

ERICSSON BUSINESSPHONE CALL CENTER

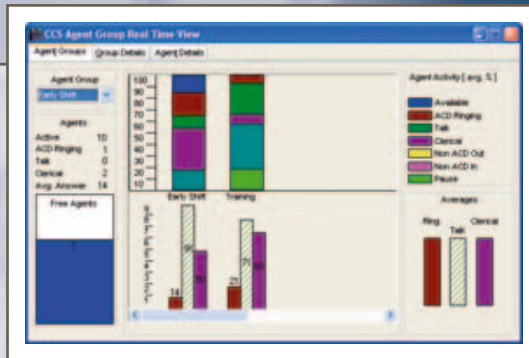


The Ericsson BusinessPhone Call Center solution is for small to medium-sized enterprises that want to improve customer service. The BusinessPhone Call Center can be built up in several steps and can easily be expanded in terms of number of agents and functionality, depending on immediate and future needs, leading to effective communication management.

Overview

The base of the system is Automatic Call Distribution (ACD), which is included in the core of BusinessPhone. This ensures that calls are directed to the most appropriate call-handling group – accounts department, sales order team, warehouse – giving callers a sense of efficiency, and making the communication process more effective.

One of the building blocks in the system is the BusinessPhone Call Center Supervisor (CCS), an information system for the BusinessPhone Call Center solution. It provides management and staff with information on the performance of the call-center both in real-time and through detailed historical reports. This information is vital for fine-tuning the day-to-day operation of the call-center and for long-term planning.



Agent/Group Details (CCS)



The BusinessPhone Call Center Assistant (CCA) can be added to improve support for agents and supervisors. This Windows application enhances the productivity of call-center agents by providing a single environment for all activities. Computer-telephony integration (CTI) is used to simplify workflow — agents carry out call-control and administration tasks using a networked PC.

Finally, it is possible to add wall displays that help keep individual agents aware of how the group is functioning or Interactive Voice Response (IVR) to guide callers or provide information while on hold.

Both applications, CCA and CCS, offer a 60-day free trial period. Furthermore, CCA and CCS are available on the Integrated Application Server (IAS), thus offering a complete built-in switch call-center, with an easy try-and-buy concept and reduced installation time. A Windows Server 2003 embedded telecom edition runs on the IAS.

Ericsson's "Enterprise Product Certification Scheme" allows software developers to certify their specialized computer applications for use with BusinessPhone. No matter how specific your requirements are, you can use BusinessPhone with the call-center software you need.

Call Center Supervisor description

BusinessPhone Call Center Supervisor (CCS) is a software package with powerful, adaptable tools for the administration of call-centers. The package can be installed in standalone or networked configurations. The networked configuration supports up to five supervisor positions that can be logged on simultaneously. CCS provides support for monitoring and assisting call-handling agents. It also collects, analyses, and presents data so that call-center management can identify patterns and view overall performance without reading dozens of detailed statistical reports. Automatic backup and recovery procedure is possible via a local or any networked drive on a monthly, weekly, daily or hourly basis providing higher customer data-security.

Using CCS, the manager is provided with the information needed to determine callers' needs, expectations and tolerance to queuing, the nature of the load on the system, how agents are performing, call patterns, call costs and revenues.

The means of achieving this is to identify key performance indicators. Such indicators might include the average value

of a sales call, customer satisfaction, service level, percentage of abandoned calls, cost per call, error rate, forecast, actual call load, staff numbers, adherence to schedules, and average call-handling time.

BusinessPhone Call Center Supervisor is sufficiently powerful to collect all the data needed to calculate these indicators and flexible enough to display appropriate real-time information on agents' screens or wallboards and to produce suitable historical reports. The system's built-in service planner utility enables the calculation and enhancement of the relationship between staff numbers and service levels, a key measure in a call-center necessary to determine short-term and long-term planning.

The power of CCS can be experienced in a 60-day free trial-period to the full license of 40 agents and 5 supervisor positions. After this period has expired, a software protection key connected to a parallel port or an USB port is needed to enable the license.

