

PureCT Q4U Callbacks



Product Introduction

Pure CT Callbacks allows Callback requests whereby callers can choose to be called back rather than wait in the queue.

1.1.1 Feature highlights

| Feature | Details |
|-----------------------|--|
| Symposium Integration | Pure CT Callbacks is fully integrated with your Nortel Symposium Call Centre. Like all Pure CT Options, Pure CT Callbacks is a major enhancement to your Nortel system and has been specifically designed to work and integrate with Nortel Call Centre. |
| Reports | Pure CT Callbacks calls are included in your call centre reports in a logical way. You will be able to clearly see the benefits of the Pure CT Callbacks calls in your reports. |
| Real time display | The real time display shows you exactly how Pure CT Callbacks is impacting on your calls centre and also allows you to easily control the most important parameters. |
| Full Control | All possible parameters that control the operation of Pure CT Callbacks are modifiable by the customer. Furthermore, most of these are on a per skillset / queue basis. |
| Screen Pop | Agents can receive a screen pop with each Pure CT Callbacks call to indicate it is a callback and what the customer account number and desired skillset / queue is. |
| Timed callback | Callers can be offered the chance of a callback at a specific time. This time can be limited to the lulls in the call centre traffic, if you prefer. |
| Hold-in-Q callback | Callers are called back at about the same time as they would have connected to the agent, had they remained in the queue. |
| Web Callback | Included with the system is the ability to add a "Call Me" button to your company web page. |

1.2 System Overview

1.2.1 Callers View

Pure CT Callbacks means that callers to the call centre can hang up and be called back by a member of the call centre staff. Callers are given the opportunity to request a callback and to enter the number they would like to be called back at as soon as possible. This is offered after X seconds on all queues.

Callers who subsequently call in again, to the same skillset / queue are not called back.

Callers receive a callback from the skillset/queue they originally called.

Optionally, callers may be allowed enter the time and date they would like to be called back at. This may be restricted to the periods of lull in the call centre traffic.

Optionally, callers who simply hang up and “abandon” the call may be called back and asked if there is anything the agent can do to help them.

1.2.2 Agents View

Agents are occasionally presented with calls that are in fact callbacks to customers who have requested to be called back rather than wait in the queue. These calls are notified to the agent via a special display message on the telephone set, such as “cbSales”. Agents can receive a screen pop with the customer’s details, while the customer’s chosen telephone number is automatically dialed out.

If the customer is busy or does not answer, then the callback is automatically postponed for a configurable number of minutes and the call drops. The agent can continue with the next call. If the call is answered, even by voicemail, then the callback is deemed completed and is connected to the agent.

1.2.3 Architecture

Pure CT Callbacks Option is part of the Pure CT Server. It communicates with the Nortel Call Centre Server via HDX to get information about the callback request from the customer. It uses TAPI Server to initiate dummy calls into the call centre queues and transfer these dummy calls to the customer once the agent connects.

Server Requirements

- Pure CT Callbacks connects to Nortel Symposium Call Centre Server. SCCS 200 or higher is required. Can also be implemented with Symposium Express.
- Additional Call Pilot / Meridian Mail ports may be required.
- TAPI Server 2.1 or later
- SQL Server 2000 or later. 5 licenses are sufficient.

Pure CT Callbacks can be installed on the SQL Server. Pure CT Callbacks licensing is a combination of the following

- AST TN port licensing on the CS1000M PBX - one per Pure CT Callbacks port
- TAPI port licensing - one per Pure CT Callbacks port
- Pure CT Callbacks port licensing - one per Pure CT Callbacks port

The number of Pure CT Callbacks ports required depends on many factors. However, a good rule of thumb is one Pure CT Callbacks port for every 2 calls currently waiting in the whole call centre during the busiest period. For example, if in the busiest period there are 50 calls waiting, then 25 Pure CT Callbacks ports are sufficient.

1.2.4 Robust

Many man-years of development have gone into the development of the reliability features of Pure CT Callbacks. Millions of calls have been put through our system, both by our customers and in our extensive testing. All this means that you can trust Pure CT Callbacks to provide you with a reliable and robust service and ensure you reap the full benefits of Pure CT Callbacks.

NOTE:

Your call centre does not become in any way reliant on Pure CT Callbacks. This means that if Pure CT Callbacks is not available, even if it is powered down, your call centre will operate as it did before Pure CT Callbacks.

1.3 Pure CT Callbacks System Options

These options may or may not be included in the price you have been quoted for Pure CT Callbacks. Please confirm with your sales representative first.

1.3.1 Hold-in-Queue Callback

This is the standard feature of Pure CT Callbacks that allows callers to your inbound queues to hang up and be called back by an agent.

