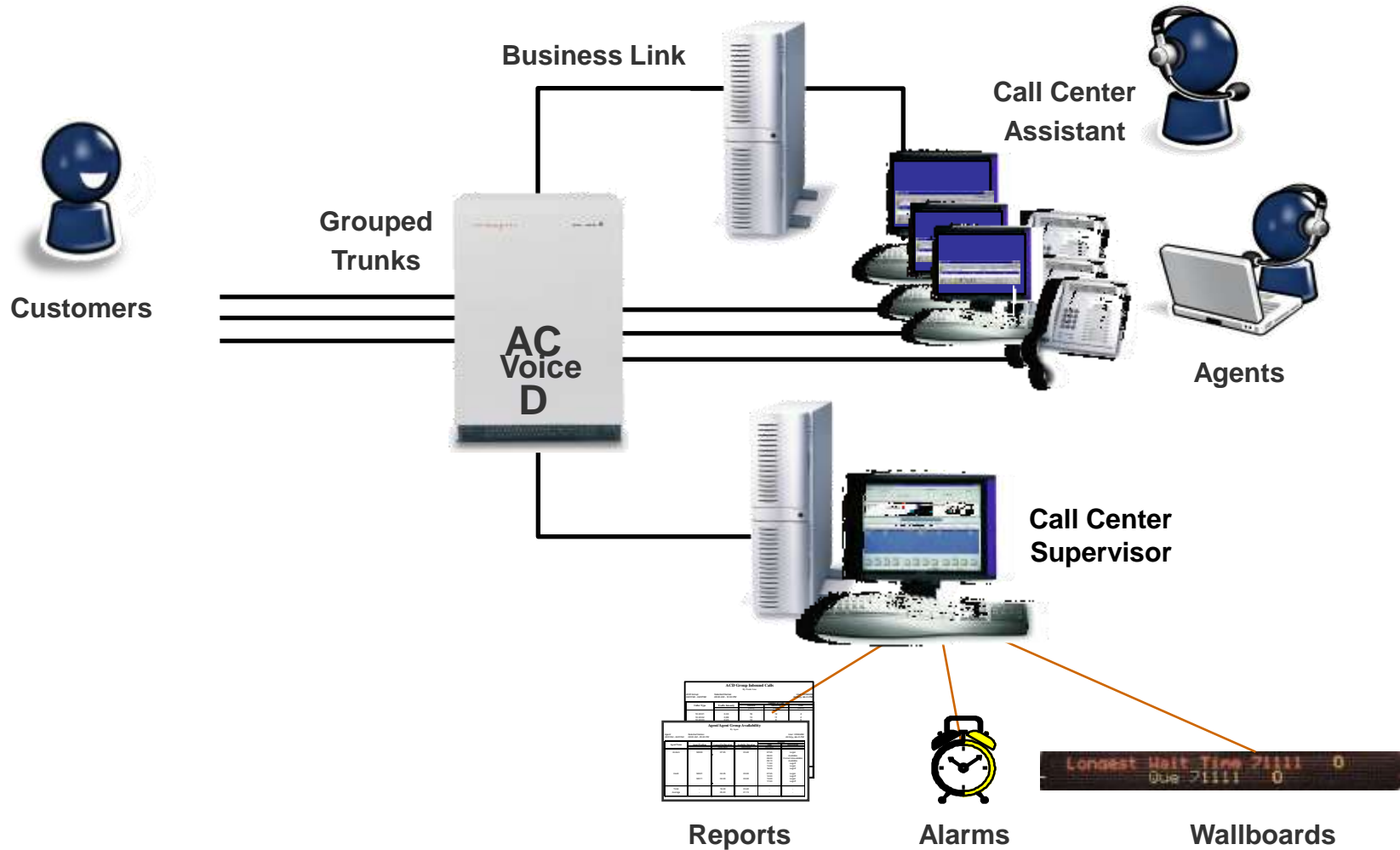
Our Product Positioning



What we offer:

- » BusinessPhone integrated ACD
 - excellent customer service through optimal call flow
- » Call Center Supervisor CCS 4.1
 - the tool to manage your Call Center and gain increased call handling efficiency
- » Call Center Assistant CCA 3.1
 - optimal work flow and increased service through e.g. database integration and more forming the customers' solution
- » Home working solutions
 - operate CCA&CCS from home as a remote agent

BusinessPhone Customer Care Solutions





BusinessPhone V8.1 Call Center Solution Overview

Going from ACD to an advanced Call Center Solution – Step by Step

Step by Step - BusinessPhone built in ACD system

First Step - BusinessPhone ACD for handling incoming calls more efficiently

The Automatic Call Distribution (ACD) function of the BusinessPhone Call Center solution enables calls to be directed to the most appropriate call handling group, giving callers a better perception of efficiency, and making the communication process more effective.



USP of ACD

- » Very flexible integrated ACD
- » Customisable specifically towards customer demands
- » Integrated voice (VMU-HD, MFU)
- » Sophisticated Management Information System with Windows interface
- » Client Application for customised database integration via CTI

ACD feature highlights

- » 1-40 Agent Positions (Standard & Executive DTS)
- » 1-8 ACD Groups (Queues)
- » Fixed or Dynamic Max Queue Length
- » Overflow to: ACD Group- Voice - Operator -Tie lines
- » Queue Messages: Expected Delay or Queue Position
- » Agent Multi Membership
- » FIFO & Longest Free Agent Call Distribution

ACD feature highlights (cont.)

- » ACD Group (Queue) and Individual Agent Priority
- » Log in - Log out with Agent PIN
- » Agent Help Key - Supervisor Assistance
- » Clerical Time - Fixed or Dynamic length
- » Call Classification using Call Codes
- » Queue Messaging with expected delay or queue position, Music on Hold between messages

ACD feature highlights (cont.)

- » Automatic Answering with individual Agent Greeting
- » Supervisor Silent Intrusion

Call Center - Benefits

- » Improves customer service and company image
- » Reduces rates of abandoned calls
- » Boosts business through better use of personnel
- » Increases call-handling efficiency
- » Reduces staff turnover and costs
- » Reduces telecommunications costs

But what you can't measure you can't manage!

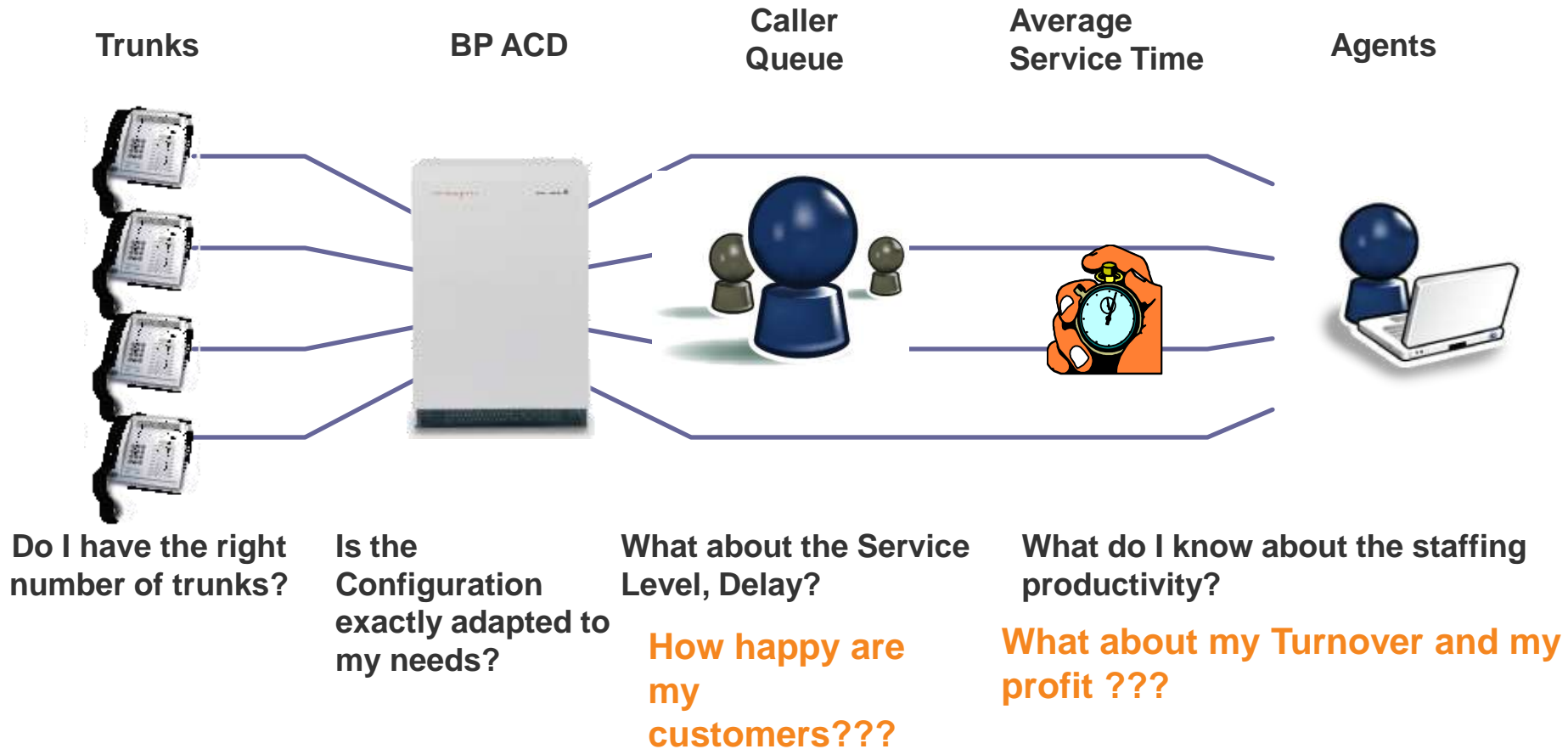
Step by step – CCS for efficient CC management

Step 2 : Knowing what's going on in the call center

The BusinessPhone Call Center Supervisor application gives a supervisor the ability to monitor and assist call-handling agents. It also collects, analyses and displays call data to help improve operational efficiency.