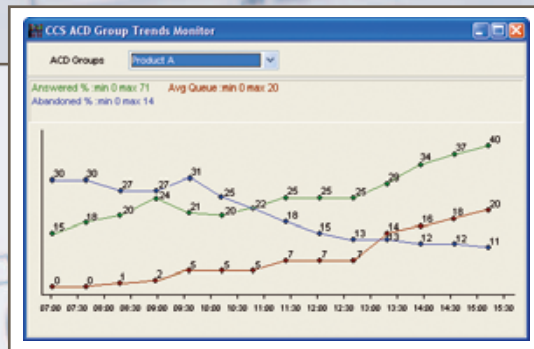
CCS is already preinstalled on the Integrated Application Server (IAS). The CCS can be started either manually by the user, from the desktop, or by a service when the PC first runs up. This ensures data can be collected even if the user is not logged on.

When the CCS client is used on a Windows XP platform, it will present the familiar look and feel of the Windows XP graphical user interface. Context-sensitive online help based on HTML technology provides proper and quick answers in all of the CCS dialog boxes.

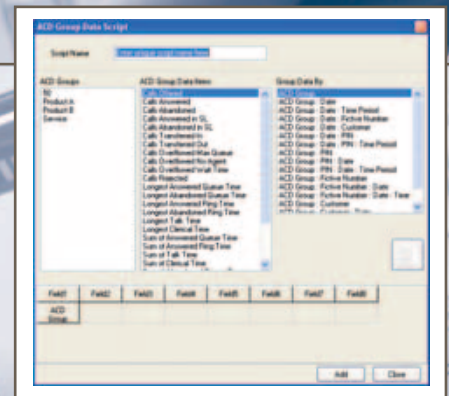
Call handling and staff management

BusinessPhone Call Center supports up to eight ACD groups. Agents can be allocated to any or all of the groups simultaneously. Call Center Supervisor shows, in graphical form, the number of agents logged on to each queue. When the cursor is held over the graph of the queue, the state of the agents (occupied, ringing, available and so on) is displayed. The length of the queues can be set to match the number of agents available.

Statistics such as calls answered, calls offered, service level and so on, can be fed from the system to real-time information displays, either on wallboards or "virtual display boards" on agents' PCs. The supervisor determines what information is displayed, when, and on which wallboard. The system can also automatically display an alarm if preset thresholds are reached, and an audible alarm can be sounded for some parameters.



ACD Group Trend (CCS)



ACD Group Data Script (DEM)

Trend graphs of key performance indicators such as queue length, or call-handling time, can be viewed and short-term predictions of the indicators can also be displayed. The length of each sampling period, the number of periods used to calculate the trend, and the number of periods to be displayed, can all be specified.

It is also possible to make predictions up to three periods into the future. Maximum and minimum values of the selected indicator are shown.

Supervisors can always edit certain details and parameters by means of a “quick configuration” menu in all agent group and ACD group real-time views without leaving the real-time screen.

Staff can be allocated to any number of ad hoc agent groups by the supervisor, independently of their ACD group. This enables the supervisor to compare, for example, the performance of new staff with that of established staff.

Individual agent details (name, extension number and so on) are stored in the CCS database and allocated a Personal Identification Number used to identify the agent in real-time displays and historical reports. As a call progresses through the call-center, a sequence of color-coded histograms indicates whether agents are occupied, ringing, available, and so on.

Historical statistics of ACD group and agent group performance can be generated so that training needs can be identified and bonuses calculated. Staff members are identified by their PIN code.

Floor plans can be created of the call-center or centers, showing different rooms or agent groups. The plans are updated in real-time to display information about each physical extension (for example: extension number, agent PIN, whether logged on, talking, length of time in the current state).

Reports

CCS contains standard templates for producing reports on the performance and activity of agent groups and ACD groups. These templates are used as a basis for customized reports by specifying the following parameters:

- agent details
- ACD group
- agent group
- time of day

- data collection period
- type of call (incoming, overflow)
- outcome of call (answered, abandoned)
- other call code

Agents can key in a code for each call, for example, “order received”, “declined”, or “pending”, to allow the production of detailed, useful reports. Other call information can be logged so that custom reports can be produced on, say, the type of caller or the nature of the call.