1.3.2 Timed Callback

This is a variation whereby callers can enter the required time for the callback. The idea here is that you can restrict the callers to getting callbacks during the quieter times in the call centre. For example, the caller might hear "The queue is quite long at the moment, if you would prefer that an agent call YOU, later today or tomorrow, then press 1 now."

1.3.3 Abandon Callback

This feature means that your agents can see a list of callers who have abandoned from the inbound queue. They can pick a number from the list and call them back. The list grouped by skillset (queue) called in on and shows such information such as how long the caller waited and if they called in several times.

1.3.4 Web Callback

You can add a feature to your web page that allows your customers to request an agent to call them. This can be at a nominated time or "ASAP"

1.3.5 No Callbacks

Sounds like a silly option but this is very important. Each of the callback options is individually controlled so that during peaks in traffic or at the call centre manager's discretion, the callback option can be turned off for a period. During this period, callers are dealt with just as before Pure CT Callbacks was introduced.

1.3.6 An Option of Pure CT Server

Pure CT Server for Nortel Call Centre provides you with an integrated suite of computer telephony applications that you can use in your business to realise cost and efficiency benefits. You can enable all or just one of the options within Pure CT Server. Pure CT Callbacks is one of these options. See our web site for information on the other options

1.4 Supervisor Tools

1.4.1 Reports

Historical, call-by-call, data for callbacks is maintained in the callbacks database. This includes information for reports such as:

- Callback performance summary
- Callback usage by time of day
- Callback usage by day of week
- Callback usage by skillset
- Callback usage by customer
- Callback waiting time by skillset
- Callback waiting time by time of day
- Callback waiting time by day of week
- Callback usage growth, week by week for each skillset
- And more...

1.4.2 Pure CT Callbacks impact on Symposium reports

In addition, you can include the Pure CT Callbacks in your Symposium Reports simply by creating a "Callback Skillset/queue" for each existing skillset / queue.

For example, a Sales skillset and a dSales skillset for terminating the callbacks.

Callers that select to be called back are force disconnected rather than allowed abandon - this will mean the number of abandons in the Sales skillset is still OK.

The average wait time in the Sales skillset will include customers who selected callback. That is, it will include the time they actually waited in the Sales skillset before selecting the callback option.

Calls offered in the dSales skillset will represent the number of customers who chose callback, as well as those that had to be called back several times because they were busy.

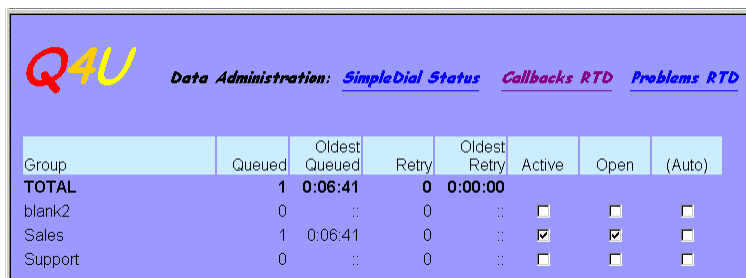
1.4.3 Real time display

The Pure CT Callbacks real time display is a thin client that shows, in real time, the number of calls queued in the system. These are split into calls queued for the first time and those requeued due to no-answer or busy.

As well as this you can also see how long the oldest call in the queue or retry list is.

A record is shown for each queue / skillset in the system

This display also allows you easy access to the most important controls for Pure CT Callbacks. The controls allow you choose when the system is open (accepting callback requests) and active (making callbacks)



The screenshot shows a web-based interface for Q4U Data Administration. The main navigation bar includes links for SimpleDial Status, Callbacks RTD (highlighted), and Problems RTD. Below this is a table with columns for Group, Queued, Oldest Queued, Retry, Oldest Retry, Active, Open, and (Auto). The table lists data for a TOTAL row and three skillsets: blank2, Sales, and Support.

| Group | Queued | Oldest Queued | Retry | Oldest Retry | Active | Open | (Auto) |
|---------|--------|---------------|-------|--------------|-------------------------------------|-------------------------------------|--------------------------|
| TOTAL | 1 | 0:06:41 | 0 | 0:00:00 | | | |
| blank2 | 0 | :: | 0 | :: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sales | 1 | 0:06:41 | 0 | :: | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Support | 0 | :: | 0 | :: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

1.5 Features for requesting callbacks

The following are definable for Pure CT Callbacks

1.5.1 Announcement options

Announcement and operation options include

Allowing the caller enter a time and date for callback

The Pure CT Callbacks announcements are fully configurable and recorded in your preferred language. Furthermore, multiple languages can be used on the various queues.

1.5.2 Language

Supervisor configuration screens described in this document can be translated by the customer or distributor. The screens are provided as simple HTML pages and can be translated.

1.5.3 Multiple request filter

Sometimes, callers will request a callback multiple times. Pure CT Callbacks will ensure these callers only receive one callback.

