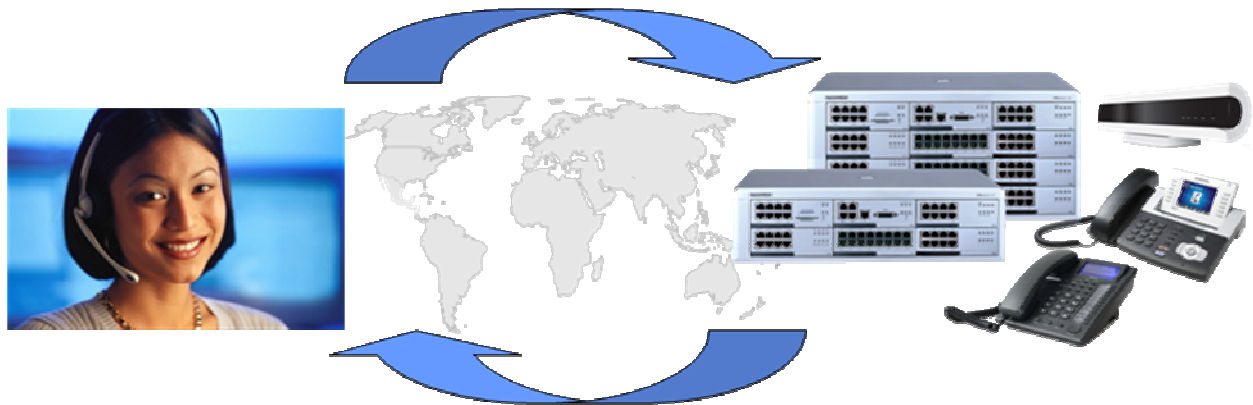




## Improving Customer Service



### Automatic Call Distribution: Customer communication made easy

Most businesses now operate some form of customer contact centre – from informal departmental helpdesks to more advanced sales order processing or account management service desks. In many instances these will have evolved over time to meet a growth in demand and may not have all the necessary processes and resources in place to ensure optimum efficiency in the handling of calls.

However, whatever the nature of the service, the sophisticated management of incoming calls is now an essential pre-requisite of any business. If customers are needlessly passed around an organisation or do not receive the level of service that they expect then it can quickly damage a company's reputation and future success as customers are driven to competitors. Alternatively with the right resources customer complaints or just comments can soon be turned into sales opportunities.

### All the right answers

The Samsung OfficeServ Automatic Call Distribution (ACD) Call Centre is the ideal solution for businesses that want to streamline communications and optimise resource in order to:

- Enhance customer service levels and response times
- Lower call abandonment rates
- Increase staff productivity, accountability and satisfaction.

Cost-effective and feature-rich, the Samsung OfficeServ ACD Call Centre application is particularly suitable for telesales agents, help desks, and customer support groups in mid sized organisations or corporate departments requiring a sophisticated customer interaction management solution for up to 100 agents.



## A flexible choice

The Samsung OfficeServ ACD Call Centre solution is a server based application that integrates seamlessly with Samsung's OfficeServ 7000 range of communication systems. It's scalable and modular design means that you can choose the components that match your operational and budgetary requirements, while ensuring that you have the flexibility to add more modules in the future. Key components include:

- **Intelligent Routing**  
Queue prioritisation based on a variety of parameters, such as the number called, who is calling, agents' skills, customer type, and waiting time.
- **Agent Application**  
Simple toolbar with performance indicators and access to information agents need to efficiently handle calls and monitor personal performance within the business environment
- **Supervisor Application**  
Enables supervisors to set-up and manage call routing, analyse call statistics, supervise the agents, assess strategies and monitor campaigns.
- **Wallboard**  
A highly visible, centralised display of important statistics about the status of the contact centre operations, such as the number of available agents, calls waiting and other useful stats.
- **Management Reporting**  
The solution provides 'real time' monitoring, call tracking and historical reporting.
- **Interactive Voice Response (IVR) / Recorded Announcement Device (RAD)**  
Enhance the customer experience with automated messaging or an advanced auto attendant service for customer calls, including on demand recording of conversations for quality control or training purposes.

## Comprehensive features

### Intelligent Routing

Intelligently prioritises and manages all incoming calls by ensuring each customer is answered by the most appropriate skilled agent. Callers can also be routed to their preferred agent by applying a range of predefined parameters, such as the caller line identification (CLI), Direct In-Dial (DID) number called, or a custom an Interactive Voice Response (IVR) script to allow users to direct their call.