CCS includes the facility for extensive graphical reporting of ACD group performance and activity using the latest Crystal Reports package. Any report can be generated automatically at pre-determined times, and on pre-determined printers.

The built-in Data Export Manager (DEM) enables call-center supervisors to easily export CCS historical data to comma-delimited files for use in spreadsheets and other applications.

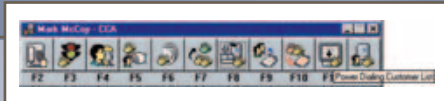
The main features of the Data Export Manager

- easy to use graphical interface for the definition of type, layout and content of data to be exported
- ability to save type, layout and content as scripts for future use
- ability to edit saved scripts
- ability to manually generate or automatically schedule the generation of export data

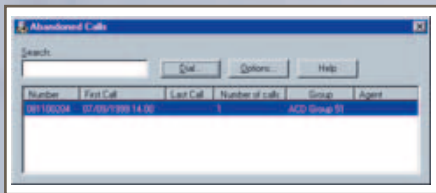
Service planning

BusinessPhone Call Center Supervisor’s built-in Service Planner utility enables call-center management to model the effects of changes in traffic, resources or targets, on the performance of ACD groups. The current values of parameters such as number of agents, service target and threshold, and actual performance can be displayed. Changes to any of these values can be made on-screen, and all other parameters are then recalculated instantly.

This enables management to see, for example, how adding another agent affects the target performance level, or to find out how many agents would be required to achieve a certain performance level. Historical data allows management to make a wide variety of predictions such as the number of agents required to cover a particularly busy week, based on last year’s performance figures.



Call control (CCA)



Abandoned caller list (CCA)



Ericsson Dialog Headsets 200



System administration

Call Center Supervisor allows the supervisor to:

- define service level and other thresholds
- enter agent PINs
- limit access to data for users
- configure peripherals (printers, faxes etc.)
- backup and restore the database
- configure automatic backup and recovery of customer data
- create individual "views" of the call-center
- create passwords
- and much more!

Call Center Assistant Description

BusinessPhone Call Center Assistant (CCA) provides an interface between call-center agents, their supervisors and the central system. It improves workflow and increases the effectiveness of the call-center.

Agents may answer and record information about calls, as well as carry out administrative and clerical tasks such as logging on and off, all from a familiar Windows environment. All telephone functions are represented on-screen so the agent can dial or answer calls without using the handset and keypad. The system can be used with Ericsson's digital system telephones. Central and individual directories can be accessed from the PC.

Supervisors can support agents through call monitoring, desktop messaging and display of call-center performance statistics on agents' screens. They can also change an agent's status, for instance, to deselect "pause" mode when the agent is ready to answer the next call, and ensure that agents are logged off at the end of the day, therefore increasing the accuracy of call-handling statistics.

Service to callers is also improved through the use of CTI-based business process automation that enables, for example, relevant data to pop up on the screen when an incoming call is answered. Details such as call duration, caller name and number can also be presented on-screen.

The number of "lost" calls — and sales opportunities — is considerably reduced as CCA can log the names and numbers of callers who abandoned their calls before they were answered, so they can be called back. The extra sales generated from this function alone can pay for the investment in CCA in just a few weeks.

An integrated outbound call campaign module is available. Call preview and power dialing facilities enable more calls to be made in less time. An offline tool enables agent scripts to be prepared, and a flexible reporting package allows campaign effectiveness to be assessed.

The power of BusinessPhone Call Center Assistant can be experienced during a 60-day free trial-period to the full license of 40 agents. After this period has expired, two agents can still use CCA. If more CCA seats are desired, a software protection key connected to a parallel port or a software based license key is required. Call Center Assistant is available in an installer version on the Integrated Application Server (IAS).

System configuration, features and functions

BusinessPhone Call Center Assistant integrates with other elements of the call-center to provide support for agents and supervisors. Because the system is CTI-based, agents can log on at any PC on a network while retaining their customized settings, which leads to the freedom of a flexible or hot-desk office concept if needed.