1.5.4 Call in again

If a caller requests a callback and then, before the callback is completed, calls in again and decides to wait in the queue, Pure CT Callbacks will make sure the original callback is cancelled.

1.5.5 Callback discard

Pure CT Callbacks will discard old (e.g. more than 12 hours old) callbacks to prevent them from clogging up the system. You can set the time after which old callbacks are discarded or choose not to discard them at all.

1.5.6 Holiday schedules

You can configure Pure CT Callbacks to disable callbacks on holidays. You can configure any date as a holiday.

1.5.7 Workday Schedules

You can configure Pure CT Callbacks to only work on certain days of the week. For example, only on weekdays or only on Wednesdays.

1.5.8 Daily Schedules

For each day of the week, you can configure Pure CT Callbacks to start and stop at certain times of the day. This can be individually set for allowing callback requests and actually making callbacks.

1.5.9 Manual or automatic traffic management

Pure CT Callbacks allows you to select, for each skillset / queue, if it is to be automatically managed for traffic. If you choose manual control then you can see the real-time display to determine how to change the Pure CT Callbacks configuration during peaks and lulls.

1.6 Features for making callbacks

1.6.1 Screen Pop

In call centers where screen pop is used, Pure CT Callbacks remains compatible with the screen pop.

In any case, a Pure CT Callbacks screen pop is available that informs agents of the customer telephone number and skillset / queue, along with any additional customer data you choose.

1.6.2 Phoneset display messages

When an agent receives a Pure CT Callbacks callback, their phoneset display shows that it is a callback and which skillset / queue the call is for. This enables the agent to greet the customer in an appropriate manner.

1.6.3 Callback priority

You can set the priority of the callback calls on a per skillset / queue basis. For example, you might choose to give callbacks priority over normal calls during low traffic periods, to encourage the use of callbacks.

You can also give Pure CT Callbacks the same priority as normal calls.

1.6.4 Symposium Integration

Pure CT Callbacks is specifically designed to be integrated with your Symposium Call Centre.

Number 1, this means that Pure CT Callbacks is guaranteed compatible with your Symposium. Pure CT Callbacks will not interfere negatively with Symposium. If Pure CT Callbacks is unavailable, even powered down, your Symposium will operate as normal and not miss a beat.

Your investment in Call Pilot / Meridian Mail is leveraged in providing Pure CT Callbacks service. All the prompts for the system are stored in Call Pilot / Meridian Mail and the “collect Digits” feature of Call Pilot / Meridian Mail is also used by Pure CT Callbacks

1.6.5 Busy Retry

When a customer who requested a callback is found to be busy when the callback is actually placed, then the callback is put back in the queue for a configurable amount of time. A configurable number of attempts are made to contact the customer again before giving up on the callback

1.6.6 No Answer Retry

When a customer who requested a callback is found not to answer when the callback is actually placed, then the callback is put back in the queue for a configurable amount of time. A configurable number of attempts are made to contact the customer again before giving up on the callback

1.6.7 Auto prefix

Pure CT Callbacks automatically handles the prefix etc needed to make contact with the customer no matter where they are calling from or if they are internal or external callers.

Skillsets / queues operation

Pure CT Callbacks allows you to set up different rules for each of your skillsets / queues. For example, one queue might only allow callbacks that are scheduled for the next day, whereas another queue might accept “hold-in-queue” callbacks

1.6.8 Traffic Management

You can configure Pure CT Callbacks to stop accepting callbacks when the backlog of callbacks is too big. Similarly, you can configure the traffic level at which Pure CT Callbacks will start accepting callbacks again.

1.6.9 Port management

Pure CT Callbacks operates by making dummy calls into the call centre on behalf of your customer. When the agent answers, the customer is conferenced in to the call. These ports that are used are a limited resource. Pure CT Callbacks allows you to manage the number of ports used by each skillset / queue.

If all ports are used when a caller requests a callback, you can decide to allow the request and put it in a queue or not allow the request (in fact not even offer the caller the choice of a callback).

1.6.10 Skillset Guarantee

Pure CT Callbacks will guarantee that each skillset / queue has sufficient callbacks and that no queue can swamp the system while leaving some queues with no callbacks.

1.7 Implementation

We can install Pure CT Callbacks in less than a week.

1.7.1 Training

Less than 10 minutes agent training is necessary for Pure CT Callbacks. IT and supervisory staff require more training - about 4 hours will cover all functions of the system necessary for smooth operation.

1.7.2 Trial run

You can turn on Pure CT Callbacks just for one or two skillsets / queues in the first place. This will enable you to see the benefits and fine tune before rolling out to as much of your call centre as you like.

1.7.3 Optional - custom options !!

Most of our customers do not require custom options but you might have some special requirements that are not currently addressed in Pure CT Callbacks

Custom options, specialized routing etc are easily achieved via SCCS scripting and Pure CT Callbacks. These options are best discussed at the pre-installation workshop.