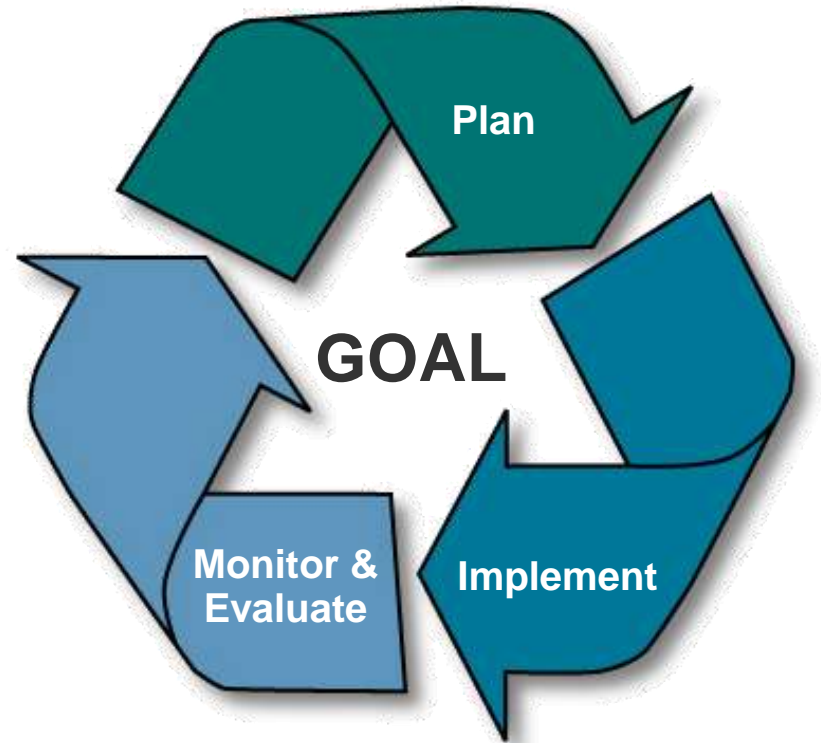


Management Questions



Call-Center Management

Call-Center Management is the art of having the right number of people available at the right times, to answer an accurately forecasted number of calls, at a high quality and at a defined service level.



Management with Call Center Supervisor 4.1

- » Real time monitoring of all important parameters like e.g. service level, agent performance
- » Reporting of call patterns and call characteristics for efficient reacting
- » Wallboard control for continuous Call Center status display

Highlights CCS 4.1 (1)

- » LAN based client / server configuration
- » Multi-user support: Up to 5 supervisors simultaneously logged on
- » Multi BusinessPhone support
- » Export of data to HTML format or e-mail or other common formats

Highlights CCS 4.1 (2)

- » Flexible real-time screens
- » Customizable user interface
- » Flexible reports and report scheduler
- » Integrated manpower and service planning tools
- » Networked real and virtual wallboards
- » Configurable threshold settings and alarms

Highlights CCS 4.1 (3)

- » Data Export Manager: module to create customized reports
- » Reports with BusinessPhone >5.0:
 - fictive number
 - VIP customer (A-number)
 - Multiple Call code
- » Sound support (WAV files) for alarms on GUI wallboards

Highlights CCS 4.1 (4)

- » Read-only password for CCS database
- » CCS server for Windows Server 2003, Windows XP & Vista (stand-alone Configuration)
- » CCS server for Windows Server 2003, Windows XP & Vista (server/client configuration)

Data Export Manager

- » for creation of tailor made reports
- » simple use with drag&drop

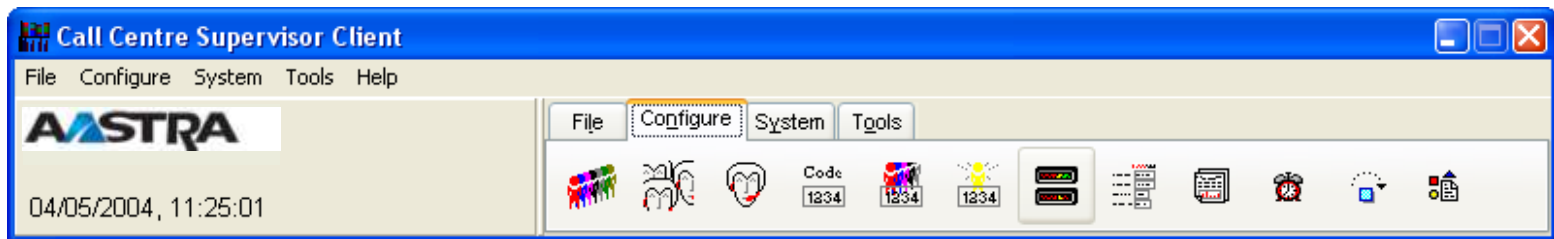
The screenshot shows the 'ACD Group Data Script' window. It has a 'Script Name' field with the placeholder text 'Enter unique script name here'. Below this are three main sections: 'ACD Groups', 'ACD Group Data Items', and 'Group Data By'. The 'ACD Groups' list includes 1:60, 1:61, 1:62, and 1:63. The 'ACD Group Data Items' list includes various call metrics such as 'Calls Abandoned in SL', 'Calls Transferred In', 'Calls Transferred Out', 'Calls Overflowed Max Queue', 'Calls Overflowed No Agent', 'Calls Overflowed Wait Time', 'Calls Rejected', 'Longest Answered Queue Time', 'Longest Abandoned Queue Time', 'Longest Answered Ring Time', 'Longest Abandoned Ring Time', 'Longest Talk Time', 'Longest Clerical Time', 'Sum of Answered Queue Time', 'Sum of Answered Ring Time', 'Sum of Talk Time', 'Sum of Clerical Time', 'Sum of Abandoned Queue Time', 'Sum of Abandoned Ring Time', 'Queued Answered Calls', and 'Queued Abandoned Calls'. The 'Group Data By' list includes 'ACD Group', 'ACD Group : Date', 'ACD Group : Date : Time Period', 'ACD Group : Date : Fictive Number', 'ACD Group : Date : Customer', 'ACD Group : Date : PIN', 'ACD Group : Date : PIN : Time Period', 'ACD Group : PIN', 'ACD Group : PIN : Date', 'ACD Group : PIN : Date : Time Period', 'ACD Group : Fictive Number', 'ACD Group : Fictive Number : Date', 'ACD Group : Fictive Number : Date : Time I', 'ACD Group : Customer', and 'ACD Group : Customer : Date'. At the bottom, there is a preview table with 8 columns: Field1, Field2, Field3, Field4, Field5, Field6, Field7, and Field8. The table contains the following data:

Field1	Field2	Field3	Field4	Field5	Field6	Field7	Field8
ACD Group	Calls Offered	Calls Answered	Calls Overflowed Wait Time	Longest Answered Queue Time	Longest Abandoned Ring Time	Sum of Answered Queue Time	Queued Answered Calls