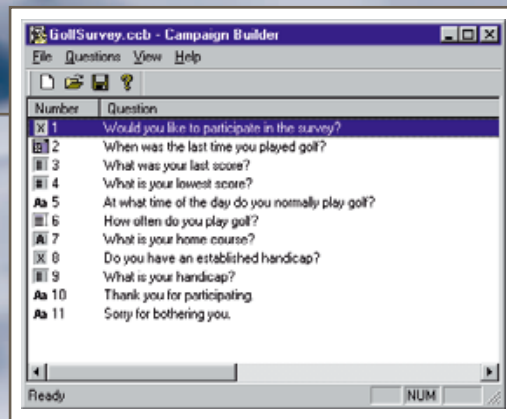
CCA communicates with the BusinessPhone system via a Windows server platform. Information such as directory data, agent details and ACD groups can be retrieved from other BusinessPhone Call Center solution applications, minimizing set-up time and reducing administration costs.

This integration provides a high level of information for agents, and a high level of control for supervisors, which enhances the call-center efficiency. For instance, customized ACD statistics can be displayed on agents' PCs to give performance feedback without the need for wall displays, and the supervisor can remotely change agent status, and broadcast messages to agents' PC screens. Agents can also switch to other Windows software packages like word processors or spreadsheets.

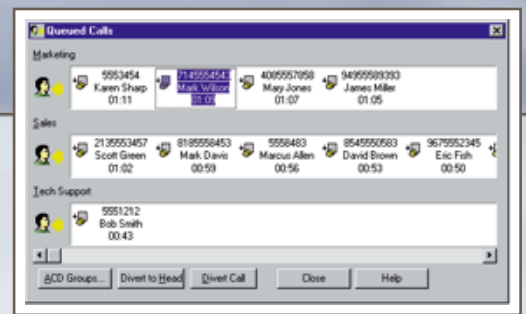
Call-control and administration

Call Center Assistant puts the functions of the BusinessPhone Call Center solution on agents' customizable PC desktops. Using the mouse and screen buttons, an agent with appropriate privileges can:

- **dial** — including using "power dialing" from a preview list, and from personal or system directories
- **preview the call list** — calls to be made are listed, with details, for dialing or rescheduling
- **answer** — automatic answer is available. Call duration, ACD group, queue duration, caller's number and name (for internal or ISDN calls), customer identity information, and dialed number information can be presented



Campaign Builder (CCA)



Recording of queued calls (CCA)

- clear, hold/retrieve and transfer a call
 - set up a conference call, and call divert
 - request help from supervisor with text message
 - enter multiple call codes from predefined list of code names or numbers
 - log on/off
 - view real-time ACD statistics
 - create a personal speed-dial list of up to ten numbers
- In addition, supervisors or agents with greater privileges ("super-users") can:
- record calls
 - log agents off from ACD groups, or change ACD configuration
 - intrude on a call – for instance in response to an agent's request for help
 - monitor designated agents' calls – automatic silent intrusion
 - broadcast text messages to the screens of groups of agents
 - view details of all calls in a particular ACD group's queue
 - re-order queued calls, so important callers are answered first
 - deflect queued calls to alternate destinations
 - configure system parameters, external servers, agent types and privileges, diversions, call codes, etc.

Database integration

BusinessPhone Call Center Assistant provides screen pops for business process automation. For outgoing calls, and for incoming calls where the number is presented by the network, the system checks the number against the central directory. If the number is recognized the system can:

- present user-defined information from the directory
- display customer-specific data from other linked databases
- launch business-specific applications

Supervisors and agents can specify sets of triggers for these built-in screen pops, based on call parameters such as ACD group, using a scripting tool. A facility for

recording keystroke sequences automates applications that do not support direct data entry (DDE – Dynamic Data Exchange).

BusinessPhone Call Center Assistant can also be integrated with Ericsson-certified business process automation products.

Outbound campaign module

An integrated module is available to maximize the efficiency of outbound call campaigns. The module includes an off-line scripting tool – the Campaign Builder – that enables the campaign parameters to be set and agents' scripts to be written. The Report Manager package enables detailed campaign reports to be created.

Call back of abandoned queued calls

BusinessPhone Call Center Assistant enables agents to view a list of callers (where the number is presented by the network) that were abandoned before they were answered. The list automatically excludes callers who tried again later and were answered.