For example, VIP customers calling a special number can be routed for priority handling or to the most skilled agents. Customers placing orders can be quickly identified and given a higher priority than those seeking general information.

In addition, during busy periods call overflows can be proactively managed by using the most effective coverage option, so that customers are dealt with as swiftly and efficiently as possible.



# ACD Solution

## Agent Application

Call centre agents are provided with a simple point-and-click 'toolbar' on their desktop PC that allows them to perform basic telephony functions such as providing access to the information needed to perform their agent duties. Key features include:

- Real time visibility of queuing and call activity
- Wrap up time and completion codes
- Third-party phone-book plug-in (Outlook, GoldMine, ACT)
- Presence-driven staff collaboration (In conjunction with OfficeServ Messenger)

In addition, the system can interface with other core business systems, so that agents can instantly process information requests, place orders, make appointments or view, query or add details to the customer database.

Within the desktop view, each agent also has visibility of the statistics of the queues to which they have been allocated, as well as their personal performance indicators. They can also log themselves out and select a reason for their absence.



### Split Stats:

This is a mini wallboard for the Agent application, this displays statistics for the splits (groups) you are logged into. Agents can have up to 7 items from a choice of 29.

	ACD IN	ANS	ABD	WAIT	LNG WAIT	AVG WAIT
OfficeServ	11	9	2	0	00:00:00	00:00:48
Data	1	1	0	0	00:00:00	00:00:07
CTI	3	3	0	0	00:00:00	00:00:20
Wireless IP	1	1	0	0	00:00:00	00:00:06
CMS/VR	0	0	0	0	00:00:00	00:00:00
Voicemail/Dect	1	1	0	0	00:00:00	00:03:20
Invalid PIN	0	0	0	0	00:00:00	00:00:00
Default Split	2	0	2	0	00:00:00	00:00:00



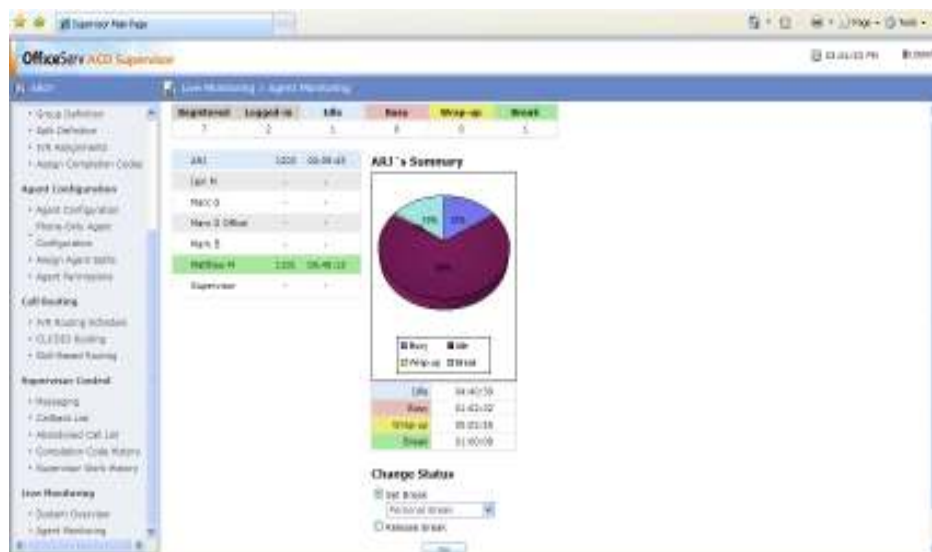
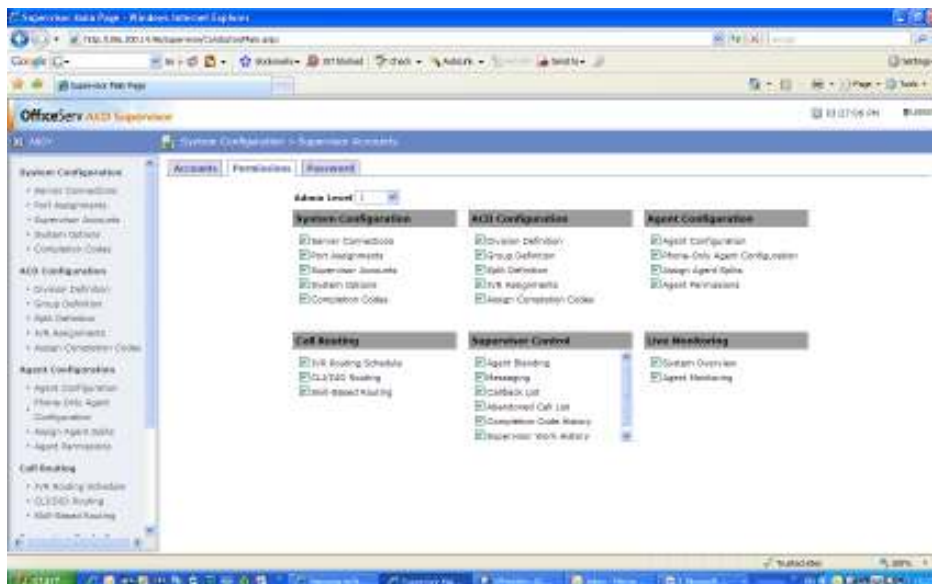
# ACD Solution