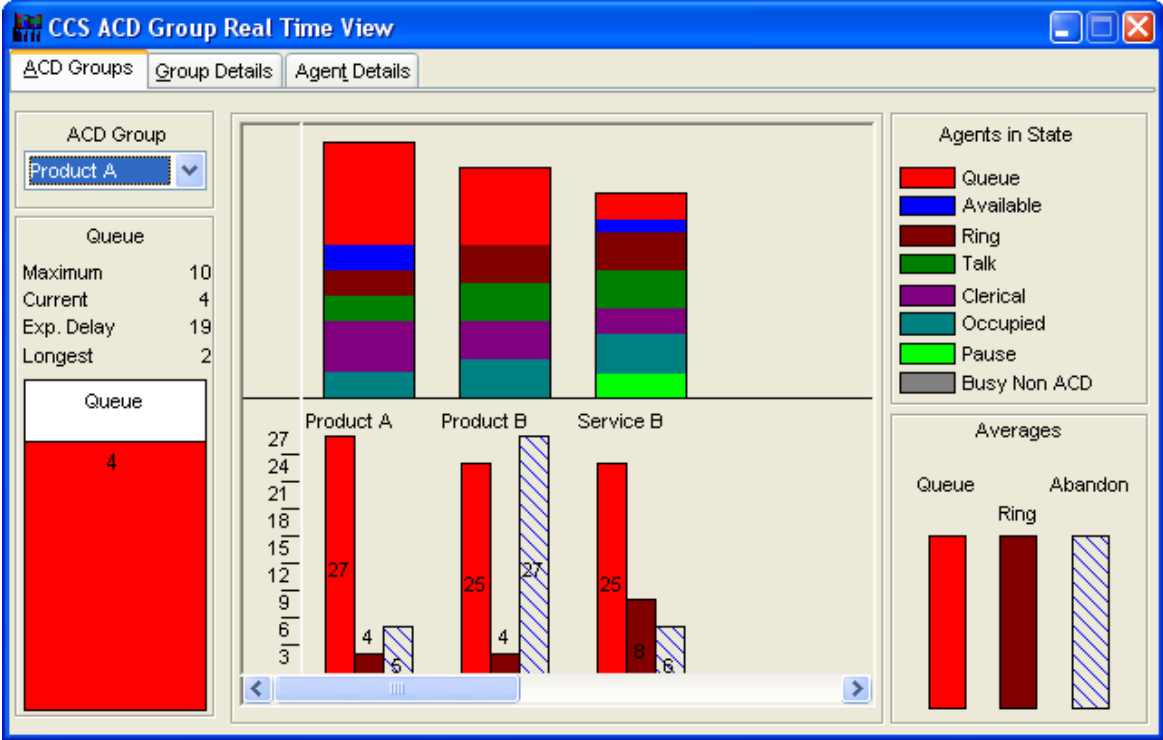
At the bottom right of the window are 'Close' and 'Add' buttons.

The CCS Framework

- » Multiple, tab-selected toolbars
- » Toolbar buttons related to resources



CCS real-time views: ACD group overview



CCS-ACD Group Agent Details Page

CCS ACD Group Real Time View
[-] [] [X]

ACD Group

60

Calls in Queue

Maximum 2

Current 0

Exp. Delay 0

Longest 0

Queue

0

Agent Name	PIN	State	Time In	ACD Group	Connected
AMADEU CARLC	100	Talk	04.27	60	204
ANA MARIA	130	Clerical	00.58	60	
IMACULADA	147	Ring	00.14	63	204

Agent

ANA MARIA

Extension 201

Log On at 16.31

Totals hh:mm

Available 0.00

Active 0.00

Occupied 0.01

Current Call

Started at 16.35.43

Ring for 00.04

Talk for 01.54

Clerical for 00.58

ACD Group 60

Connected 205

Statistics since Log On

Answered 1

Abandoned 0

Avg. Ring 3

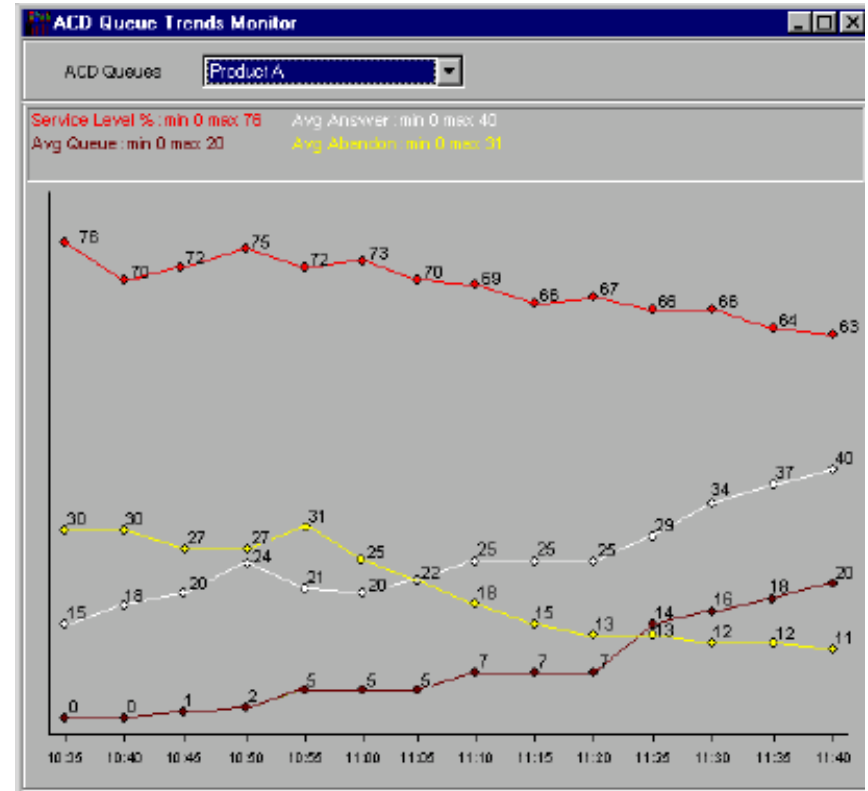
Avg. Talk 9

Avg. Clerical 10

ACD Groups
Group Details
Agent Details

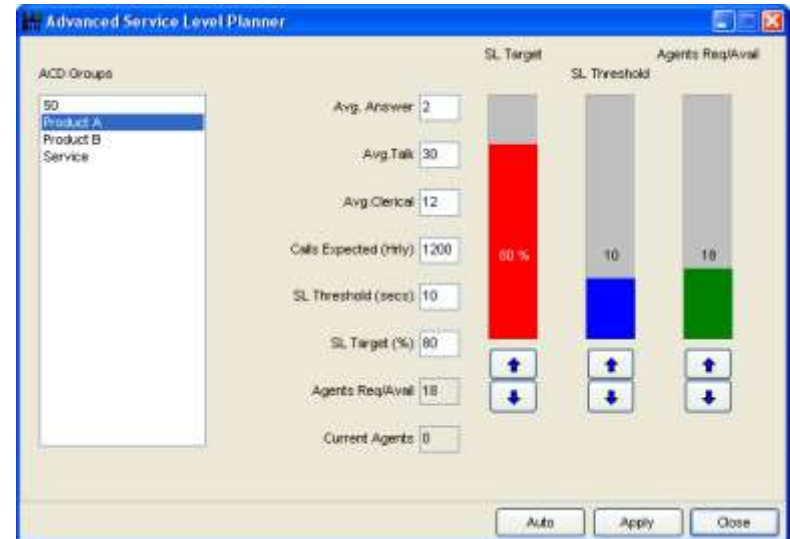
Trend graph with short term predictions - enhancements

- » Forward trending for fixed number of periods in the future
- » Simultaneous trends for multiple data



Service Planner Utility

- » Erlang based estimations of
 - service level %
 - service thresholds
 - required agents



Call Center Wallboards

- » Display of status via free text and system variables
 - Calls in queue, average time in queue, abandoned calls, overflowed calls, service levels etc.
- » Alarm thresholds
- » Supports a full range of alphanumeric display units

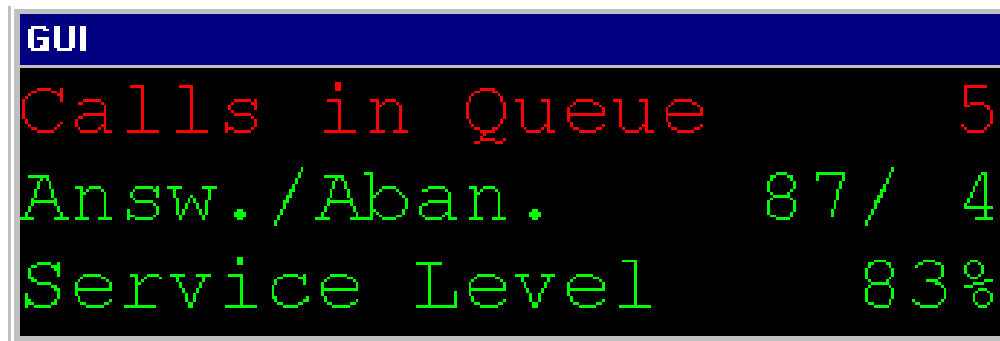


Call Center Wallboards

- » Up to 32 wallboards connected to one single serial port on the system PC
- » Full control from supervisor PC through simple user interface
- » Support for wallboards with audible signals
- » Scheduling of messages

Networked wallboards

- » Virtual display on any Windows PC connected to the network
- » Unlimited number of virtual displays
- » Multiple virtual displays on the same PC
- » audible messages (WAV files) to be played additionally to GUI messages via PC



A screenshot of a GUI wallboard with a dark blue header and a black background. The text is displayed in red and green. The data shown is as follows:

GUI		
Calls in Queue		5
Answ./Aban.	87/	4
Service Level		83%

Step by step – CCA – Personal efficiency for agents

Step 3: Helping call-handling staff work more effectively

Where large volumes of incoming or outbound calls are handled – perhaps for different clients – BusinessPhone Call Center Assistant provides a more efficient working environment for agents. It puts telephony onto the desktop PC, and provides rapid access to relevant data during a call, helping to automate business processes.

