

Multi-channel inbound contact centre

Callmedia Enterprise is a totally integrated system for best of breed multi-channel contact centres, that is simple to use and quick to deploy.

The system provides detailed and accurate reporting on contact centre, team and individual performance coupled with advanced routing to ensure that each call, email, fax or other task is given to the right person at the right time.

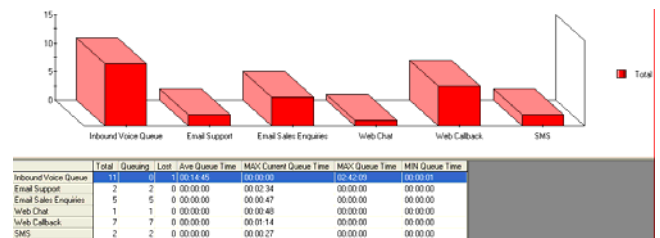
Callmedia Enterprise is based on over ten years experience of delivering, implementing and running real-life contact centres. As a result, Callmedia Enterprise delivers better customer service, lower operational costs and enables your organisation to be more responsive to your customers.

Key Features:

- Multi-channel operation – seamlessly blends inbound and outbound telephone calls, emails, SMS, Web call-backs, web chats, ad-hoc inbound calls, ad-hoc outbound calls or administrative ad-hoc tasks (e.g. letters)
- Advanced routing and distribution
- Skills-based Routing
- Dynamic Prioritisation of tasks
- 3500+ Standard reports
- Web-based Wallboards
- Real-time management screens
- Open & published database and system for easy customised reporting
- Integrated Screen-popping and call control

Multi-channel contacts

Callmedia Enterprise provides built-in support for all the different types of media, so that no matter how customers choose to contact your organisation, they can be provided with service appropriate to their needs.



At the heart of Callmedia Enterprise is the Task Allocation Engine, which is independent of the task's media type. This ensures that all interactions are prioritised correctly to deliver the appropriate service level for the following media types:

- Inbound Voice calls
- Outbound Voice calls
- Email
- SMS
- Web Call-back
- Web Chat
- Ad-hoc tasks

Inbound voice calls

All the usual features are available, such as skills-based routing, refused call management, auto-answer, wrap-up, ad-hoc inbound call reporting, ad-hoc outbound call reporting, auto-wrap, longest-waiting and least-busy user routing, dynamic prioritisation of calls, Integrated Computer Telephony Integration (CTI), agent state reporting, Not Available Codes and Call Completion codes.

The system also enables users to handle multi-channel interactions as defined by business rules.

Outbound voice calls

In addition to reporting on all calls made from the user handset, the system is fully integrated with Callmedia Advance to provide a unified outbound list dialling system - see the data sheet on Callmedia Advance for more information.

Email

Callmedia ensures all Emails automatically receive a standard response, so that the person sending the email knows that it has been received.

Callmedia can interrupt emails if a telephone call (or other task) arrives that is more urgent so that service levels are always achieved. The system keeps a full audit trail of emails received and their responses, and makes sure that replies from the contact centre are addressed from the contact centre, rather than from individual users.

Emails can be viewed at any stage – including whilst queueing, so that supervisors can remove inappropriate emails before they are allocated to users for response.

SMS

The Callmedia SMS Gateway enables text messages to be sent and received into the call centre. Previous conversations with that customer are also presented to the user, so that an informed response can be given.

SMS Text Messaging is particularly useful for sending customers appointment reminders and Callmedia Enterprise ensures that responses from customers are handled quickly and efficiently.

