



## Call centre solutions



Automatic call distribution



## Do you value your main asset?

**How often do your customers hang up? If your business cannot respond quickly, your customers will go to your competitors.**

### Abandoned calls mean lost sales

Despite the advances in online trading activities, voice communication will always remain an essential part of customer service.

When your customers call, they need answers quickly. *The last thing they want to hear is busy tone!*

Call centres allow organisations to answer incoming calls in the least possible time. They route calls to available staff (agents) to answer the call. If an agent is busy, they find one who is free.

They are a key component of any organisation's Customer Relationship Management (CRM) strategy. Properly implemented, they will:

- Improve customer service
- Reduce abandoned calls
- Reduce customer attrition
- Lower the cost of sales
- Enhance competitiveness

In an ideal world, you would have staff always available to answer those important calls. Callers would never have to wait, but the real world is less than ideal. Call centres help you manage the peaks and troughs in your business telephone activity, giving your customers the best possible service.

## What is a call centre?

Call centres are groups of staff organised to service incoming and maybe outgoing calls. They formalise the process of phone activity, allowing procedures and benchmarks to be set up, so exerting measurement and control on a key aspect of the part of their business which few organisations understand. Aspire Call Centres are designed for small to medium-sized businesses, from as few as two or three staff to typically up to 100 call centre staff.

Aspire provides a powerful call centre solution incorporating the following call centre features:

- Route incoming calls to free agents
- Place incoming callers into a queue
- Play holding messages to encourage callers not to hang up
- Route queued callers to free agents
- Integration to a real-time call centre management system

## Supporting your business goals

Call Centres are about enhancing your customer service targets by improving performance and service levels. Aspire ACD has many service enhancing features.



### Call distribution

The Aspire Call Centre can handle up to 64 Groups with the ability for multiskill agents to be members of more than one Group.

Ideally, callers should be answered by the person with the most appropriate skill to service the call quickly. With skill-based routing, Aspire can even identify which person to route the call to, thereby improving customer service even more. If that person is busy on a call, then Aspire will route the call to the next skilled person.

### Forced answer

This speeds up call answering. When an agent finishes a call, they become available to accept a new call. On receipt of a new call, Aspire locates the agent who has been waiting

longest. In headset mode, the agent has no discretion in answering the call. Aspire controls the rate at which calls are presented to available agents. Service levels are improved because agents cannot slow down the work rate by delayed answering of calls.

### Agent account/activity codes

Call centre managers need to monitor the types of call received for management analysis. Many agents provide this information by inputting account codes on the phone keypads whilst they are talking. Aspire outputs this information to its LAN port for further analysis.

### Hot desking

Call centre agents have unique identity codes. They can log in at any phone position. By inputting a unique ID code, the agent is automatically logged in to a single or multiple call centre group as determined by the call centre supervisor.

### Follow-the-sun service

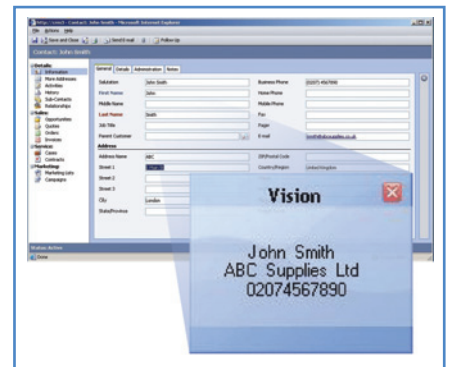
Offer 24-hour service from multiple call centres. Use the AspireNET networking features to route calls out of hours to remote call centres over TDM or IP networks. Used in conjunction with time-of-day routing, maximum call-handling flexibility can be achieved.

### Time-of-day routing

Calls can be redirected or answered by different Groups or agents based on the time of day. Typically, holidays and lunch breaks require different routing schedules. Aspire can handle up to eight different routing schedules within one day.

## Computer Telephony Integration (CTI)

The more information the agent has about the caller then the quicker the transaction. Integrating your phone system with your computer system creates a powerful CRM tool. Call handling can be improved by empowering the agent with data held within the company's business applications. The Vision CTI module integrates with popular business packages such as Microsoft CRM. This allows personalised call handling by requesting Aspire to display customer records onto the agent's PC screen, before the call is answered.



## Call centre management

To enhance the productivity of Aspire ACD it can be integrated with the Aspire real-time Call Centre Management module to monitor the performance of the call centre and its agents. This is described in more detail in the Aspire Call Centre Management brochure.