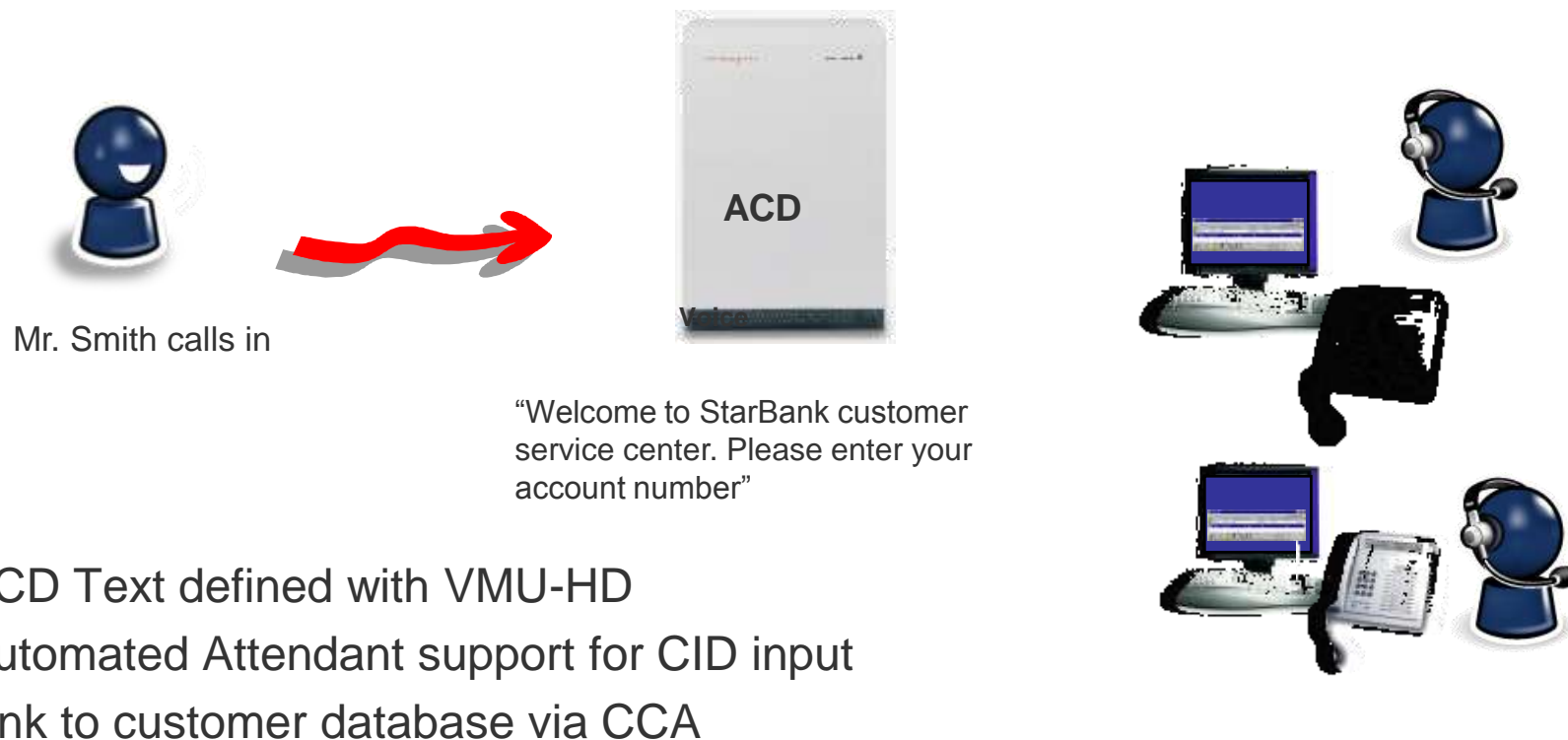


Handling incoming calls more efficiently

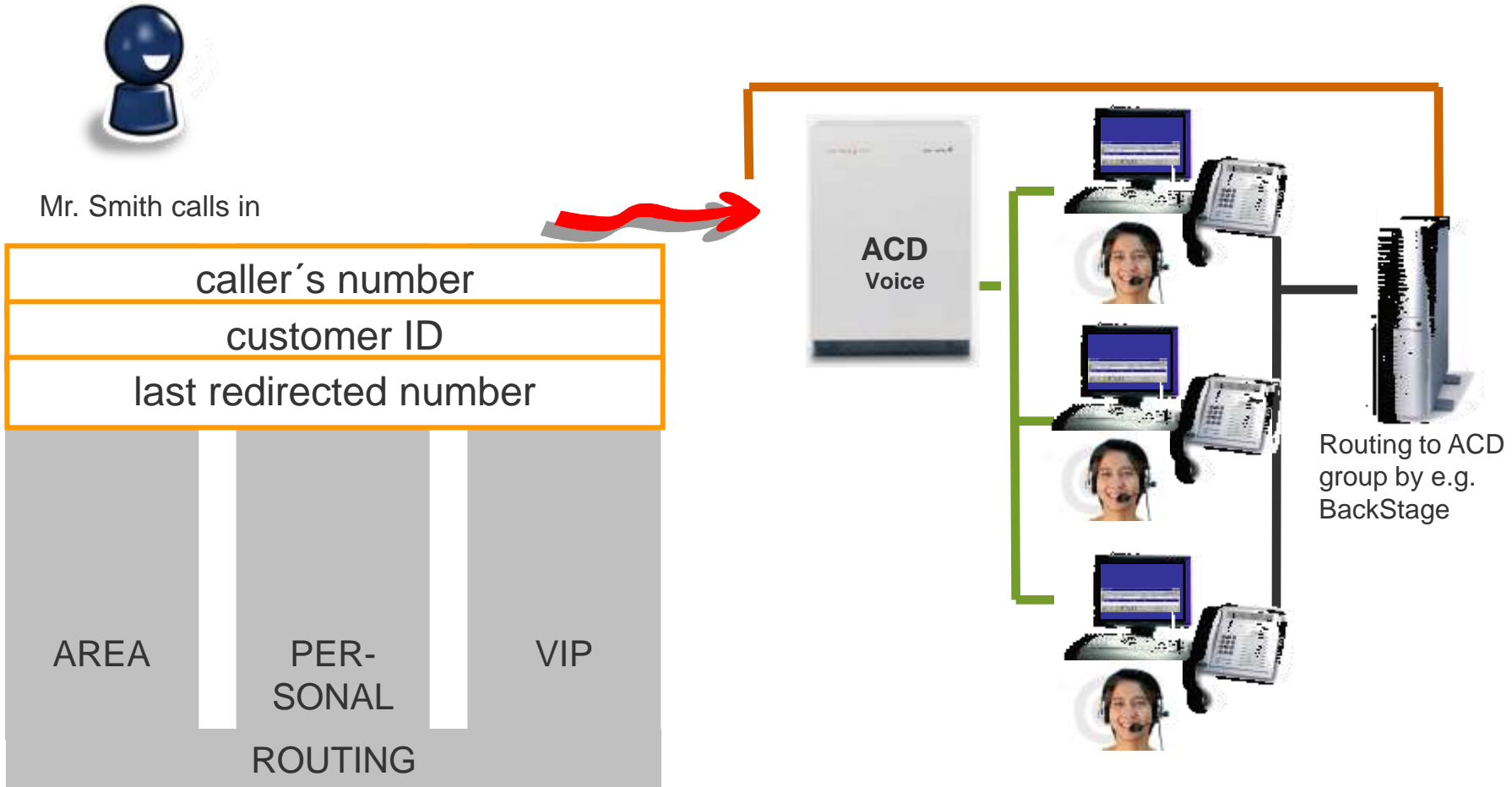
The BusinessPhone Call Center solution:

- » enables calls to be directed to the most appropriate call handling group
- » gives callers a better perception of efficiency
- » makes the communication process more effective

Example: CCA with Automated attendant and screen pop through database integration



Call Center with routing function



CCA 3.1 Highlights (1)

- » On screen call management
- » Integrated Outbound dialing module
- » Desktop messaging and business process automation by database integration
- » Integrated voice recording
- » List of calls abandoned in queue - No more lost calls!

CCA 3.1 Highlights (2)

- » Display of CID (Customer Identity Data), A-number and DNIS
- » Power dialing, configurable by the agent
- » Integration with the Call Center Supervisor
- » Central directory for personal and customer information using MS Access database
- » Server/Client product for Windows Server 2003, Windows 2000 server, Windows XP, Windows Vista

CCA 3.1 Highlights (3)

- » Support of BusinessPhone features like:
 - reordering of queued calls
 - deflection of queued calls
 - recording of ACD calls to VMU/MFU board

