

Callmedia Hosted Inbound Contact Centre and Outbound Dialler with Synergy (Call Scripter) and Multi-media Integration

Callmedia is a complete contact centre management system designed to enable contact centre managers to get the best out of their people while meeting service levels for their customers. Callmedia was designed from the ground up to be a multimedia contact centre solution, managing not only telephone calls, but emails, web requests, mobile text messaging, social and other media. Its design is based on the very best of modern contact centre philosophy and it has been architected to be extremely resilient and scalable.



This is a media independent advanced routing engine which provides sophisticated skills-based routing, priority escalation (tasks can be set to become more urgent as they queue, at a rate of your choosing to meet and adhere to SLA levels), dynamic skill expansion (additional groups of agents can be skilled in a queue when it hits certain thresholds such as wait times over x seconds) and database-based routing (routing decisions can be made based on looking up information about the caller in an external database).

The solution will provide a single Task Allocation Engine capable of routing the following media types:

- Inbound Voice calls
- Outbound Voice Calls (preview, progressive or predictive autodialler)
- Email / Fax
- SMS
- Web Call back requests
- Web Chat
- Ad-hoc inbound and outbound calls
- Ad-hoc administrative tasks
- 3rd Party tasks (with integration)

Note: Callmedia multimedia connectors are sold individually.

Callmedia's unique Task Allocation Engine offers the following key features:

- Task priorities are configurable so that they increase in time. This allows every task queuing to be ranked based on both its relative importance and urgency.
- Agent skills can be conditional on queue length, wait time, service level adherence and/or estimated time to answer. This means, for example, that as the queue time increases or the service level changes it is possible to configure

additional agents to be automatically brought in to help, and then removed again when the peak has subsided.

- Callmedia is a fully blended contact centre solution that provides a single agent logon, reporting, real-time stats and task/call allocation for all media including inbound ACD, outbound dialler, email, web chat, web call-back, SMS, ad-hoc tasks and social media.

Intelligent Routing

When a new task is received (across all media types) Callmedia can either route it to the default queue (mapped to the DDI, email address, chat topic etc.) or use its intelligent routing engine to determine where to send it. The queue that the task is sent to is important because it will determine how urgent it is seen to be, how important relative to other queues and which agents it can be allocated to. The intelligent routing engine provides the following three options:

Last Agent Routing

Callmedia will look back x days (configurable) to see whether this customer has been in communication with any of your agents recently and if so can reserve the task for that agent for the first x seconds (configurable). If the agent does not become available within this time then the task is made available to all other suitably skilled agents (as normal).

Previously Abandoned Task Prioritisation

Abandoned calls and web chat requests can be identified and substantially reduced by Callmedia. Whilst abandoning once is a frustrating experience for a customer, repeatedly being unable to get through can lead to the customer seeking the path of least resistance, which can ultimately mean using an alternative supplier. In order to prevent this Callmedia is able to check to see whether the customer has abandoned within the past x days (configurable) and if so, re-route the call or chat request to a higher priority queue. This achieves two things:

- It allows the priority of this queue to be set at a high enough level to ensure that tasks are answered almost immediately (thus preventing subsequent abandonments).
- The queue can be labelled so that the agent understands that the caller previously abandoned. They can then be trained to start the call with a suitable apology.

Database-based Routing

Database-based routing allows routing decisions to be made based on additional information about the customer from external data sources (e.g. CRM databases). Once the customer has been identified, information such as past purchase history, the current state of their account, recent transactions and open fault tickets can be used to determine the urgency, importance and likely skills required to handle the communication. Callmedia can then route the task to the most appropriate queue and even tag it with information such as a customer ID or warning flag.

Task Allocation

Queue Priorities

Callmedia allows each queue to be set a priority to determine how important it is to the contact centre. It also allows these priorities to be set to increase over time to show the urgency of a task within a queue; for example:

a telephone call may take only a minute or less to become urgent whilst an email may take eight hours or more before it is at risk of breaching its service level. In order to address this Callmedia allows a start priority, a maximum priority and a rate of change over time to be configured for each queue.

Skills-based Routing

Callmedia uses skills-based routing to determine which agents are able to work on tasks (calls, emails etc.) from which queues. Skill levels can be set between 1 and 20 so that if two agents are available then Callmedia will always allocate the task to the one with the highest skill level.

Conditional Skills

In addition to permanently assigned user skills, Callmedia allows users (or teams) to be configured with skills that are only assigned to them under certain conditions. The conditions that can be set are:

- Queue length is longer than x
- Current wait time is longer than x
- Average wait time is longer than x
- Service level is below x%

These conditions allow agents or teams to be automatically added to queues during busy periods. The first two conditions can be used to quickly add extra agents during short peaks in traffic and then remove them again as soon as the peaks subside. The second two will almost guarantee service levels by keeping the extra agents on the queue until the SLA condition has been met.

Task interruption

One of the key benefits of a blended contact centre is that it will automatically switch users between different media types. This means that when there are no calls queuing users will be automatically moved to less urgent tasks such as emails; however the hidden draw-back to this is that emails can take a significant amount of time to respond to so automatically assigning a significant proportion of the contact centre to email can severely affect its ability to respond to a sudden influx of real-time tasks such as phone calls or chat requests.

