

## *Call Routing*

In today's competitive business environment, the ability to manage customer and internal voice communications effectively is increasingly critical. Understandably, callers want their calls to be answered quickly and dealt with efficiently. They do not want to be held in a long queue, and then passed from department to department before a question is answered. For this reason, Toshiba has a range of call routing solutions that are designed to ensure that all inbound calls are handled as efficiently as possible.

## Call Routing

For organisations with high call volumes, or those needing a sophisticated approach to call handling, Toshiba's call routing solutions allow a customer contact centre with three or four agents, or as many as 350 agents to be quickly and efficiently implemented using the most sophisticated call management techniques:

- **Flexible Call Routing**

Route calls based on caller ID, DDI number dialled, balanced call count, preferred agent treatment, agent priority, or time-of-day, day-of-week or, with Call Router, day-of-year, providing maximum flexibility.

- **Intelligent Queue Announcements**

If all agents are busy, calls to an ACD group are queued to wait for the first available agent in the group. While waiting, callers hear programmed intelligent announcements or music, encouraging them to remain on hold. This gives you an opportunity to provide valuable information to callers while they're waiting.

- **Interactive Call Announcements**

When a customer calls into the organisation, there is an opportunity to collect important information before the call is put through. This saves both the customer and agent time, increasing efficiency and customer satisfaction.

- **Priority Queuing**

Enabling higher-priority calls to be answered sooner than low-priority calls, ACD calls can be tagged with a priority number before they are placed into the ACD group queue. The priority number assigned to the call then determines where the call is placed in the queue.

- **Multiple Call Queues**

You can set up multiple call queues for differing services or sales promotions, each with an individual announcement. If callers are handled more efficiently and personally, this improves customer satisfaction which can in turn lead to increased loyalty and revenue.

- **Call Back Service**

Rather than making callers wait in a queue, a call back service can be offered that allows them to leave a request to be called back. Call backs can be prioritised in order of importance to the business, urgency or convenience, and agents can ensure that they are fully armed with background information to help them answer the query quickly and efficiently.

- **Preferred Agent – Skill-based Call Routing**

Using CLI, it is possible to route callers to agents who they have dealt with before. If that agent is busy or unavailable, the caller can be held in a queue until the chosen agent is free, routed to another agent, or leave a message to be called back. Calls can also be routed to agents based on their skills and knowledge to ensure that the customer's query is answered as effectively as possible.

## Uniform Call Distribution (UCD)

Built into each Strata CIX communication platform, Uniform Call Distribution (UCD) allows you to control how calls are received into your organisation. Designed to evenly distribute calls amongst your call handling staff, this reduces the amount of time a caller has to wait before they can speak to someone, and helps maintain high customer service levels.

### Key benefits:

- Reduces hold time, increasing responsiveness and helps maintain customer satisfaction.
- Provides even distribution of calls, ensuring that the workload is allocated fairly amongst call handling staff.
- Ensures customer service levels are maintained by overflowing calls to other departments during busy periods.