- » COM Interface for database integration

- » Integrated Call Center Outbound module

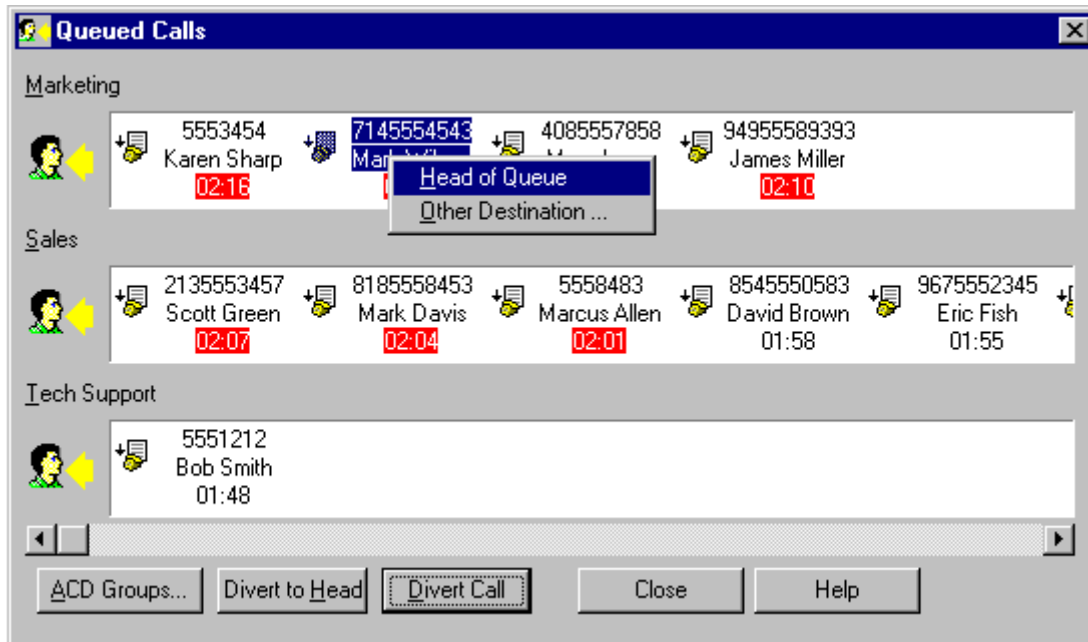
- » Software based license concept

- » 60-days free trial period

- » 2 CCA agents always free

CCA 3.1 Highlights (4)

- » reordering of queued calls
- » deflection of queued calls

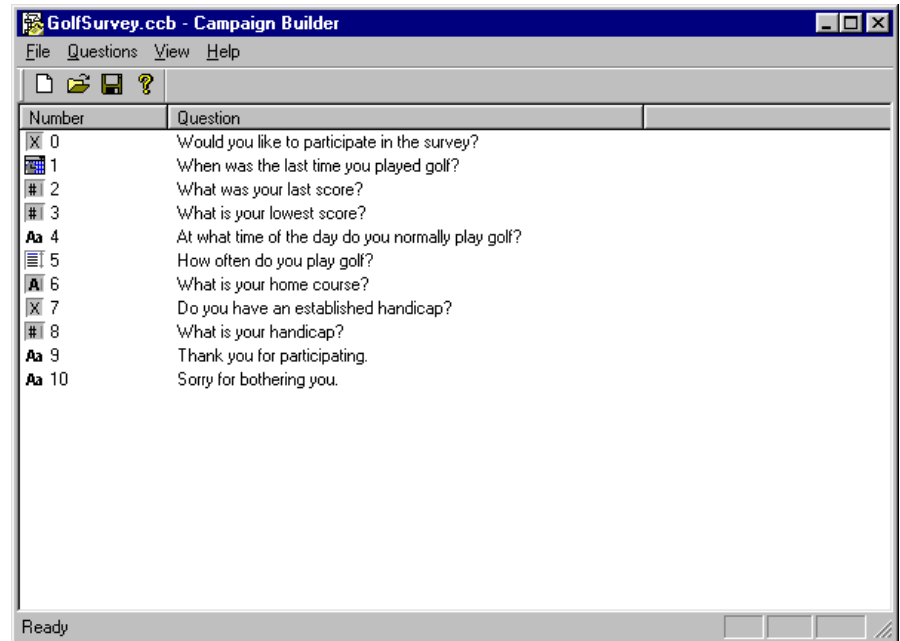
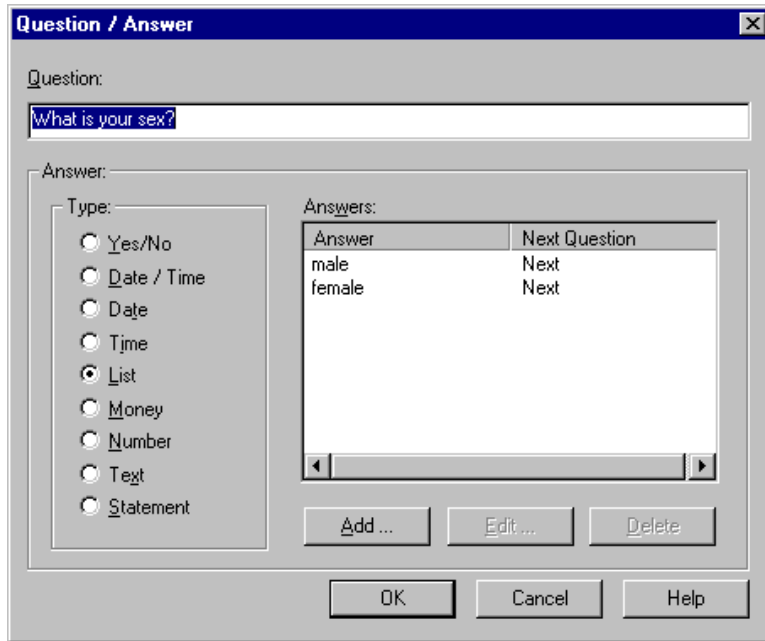


CCA 3.1 Highlights (5)

- » integrated CCO module for Call Campaign Outbound dialing
- » The outbound module includes an enhanced power and preview dialler, agent scripting capabilities and enhanced outbound campaign building modules.
- » Provides reporting based on campaigns, agent groups, agents or question level.

CCA 3.1: Campaign Builder

» CCA V3.1 Campaign builder



CCA 3.1: Toolbar

- » Dial
- » Pause
- » Log on to ACD and enter ACD-membership
- » Force agent status
- » Monitoring
- » ACD Day/Night Switch
- » ACD statistics
- » Desktop Messaging
- » Display of abandoned caller list
- » Power Dialing



CCA 3.02: Call Window

- » Dial, Answer, Hang Up, Hold, Transfer, Conference, Divert, Help, enter Call Code
- » End Clerical Time, display abandoned calls
- » Displays Time presented call has been in queue
- » Displays CID (" Who is calling? ")



Call - 203

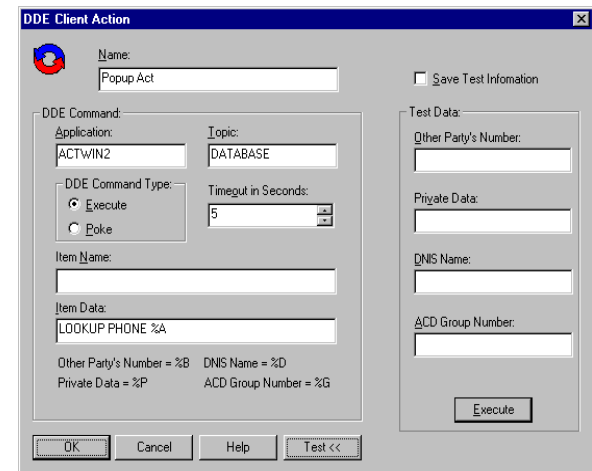
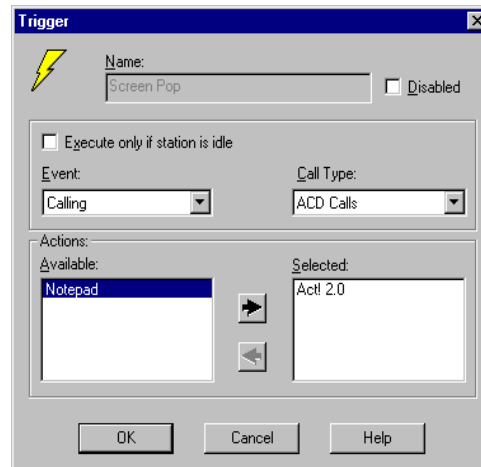
0 - Abandoned Calls

Status	Time	ACD Group	Name	Number	Queue Time	Called Number	Acct. Num
Holding	00:00:14	Sales		7148531212	00:30	50	12345
Talking	00:00:15		R. Smith	202		202	

Toolbar icons: Phone, Up arrow, Down arrow, Queue, Transfer, Conference, Divert, Help, Hang up, No answer, End call.