The list includes name, date and time of the first and last call and how many times the caller tried to reach the call-center. If the number is in the system directory, then other available details are also presented.

The agent can view the entire list and make a call from the list, schedule a call, view more details of callers, and sort or search the list by number, name or company. The supervisor can present these calls separately to specific agents when they are not busy.

Reordering of queued calls

This feature also allows the agent to view the calls currently in the queue, along with information about the calling party and the length of time the call has been queued, and then allows them to reorder the queued calls. For example, if an agent identifies a key customer waiting in the queue, they can reorder the call so that it's the first call answered when the next agent becomes free.

Deflecting of queued calls

Calls can also be deflected to an alternative destination. For instance, VIP callers can be directed to the most experienced agent, or nuisance callers sent to voice mail.

Technical data

| System set-up | Call Center Supervisor | Call Center Assistant |
|---|--|--|
| Communication Platform | BusinessPhone 5.x or higher | BusinessPhone 5.x or higher BusinessPhone 7.0 if a CCA software based license is used |
| Communication Links | MIS | BusinessLink 3.0 or higher BusinessLink 3.1 if a CCA software based license is used |
| ACD groups | 8 | 8 |
| Trunks | 50 (limitation in BusinessPhone for ACD) | 50 (limitation in BusinessPhone for ACD) |
| Active Agents | 10, 20, 30 or 40 (modular) | 5, 10, 15, 20, 25, 30, 35, 40 (modular); two (2) agents are always license free! |
| Supervisor Positions per BusinessPhone System | 1 (standalone version), or up to 5 (networked version) | Not applicable |
| Calls Per Hour | Approx. 1400 | Approx. 1000 |
| Telephones | Digital system telephones | |

Call Center Supervisor

| PC requirements (recommended) | Standalone version | Network version server | Network version desktop (client) |
|-------------------------------|--|------------------------------|----------------------------------|
| Processor/RAM | Pentium 300MHz/ 256MB RAM | Pentium 300MHz/ 256MB RAM | Pentium 200MHz/ 128MB RAM |
| Hard Disk Free Space | 100MB | 200MB | 100MB |
| Supported Operating Systems | Windows NT 4.0, Windows 2000, Windows XP, Windows 2000 server, Windows server 2003 | | |
| Applications | MS Internet Explorer 5.0 SP2 or higher (to view context sensitive online help and all documents) | | |
| Interfaces | Server: 1 free serial port for MIS interface to communication platform; 1 free USB interface for software protection key; optional: 1 free serial port for physical wallboard(s) | | |

Call Center Assistant

| PC requirements (recommended) | Server | Desktop (client) |
|-------------------------------|---|--|
| Processor/RAM | Pentium 300MHz/256MB RAM | Pentium 200MHz/128MB RAM |
| Hard Disk Free Space | 100MB | 100MB |
| Supported Operating Systems | Windows NT 4.0, Windows 2000 server, Windows server 2003 | Windows NT 4.0, Windows 2000, Windows XP |
| Interfaces | Server: 1 free serial port for BusinessLink interface to communication platform | |

The BusinessPhone Call Center solution migration path

Level 1: 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 service, and making the communication process more effective.

Level 2: Know what's going on in the call-center

Providing a supervisor with specialist software support to monitor and assist call-handling agents puts you on the road to increased call-center functionality. The BusinessPhone Call Center Supervisor package also collects, analyses and presents call data, giving you the basis for operational and commercial improvement.

Level 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 your business processes.

Level 4: Integrating other software to add more value

Ericsson's "Enterprise Product Certification Scheme" enables software developers to certify their specialized computer applications for use with BusinessPhone. This means that no matter how specific your requirements, you can use BusinessPhone with the call-center software you need.

Level 5: Growing with BusinessPhone

The BusinessPhone Call Center, with Interactive Voice Response (IVR) to guide callers or give information while on hold, and advanced computer-telephony integration, gives a broad range of functionality for call-centers with up to sixty incoming lines, eight call-handling groups with up to 40 flexibly assigned agents.

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Produced in July 2005
EN/LZT 102 3482-RD
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