Web Call-back

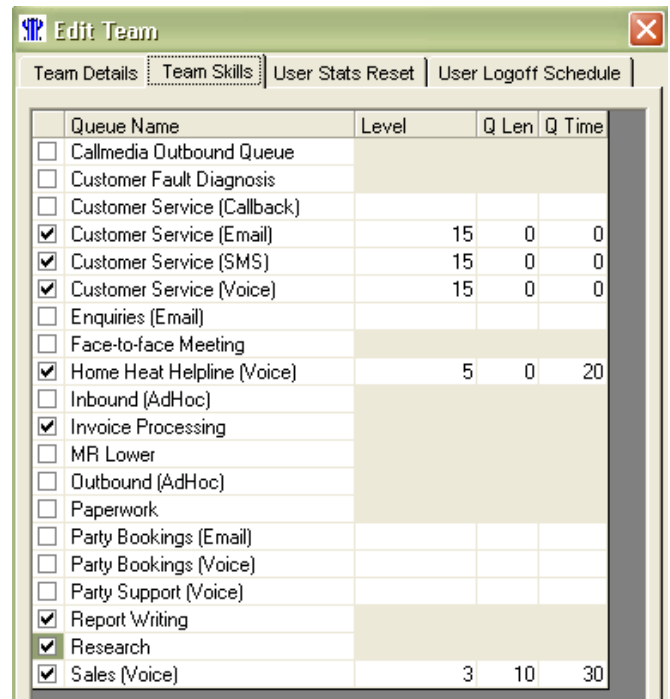
Callmedia Enterprise enables you to call customers when they register interest on your web-site – either immediately or at a time they request. Callmedia Enterprise automatically handles issues such as time-zones and countries, ensuring that international customers are handled transparently.

Web chat

Customers can enter into a chat session with a Callmedia user. The customer can request a transcription of the chat session when it is finished, and the user has access to pre-defined text and phrases so that common responses are easily and consistently communicated.

Ad-hoc tasks

Contact centres are about more than being a new name for call centres. Skills based routing is now required for emails, just as much as for telephone calls. The same applies to all customer interactions, whether they originate on the world-wide web or from a mobile text message. But not all communication is electronic. Callmedia's revolutionary ad-hoc task facility brings paper, coupons and all back-office tasks into the contact centre where they can be measured, prioritised and effectively managed for the valued contribution that they make.



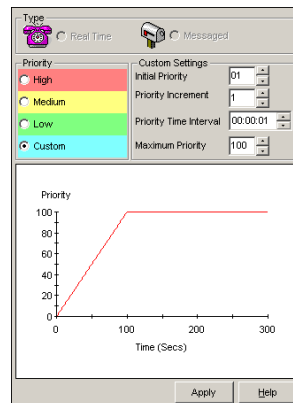
Queue Name	Level	Q Len	Q Time
<input type="checkbox"/> Callmedia Outbound Queue			
<input type="checkbox"/> Customer Fault Diagnosis			
<input type="checkbox"/> Customer Service (Callback)			
<input checked="" type="checkbox"/> Customer Service (Email)	15	0	0
<input checked="" type="checkbox"/> Customer Service (SMS)	15	0	0
<input checked="" type="checkbox"/> Customer Service (Voice)	15	0	0
<input type="checkbox"/> Enquiries (Email)			
<input type="checkbox"/> Face-to-face Meeting			
<input checked="" type="checkbox"/> Home Heat Helpline (Voice)	5	0	20
<input type="checkbox"/> Inbound (AdHoc)			
<input checked="" type="checkbox"/> Invoice Processing			
<input type="checkbox"/> MR Lower			
<input type="checkbox"/> Outbound (AdHoc)			
<input type="checkbox"/> Paperwork			
<input type="checkbox"/> Party Bookings (Email)			
<input type="checkbox"/> Party Bookings (Voice)			
<input type="checkbox"/> Party Support (Voice)			
<input checked="" type="checkbox"/> Report Writing			
<input checked="" type="checkbox"/> Research			
<input checked="" type="checkbox"/> Sales (Voice)	3	10	30

Advanced routing and distribution

In an increasingly competitive world, making the most of every opportunity is essential. Callmedia's groundbreaking routing, priority and blending engine delivers the right call to the right agent at the right time.

Callmedia Enterprise's Task Allocation Engine ensures that service levels are consistently achieved, and calls and tasks are allocated fairly to users. With up to 20 levels of skill, the system is flexible enough to implement any set of routing rules – no matter how complex – and make them easy to manage.

The system is designed to make sure that you can answer as many calls, emails or other tasks as possible – even when demand is high.



To make sure you handle every possible call, Callmedia first allocates tasks to the highest-skilled users. If these are all busy, it looks for lower skilled users before interrupting emails and re-allocating people from outbound calling to handle a surge in demand.