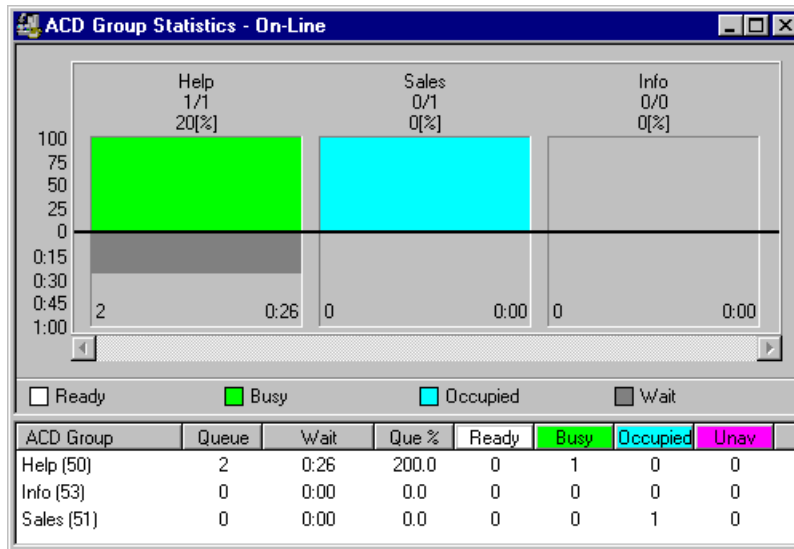
Screen-pop Functionality

- » through Dynamic Data Exchange (DDE) or COM standard
- » Launch Windows applications and exchange data
- » Simplify third party application integration
- » Allows for Screen pops on the A-number, dialed number or CID



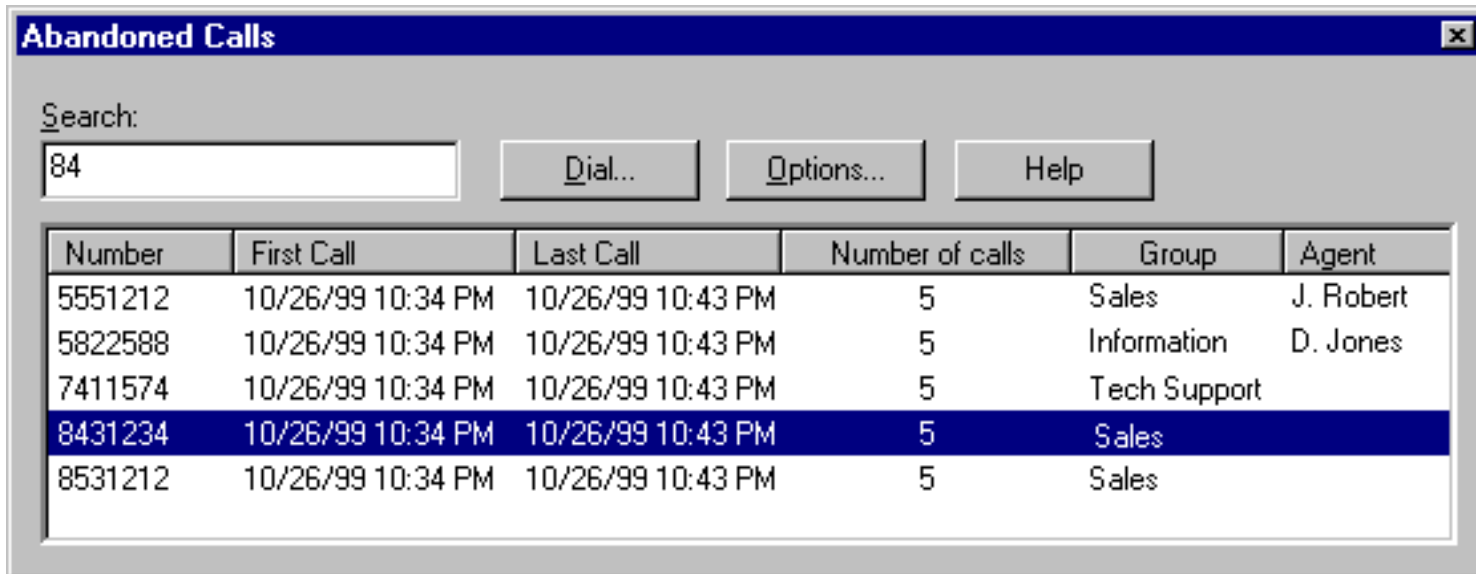
CCA 3.1: ACD Statistics

- » Queue Length, Average Waiting Time in Queue
- » Agent Status
- » Graphical Presentation via Bar Charts possible



CCA 3.1: : Call Back of Abandoned Calls

- » Logs calls of customers who abandoned while waiting in queue
- » No more lost calls = no lost money!!!



The screenshot shows a window titled "Abandoned Calls" with a search bar containing "84" and buttons for "Dial...", "Options...", and "Help". Below is a table with columns: Number, First Call, Last Call, Number of calls, Group, and Agent.

Number	First Call	Last Call	Number of calls	Group	Agent
5551212	10/26/99 10:34 PM	10/26/99 10:43 PM	5	Sales	J. Robert
5822588	10/26/99 10:34 PM	10/26/99 10:43 PM	5	Information	D. Jones
7411574	10/26/99 10:34 PM	10/26/99 10:43 PM	5	Tech Support	
8431234	10/26/99 10:34 PM	10/26/99 10:43 PM	5	Sales	
8531212	10/26/99 10:34 PM	10/26/99 10:43 PM	5	Sales	

CCA 3.1: Help function

- » Agent can request assistance for example with emergency status
- » Privileged agent or supervisor receives help request

The 'ACD Help Request' dialog box displays the following information:

- Requested from:**
 - Name: Karen Clark
 - Extension: 1151
- Current Call:**
 - ACD Group: Sales
 - Caller's ID: 8531212
- Message from Agent:**

The customer wants to speak with you.

Buttons: Accept, Reject, Help

The 'Request ACD Help' dialog box displays the following information:

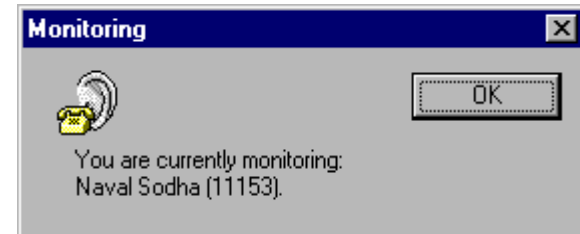
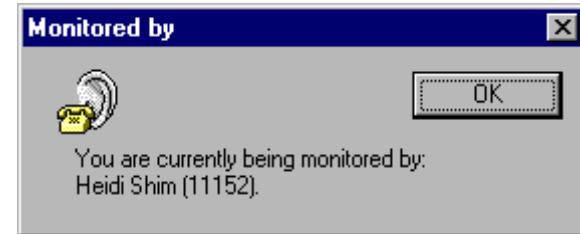
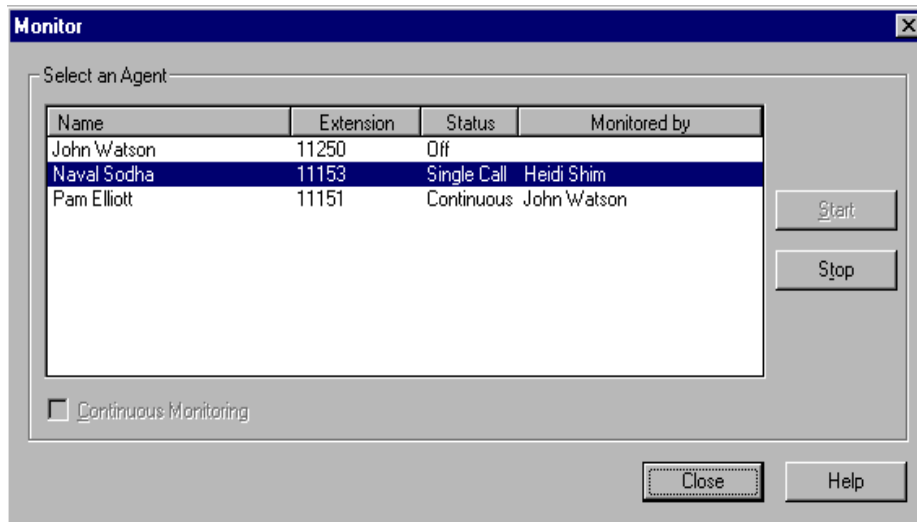
- Select a Name:**

Name	Extension
John Williams	1152
Robert Stephens	1234
- Enter a Message:**
 - Emergency
 - The customer wants to speak with you.

Buttons: OK, Cancel, Help

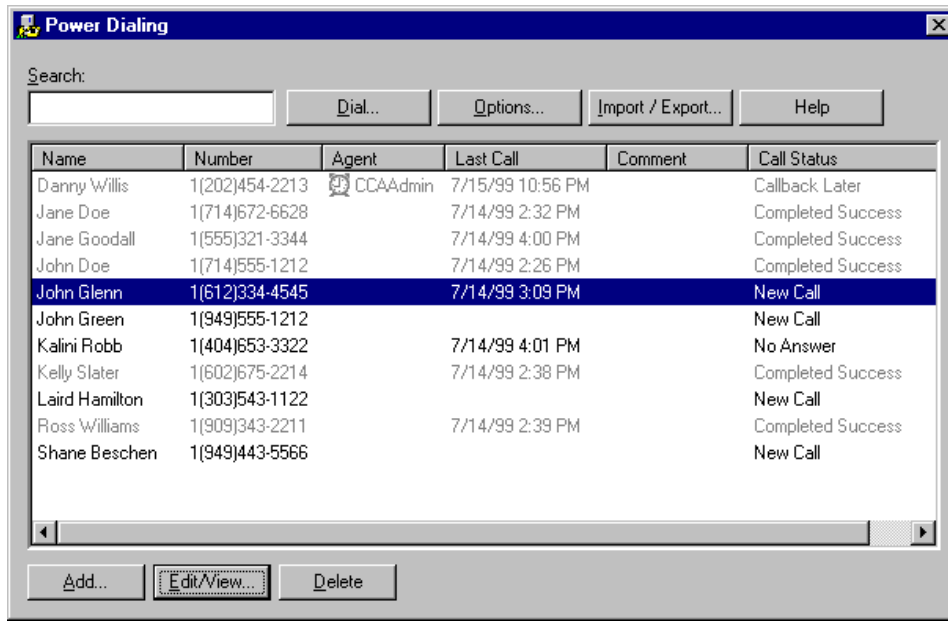
CCA 3.1: Monitoring function

- » Supervisors can request monitoring
- » When monitoring the agent and supervisor may get a message