Callmedia's solution is task interruption. Callmedia provides the option for queues to be set to be interruptible. If a call (or chat request) comes in when an agent is working on an interruptible task (e.g. an email, paperwork task, SMS or social media response) then they will be prompted (or not - configurable) to check that they are at their desk. If the agent accepts, they will be given the real-time session and then afterwards returned to their original [email etc.] task. All reporting is tied-up to ensure that the working time (rather than the elapsed time) is reported against the task that was interrupted.

Auto-answer or hunt group

Whilst the majority of Callmedia users are part of formal contact centres, wear headsets and have their calls set to be automatically answered, we recognise that an increasing number of back-office departments now require detailed activity reporting. Callmedia is therefore capable of being configured (on a per-user basis) to either auto-answer or ring and be manually answered (for use in the back-office). If a ringing phone is not answered then Callmedia will automatically make that agent unavailable (to prevent recurrence) and pass the call to the new available agent.

Desktop

The Callmedia desktop application comprises of a toolbar which sits at the top of the agent's screen and is always visible (cannot be overlapped by other applications). The toolbar is context sensitive and only shows the buttons relevant to the agent's current state (for example: when logged-off only the Logon button is shown).



The Callmedia Action Centre is a full screen window that can be shown or hidden (via a button on the toolbar). This provides a tabbed interface which, depending on the agent's state and the media of the current task, can show:

- Interaction history: This provides the name (if found) of the customer that the agent is currently communicating with together the last 200 interactions they have had with the contact centre. The details (date, time, agent name etc.) for each interaction is shown and for text-based interactions (chat, email, social & SMS) the text of the interaction is also provided.
- A browser tab that can show a URL such as an intranet page or a web-based CRM system (configured on a per-queue basis).
- An Infinity business application front-end / scripting tab (optional)
- A tab for the user interface for the current interaction (e.g. web chat, Facebook or Twitter)

Agent Assist

The Callmedia toolbar includes an Assist button which the agent can click at any time (regardless of whether or not they are on a task). This will then alert all the supervisors who are monitoring that agent that they require assistance. The first supervisor who clicks to say that they can respond to this request will be connected to the agent via a chat session. They can then exchange messages with the agent to coach them through the task they are on or answer any general questions that they have.



Assist

Agent Assist can also be triggered by a supervisor simply by right-clicking on the agent in the supervisor stats application. This can be extremely useful if the supervisor or quality coach is monitoring an agent's call or chat session and wants to remind them to communicate something or ask them to correct something they have said/typed.

Contact Centre Management

Supervisor Control

All management is done through the Callmedia Console, which allows administrators and supervisors to configure and manage all aspects of the contact centre. This includes all inbound media channels, the outbound dialler and user management. The Callmedia console has been designed to empower the contact centre management team to control the system without the need for IT involvement (with the exception of setting-up new queues). The Callmedia console is included with every system; no license is required to use it, and it enables up to 20 concurrent supervisors or administrators to manage and view the system.

Wallboards

Callmedia Insight Anywhere is a browser-based wallboard solution designed for use with modern flat screen displays. "Insight Anywhere" screens can be customised to meet the needs of each wallboard and can optionally be extended (with integration) to include data from 3rd party sources such as business systems, news feeds and your company intranet.

Historical Reporting

Callmedia comes with 32 standard reporting templates comprising over 1,000 different reports. There are reports to provide summaries and trend analyses, whilst others give a detailed a detailed break-down of agent and task activities.

The Reports Console provides a "Favourite Reports" facility which allows template configurations to be saved in a personal Favourites List. Favourites can then be either run with a single click or scheduled to be automatically emailed to your choice of recipients at configurable times of the day/week.

In addition to the standard reports, the Callmedia's SQL Server database is fully documented and designed to be open and accessible. This enables customers to design their own reports using almost any popular third party reporting tool.

Integration Capabilities

Callmedia comes with a comprehensive set of easy to use integration interfaces to allow you to easily CTI-enable your existing and future business applications. Callmedia also has the advantage that it is developed here in the UK, which means that we can add new features and APIs in response to specific customer requirements.

1.1. Synergy – Integrated Hosted Call Scripter

Synergy is a contact centre workflow solution which enables non-technical personnel to build dynamic and customizable workflows / scripts to guide advisors through complex customer interactions. For example, using screen pops, conversational

prompts and data capture. The Synergy user interface and feature set makes building workflows / scripts easier than ever. It also talks to your specified business applications such as secure payment gateways, reporting tools and CRM systems to deliver one, Unified Agent Desktop. This allows your advisors to lead their interaction to the best possible outcome whilst delivering some exceptional customer service to your clients. The script editor is light and dynamic, meaning that non- technical personnel can whip up beautiful, bespoke scripts in no time at all.

Solution Connectivity and Infrastructure

Server Virtualisation

The Callmedia and Synergy Call Scripter solutions are delivered as a managed service from Stripe 21, hosted in our resilient core network "cloud" at Telehouse North.

SIP Services

Stripe21 provide the SIP Services via customer SBC or hosted telephony platform, subject to the client requirements.

Internet Connectivity

Stripe21 provide secure access to the solution via the internet for resilience, administration and monitoring purposes.

WAN Connectivity

In order to facilitate a successful implementation experience, Callmedia software requires a certain level of functionality to be provided by the underlying LAN or WAN network infrastructure. In particular, the connectivity between Application Server, SQL Server and Clients should have a network delay (One-way) between endpoints of 250ms (milliseconds) or less. The maximum loss of packets (or frames) between endpoints should be 1% or less.

In order to guarantee this minimum connectivity requirement, Stripe 21 deploy the solution via Ethernet with Internet backup.

End of Callmedia Overview