## Supervisor Application

OfficeServ ACD simplifies all aspects of call centre administration and maintenance through an easy to use, web-based dash-board / control panel, which can be accessed from any location on the network, including remote locations. With a simple click of the mouse, operational settings can be viewed and changed in real time to proactively maintain service levels, including:

- Set up and management of call routing
- Creation of multiple queues
- Call blending to increase agent productivity
- Live monitoring of queues and agent activity

Call centre managers can also access a variety of reports and a full audit trail of all activities to help monitor the effectiveness of their call management strategy and optimise the company's ongoing operations, by analysing calling activity, group performance, queues, agent productivity, hold times and much more.





# ACD Solution

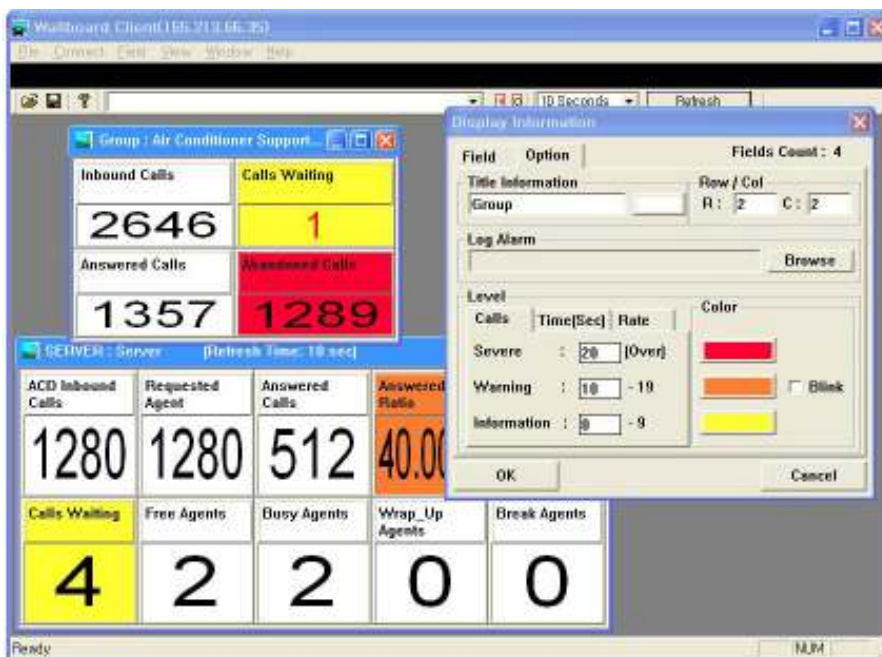
## Wallboard

Prominently displays vital, real time information for the call centre in customisable formats. Supervisors have a simple snap-shot of call traffic and activity so that they can evaluate the current performance of queues and agents at a glance.

A typical wallboard might display the following information.

- Number of waiting calls
- Total inbound calls
- Abandoned Calls/Day
- Current wait time
- Logged in Agents
- Idle Agents
- Agent status

Alarm thresholds can be set to provide early warning signals of potential service level issues.