## ACD Agent Turret

This is the traditional name for the customised phone used by the agent. Any Aspire display phone can be configured as an agent or supervisor phone. The ACD Turret is the interface both to the Aspire ACD System and your customers and gives one-touch access to the agent features.



*A typical customised ACD Turret*

The phone set is customised to meet the requirements of your business by allocating activities to soft and hard buttons. Buttons can be set up to simplify standard agent activities:

- Agent Log In
- Agent Log Out
- (Silent Call) Monitor
- Emergency (Call to supervisor)
- Wrap up
- Off Duty
- Account Code

**Wrap up** is another productivity enhancing feature. 'Wrap up time' is the interval allocated to the agent to complete their administration work before another call is automatically sent to them. Wrap up can be fully automatic with no agent discretion or a button can be configured to give agent control over wrap up.

**The Off Duty button** is used to allow

the agent to take a break and stops calls ringing at the agent's phone.

**Emergency** is typically used to allow the supervisor to listen in to a call. If the caller is problematical and requires supervisor assistance, then the call can be monitored discretely prior to the supervisor joining the call.

**Agent Log In.** When an agent starts a shift they input their ID code to tell the Aspire ACD that they are ready to answer calls. Their unique ID code signals the agents identity to the ACD and loads the agent profile which can log the agent into multiple groups. The ability for agents to be members of multiple groups allows skill based routing profiles to be implemented thereby increasing call centre flexibility and productivity.

## Phone display window

The phone display, apart from showing callers' details such as CLI and number called, can also show call statistics. An agent does not need access to general call centre information: Aspire shows the number of calls waiting, thereby alerting all agents to the busy status of the call centre.

## Headset working

Many call centres prefer their agents to use headsets rather than traditional phone handsets. An agent headset keeps both hands free to process incoming calls. It is connected into the dedicated port on the rear of the phone.



Headset mode is controlled from a configured phone button, thereby dispensing with the need to use expensive 'vista' type units. Bluetooth headsets are making agent movement more flexible.

## Queue status display

This allows supervisors to monitor traffic load within their group.

“When your customers call, they need answers quickly.”

## Aspire Call Centre

The Aspire Call Centre Routing and Queuing module, traditionally known as an Automatic Call Distribution System (ACD), can be customised to meet the needs of your business.

Aspire ACD is the basic building block of any call centre. The ACD module is used to customise Aspire to ensure calls are answered quickly and efficiently:

- Answering staff (agents) are allocated into Skill Groups dependent on your business needs. In an insurance office, you may have some staff answering insurance claims and a second group of staff handling insurance quotations. These agents can be located locally or remotely in a branch office or at home.

- By allocating a separate phone number to each group, callers can quickly locate the staff to sort their problem. Alternatively, your business may just want one central telephone number, in which case the MailLite Voice Response module can be used to give incoming callers routing options:

*"Welcome to NEC Insurance, Dial One for Claims, Dial Two for Quotations, Dial Three to leave a message etc."*

- Calls are routed to the longest waiting free agent and if all agents are busy the calls are held in a call queue. You determine how long that call queue should be. If it is set to six calls, then the seventh caller will receive a busy tone. Alternatively, after a preset time,

queued callers can be routed to an overflow group or staff, further encouraging flexibility.

- Using the Aspire MailLite Recorded Announcement Device (RAD), holding messages and/or music can be played to waiting callers to reduce abandoned call levels, or they can be requested to leave a voice message.
- The supervisor can be alerted to waiting times exceeding target thresholds, therefore allowing management action to be taken.

## All callers are not equal!

### And every business has its own customer priorities

Using the Aspire ACD Module, call answering can be customised to suit your customer profiles. You may want priority customers to be always answered first, no matter when they call. In a telesales area, you may want repeat customers to have priority over first-time buyers.

**Aspire ACD has the flexibility to allow you to prioritise your callers.**

To maximise order taking, you allocate queue priorities. Using DDI numbers, the Priority or VIP Mode will always ensure that callers wanting to place orders are answered faster than those making enquiries.

If calls are not answered within preset times, those callers can be transferred to other staff, who may be located on another site, or even a different country.

You can even use remote staff working from home. Using IP phones, your staff can work from home with all the features that they have if they were in the office. You can still monitor their performance.



## Outline specification

- Requires ACD upgrade software
- Agents – 200
- ACD groups – 64
- Trunk lines – 200
- DDI name tags – 2000
- CLI name tags – 3000
- Daily routing schedules – 5
- Real-time event port – Ethernet port
- CTI – TAPI 2.1
- RAD 1 – queue manager; 16 channels; 2 messages
- RAD 2 – queue manager; position/time in queue

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