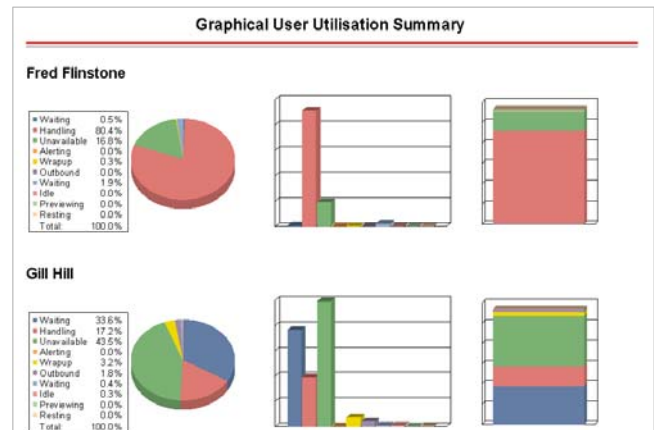
In addition, Callmedia can integrate directly into your business applications, to provide holistic reporting on customer contacts – regardless of the media used to contact you – and even make routing decisions based on business information from your systems.

Measuring performance

Measuring performance is hugely important to any contact centre, and Callmedia does not disappoint in this area. With over 1,000 historical reports, and full, comprehensive and standards-based real-time statistics, Callmedia provides all the information required to measure, manage and improve your contact centre.

In addition, the system automatically sends alerts to members of staff when the contact centre performance needs attention. This enables supervisors and team leaders to practice "Management by Exception", and focus on motivating and encouraging their teams, knowing that whenever a problem occurs they can react quickly. Callmedia Webview provides real-time statistics on public display wallboards, so that users can see exactly how

busy the contact centre is, and how well they are performing. Based on open browser standards, WebView can easily be extended to include business information as well as up-to-the-minute contact centre statistics.



Easy to use and quick to deploy

All of these capabilities, including integrated CTI and scripting, open interfaces, databases and reporting tools can be deployed in days – not weeks – so your customers reap the benefits of additional capabilities and better service right away.

Each user controls their availability and status through the



Callmedia Desktop. The Callmedia User Desktop can either run alongside existing CRM applications or provide a complete front-end to enable the user to handle the task as efficiently as possible. The Callmedia User Desktop incorporates a web browser, email handler and control toolbar, and provides integrated screen-popping for even greater productivity gains.

Part of the Callmedia Contact Centre Suite

Callmedia is a modular solution, so that you only need to buy the components you need.

Callmedia includes Call Scripting, using the integrated Visual Campaign Builder, as well as Callmedia Professional, which provides platform-independent Computer Telephony Integration (CTI) tools, ensuring that your investment in Callmedia is always protected, no matter which telephony system or application environment you are using.



System Capacities

Maximum Configured Users	1000 users
Maximum Concurrent users	500 users
Maximum Queues	250 queues
Maximum Supervisor Positions	20 concurrent
Maximum Teams	100 teams
Maximum Reporting Groups	250 groups
Maximum Completion Codes	70 per queue
Maximum Not Available Codes	20 codes
Maximum Alpha Tags	500 tags
Maximum Ad-Hoc Queues	60 skilled per User
Maximum Views	50 Views
Skill Levels	20 per queue

Supported Telephone Systems:

- Avaya Communication Manager
- Cisco Unified Communications Manager
- Mitel 3300
- Avaya IP Office
- Avaya INDeX
- Spliceom maximiser

Selected Callmedia Enterprise Features:

- Skills-based Routing
- Task Recall
- Auto-answer
- Wrap-up
- Auto-wrap
- Longest waiting user routing
- Least-busy user routing
- Queue-specific allocation ("Commission Queues")
- Dynamic Prioritisation of tasks
- Integrated CTI
- Integrated Call Scripting
- Service Level – Task Allocation
- Service Level – Task Completion
- User State Reporting
- Not Available Codes
- Call Completion Codes
- Management by Exception
- Intelligent Overflow
- Task Rejection
- Email pre-filtering
- Ad-hoc tasks
- Holiday and Working Time management
- Task Linking
- Wallboard
- Target Abandoned
- Alerts
- Daily/Weekly/Monthly Statistics Reset
- Auto-logout on excessive idle