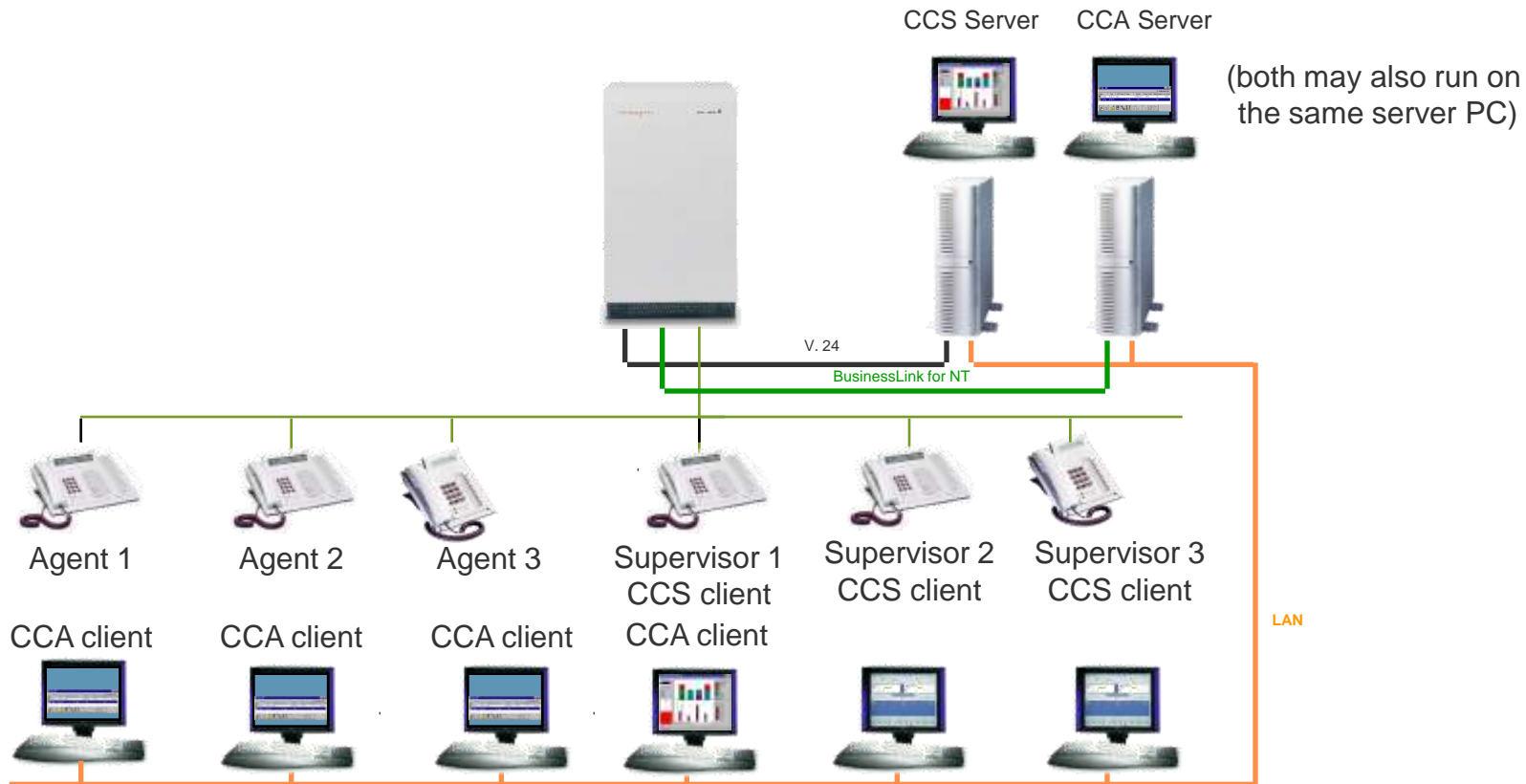


CCA 3.1: Power Dialing Module

- » Import/export call campaign data using CSV-files
- » Configurable call campaign parameters:
 - Start / end time and date
 - Minimum time between calls
 - Time for next call attempt for unsuccessful calls



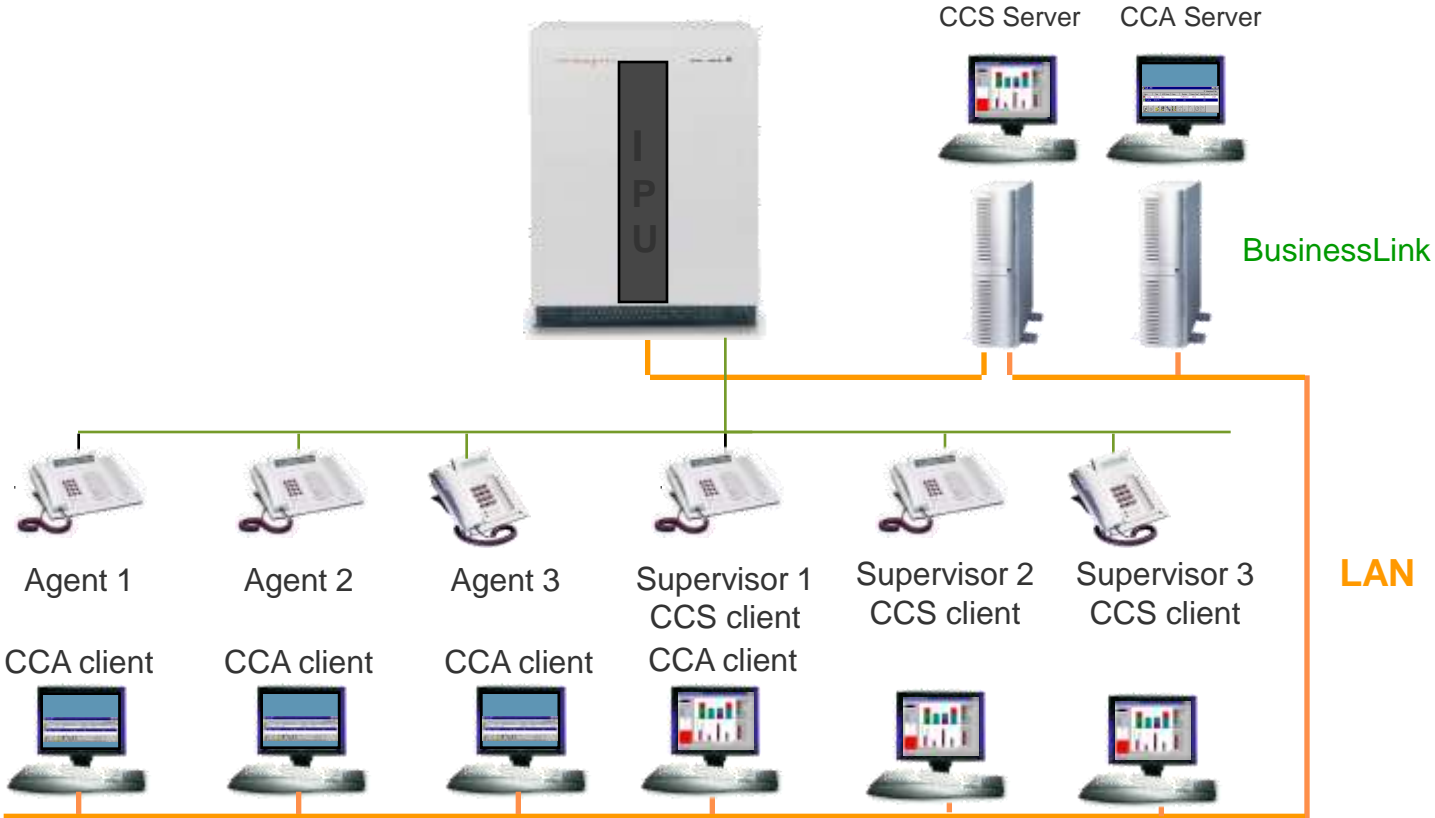
Integration of CCA & CCS



BusinessPhone Virtual Com (VCOM)

- » enables BusinessLink via IPU board instead of V24 connection --> link CCA
- » enables IP link to CCS server via IPU board instead of V24 connection --> link CCS
- » easier integration in customers' IT environment
- » part of IP migration
- » available on BMS CD

CCA & CCS with IP connection to BusinessPhone via VCOM



Ordering CCA and CCS

» CCA

- Number of required user licenses for CCA to be ordered (agents) – 5-40 agents
- Upgrade additional CCA agents licenses
- Upgrade from older versions of CCA 2.x

» CCS

- Order licenses for number of supervised agents (steps of 10) – Includes one supervisor license by default and all reporting tools
- Add-on additional supervisors licenses (2-5)
- Add-on additional supervised agent (steps of 10)
- Upgrade from older versions of CCS 2.x and 3.x
- Wall mounted units optional add-on to any order