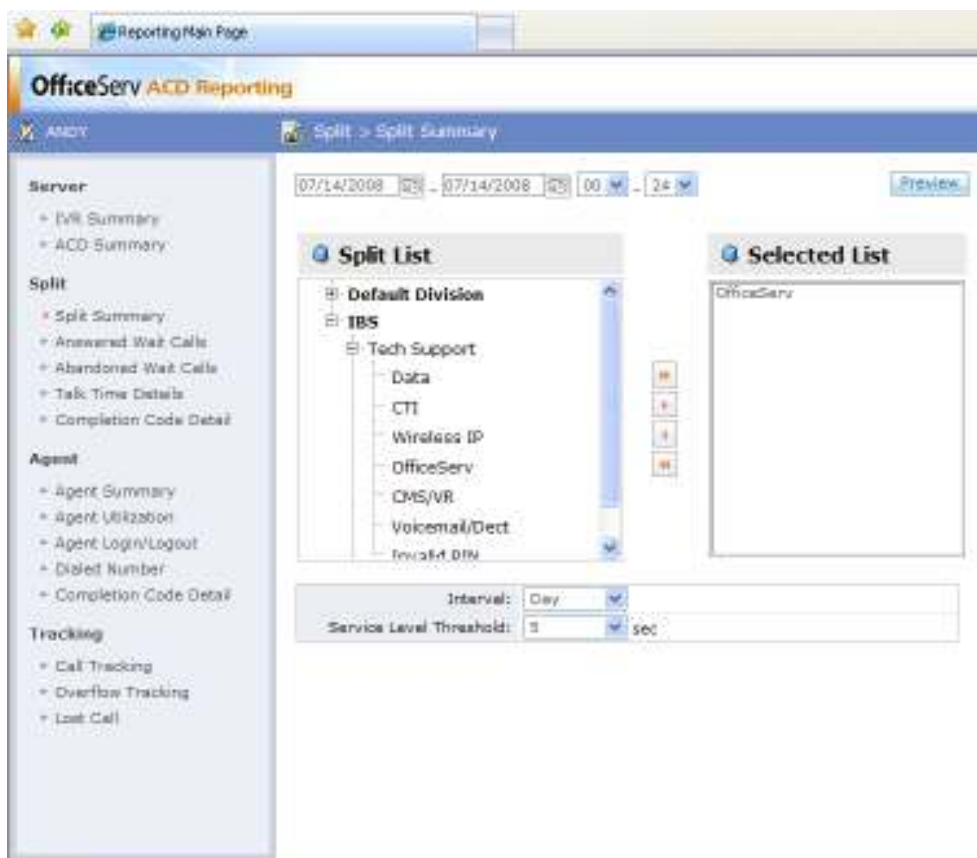
# ACD Solution

## Management Reporting

Using web technology business managers or administrators can access current and historical call centre statistics concerning all aspects of the call centre's operation, including real time service level indicators, queue service levels and agent performance.

Information is organised into tabular or graphical formats that can be quickly reviewed so that managers have a clear picture of call centre activity. Report information can also be exported into a Microsoft Excel format to enable further more detailed analysis.

As a result, call centre managers can use the information to ensure that service levels are consistently met by optimising staffing levels, identifying any training requirements and proactively planning for any hourly, daily or seasonal differences in demand.





# ACD Solution

## RAD

Samsung OfficeServ ACD Call Centre can incorporate a Recorded Announcement Device (RAD) option as part of the solution. The RAD element is capable of playing comfort greetings or advertising to waiting callers based on the CLI/DDI.

## IVR

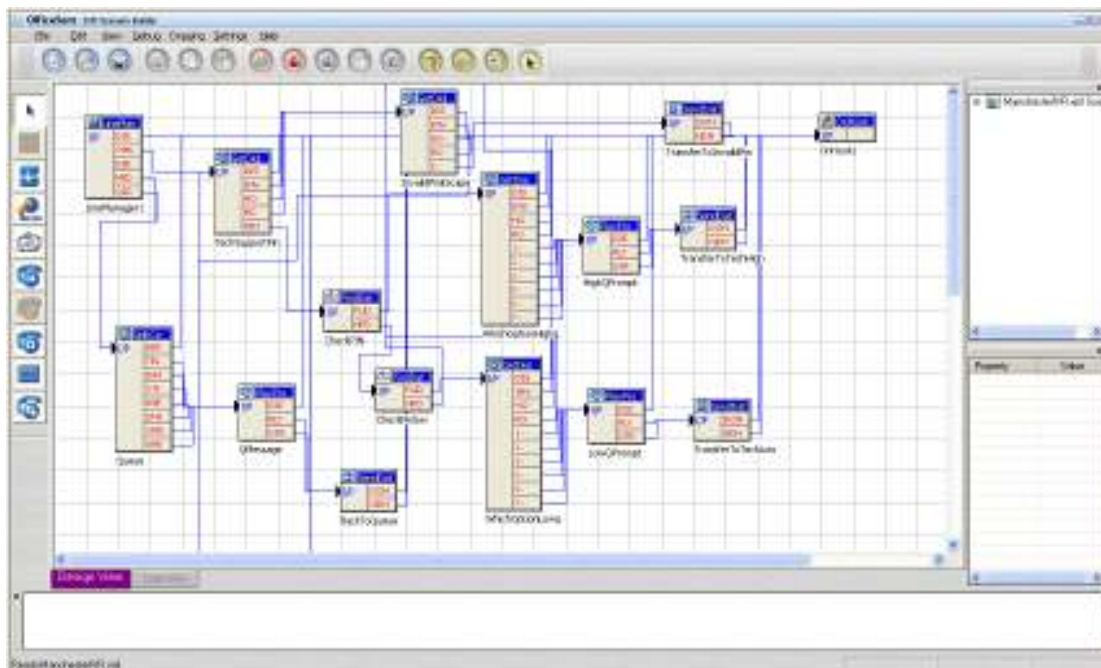
However, it can also expand to a full Interactive Voice Response (IVR) application, which is a fully featured, customisable voice announcement and voice messaging solution that can help to reduce missed or abandoned calls, improve the customer experience, increase marketing opportunities and optimise staff efficiency and productivity.

OfficeServ IVR can detect touch tones in order to play pre-recorded or dynamically generated messages, so that the call can be routed to the most appropriate agent depending on the caller's selection or CLI/DDI.

OfficeServ IVR also has a text to speech (TTS) capability that extracts variable information from a database and converts it to speech. TTS provides a powerful alternative to standard waiting on hold messages or music as it is capable of relaying business messages. Thresholds can also be configured into the system to minimise delays and divert calls to alternative queues, ensuring no person waits too long.

Using TTS OfficeServ IVR can also act as an auto attendant by automating routine services, such as the confirmation of account information, so it frees up staff time from dealing with routine enquiries or can be used to extended your businesses hours of operation.

In addition, OfficeServ IVR incorporates simple and user-friendly call recording software for capturing, organising and retrieving call recordings instantly. Call recording can be initiated from either the OS IVR application or OS ACD Agent application in order to address quality control criteria, resolve disputes and address training and development requirements.





# ACD Solution

Calls Through IVR / Features				Menu	Non IVR Calls / Features				
ACD Inbound	IVR (Disconnected at IVR)	Total		Split	ACD Inbound Calls	Total		Total	
		Normal IVR				Agent Request			
		Abandoned IVR				VMS/TRSF			
		Transferred				Callback (CB)			
	ACD TOTAL (Disconnected at ACD)	Total				Answered			
		Agent Request				Abandoned			
		Transferred				Answered Transfer			
		Call Back (CB)				Abandoned Transfer			
		Answered				Overflow			
		Abandoned				Registered Agents			
		Answered Transfer				Logged-in Agents			
	Non-ACD Inbound	Calls			Idle Agents				
		Talk Time			Busy Agents				
					Wrap-up Agents				
					Break Agents				
Outbound Calls	ACD Outbound		Agents per Break	Efficiency			Wait calls		
	Non-ACD Outbound		Calls		Longest Wait Time				
		Talk Time	Average Wait Time						
		Registered Agents	Answer Ratio						
		Logged-in Agents	Service Level						
Agent Information		Idle Agents	Answered	Inbound Calls	ACD Inbound	Unanswered			
		Busy Agents	Transfer-in			Transfer-out			
		Wrap-up Agents	Agents per Break			Talk Time			
		Break Agents				Average Talk Time			
				IVR Wait Calls	Calls	Outbound Calls	Non-ACD Inbound	Talk Time	
				IVR longest Wait Time	Talk Time				
				ACD Wait Calls	Calls	Agent	Non-ACD Outbound	Talk Time	
		ACD Longest wait time	Elapsed Time of current status						
		Average ACD wait time	Talk Time*						
		Answer Ratio	Idle Time						
		Service Level	Wrap-up Time						
			Break Time						
			Average Talk Time						
			Average Wrap-up Time						