Step by step to the solution

Next steps: Growing with BusinessPhone

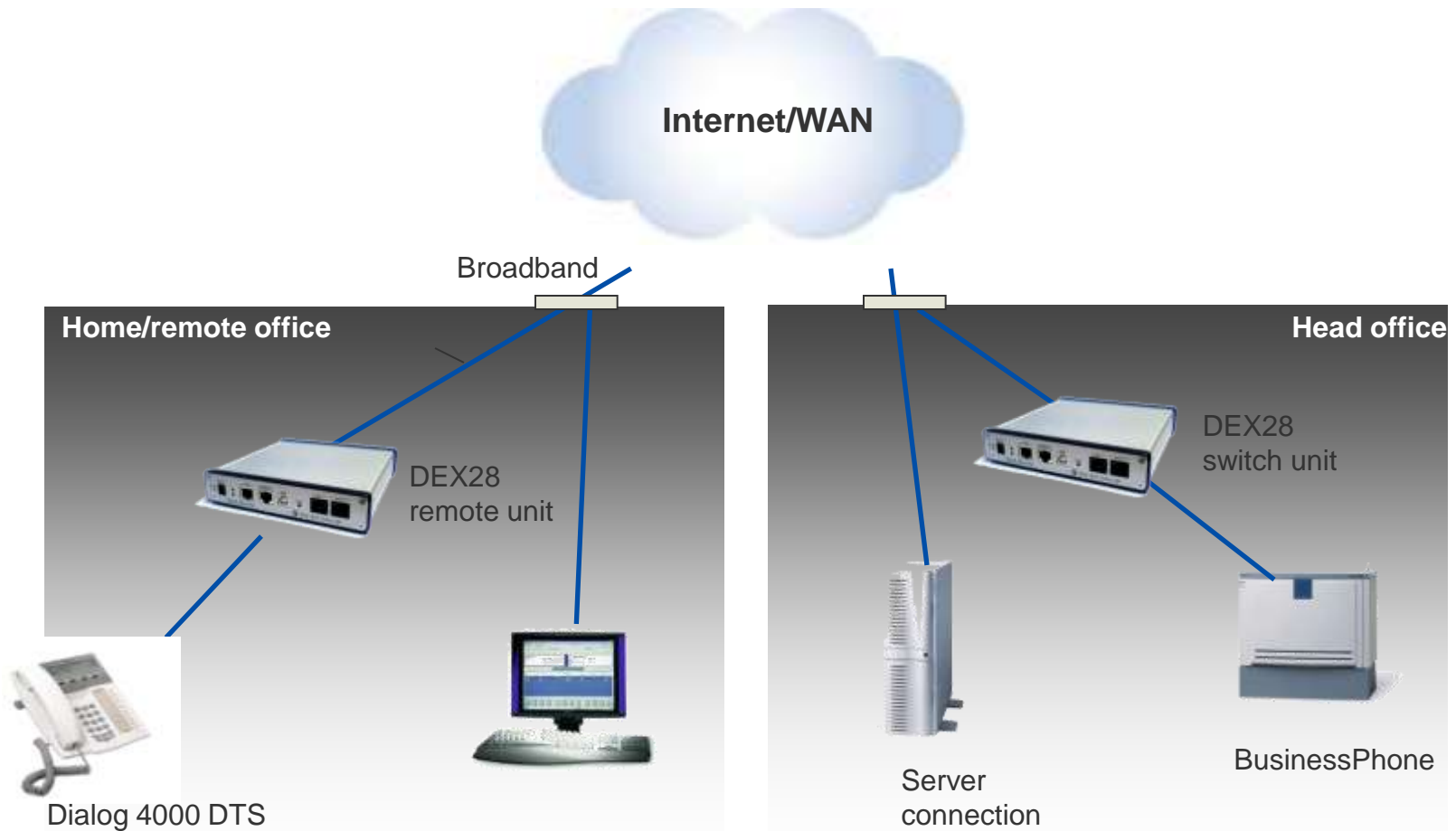
The BusinessPhone Call Center with Interactive Voice Response (IVR) to guide callers or give information on hold, and advanced computer-telephony integration, gives sufficient functionality for call centers with up to 60 incoming lines, 8 call-handling groups and 40 agents flexibly assigned to each group.

The Aastra A2P2 program enables software developers to certify their specialized computer applications for use with BusinessPhone. This means that however specific your requirements, you can use BusinessPhone with the call center software you need.

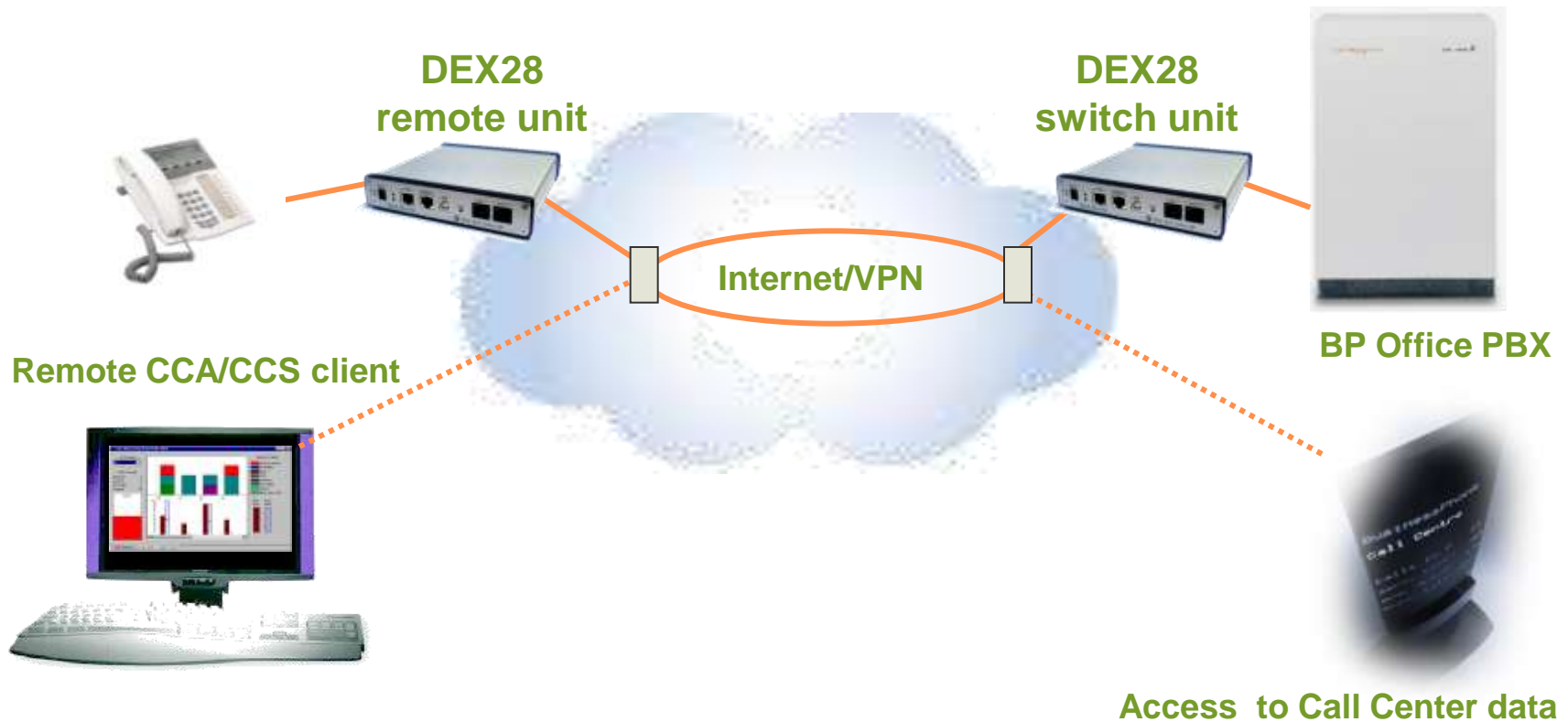
Remote working agents

- » Digital Extender for remote agents:
 - Extends a digital port of BusinessPhone via IP network
 - Remote extension behaves exactly like an office extension
- » Support for both Dialog 3000 or 4000 digital telephone sets
 - Full support of displays and LED's for agent phone handling
- » Allows DTS remote access combined with CCA/CCS access
 - Access from the branch office via the corporate IP network
 - Access from home via the BB internet (VPN)
- » Achieved in combination with a certified 3rd party product – DEX28
 - Certified on BusinessPhone V8.x
 - DEX28 Technology owned by IPTC (visit them at www.iptc.se)

Remote Digital Extender – DEX28 - The concept



Remote agent with LAN access via VPN



BusinessPhone Call Center Solutions - Summary

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 - excellent customer service through optimal call flow

- » Call Center Supervisor CCS 4.1
 - the tool to manage your Call Center and gain increased call handling efficiency

- » Call Center Assistant CCA 3.1
 - optimal work flow and increased service through e.g. database integration and more forming the customers' solution

- » Home working solutions
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" ... service is your most strategic competitive weapon in the fight to win and keep customers."

Harvard Business Review



Collaborative Solutions


Open Standards

Mobility

Unified Communications

VoIP



Aastra, the shining star 

Aastra