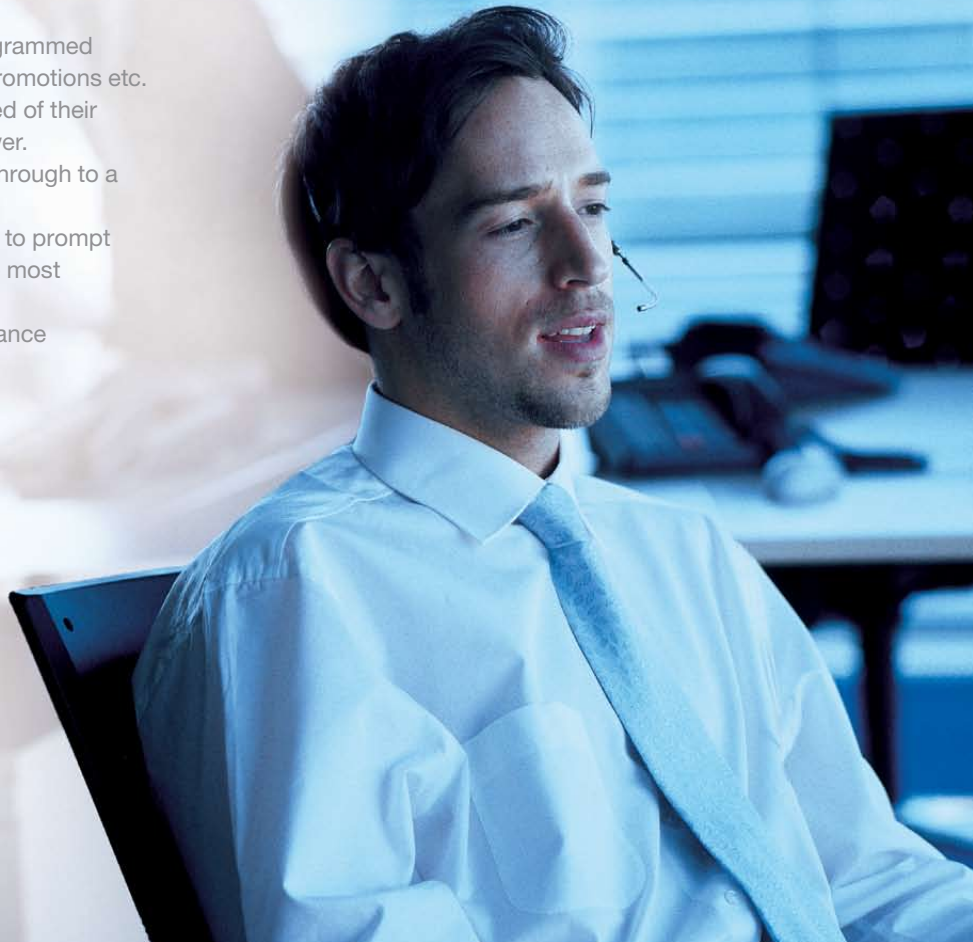
### **Strata ACD**

Strata ACD is a server based system designed for our Strata CIX platforms, offering full contact centre functionality for up to 360 agents and 180 ACD groups. With Strata ACD you can purchase the products you want when you need them and need not pay for functionality that you will not use.

Flexibility of operation means that any group of Strata CIX system users can be nominated as ACD agents. Agents do not have to use a specific extension for ACD operation, but can use any extension of the Strata CIX system. The flexibility of the system also means that agents do not have to be seated together, but can work in small offices or even remotely from home.

### **Key benefits**

- Improved customer service through quick and efficient answering of all inbound calls.
- Prioritisation of calls, so that existing or high value customers are placed at the head of the queue.
- Multiple ACD queues, each with individual programmed announcement for differing services or sales promotions etc.
- Intelligent announcements keep callers informed of their place in the queue, and estimated time to answer.
- Advanced call routing allows callers to be put through to a specific agent they have dealt with before.
- Combine with Interactive Voice Response (IVR) to prompt callers for information to direct their calls to the most appropriate agent (see over the page).
- Use TASKE<sup>®</sup> reporting to fully monitor performance and provide vital information for training and continuous improvement.



### **Interactive Voice Response (IVR)**

IVR allows you to provide callers with a 'self-service option', which can make a dramatic difference to the way a call is handled, and how your company is perceived.

Prompting callers for information that can be used to direct their call, IVR technology allows you to handle enquiries without human intervention. Using the telephone keypad to select options, or providing spoken responses to recorded prompts, IVR can handle a variety of interactions with the customer, either providing the information they require directly, or helping to prepare a call centre operator by obtaining valuable information before the caller is actually routed through.

#### **Key benefits**

- Allows callers to retrieve information directly, without the need for human intervention.
- Increased employee productivity by ensuring the agent is armed with as much information as possible before the call is routed through.
- Prioritisation of calls based on the information callers have provided. For example, airlines can place callers with a frequent flyer number, or those in business class at the front of the queue to be answered by an agent.
- Calls can also be placed into queues with specific announcements based on the answers they have given, ensuring the information they hear while waiting is appropriate to their requirements.

### **Call Router**

Call Router will enable you to route enquiries to the most appropriate person, governed by staff availability, workload, staff with particular language or subject skills, or specific types of customer. Advanced call routing also allows the Caller Line Identity (CLI) signal to be recognised, and the call automatically routed to the correct department.

Call Router can even 'learn' information from a customer's calls and, in conjunction with Strata ACD and NetPhone for Strata, can enable callers to guide themselves to the appropriate contact point.

#### **Key benefits:**

- Improved customer service through effective and efficient resolution of customer's enquiries.
- Increases customer satisfaction through more calls being answered and resolved by the correct department, first time.
- Improved accuracy and efficiency through 'learning' information from a customer's call.

Toshiba's modular approach to call routing enables you to select the appropriate solution to meet your individual requirements. All our contact centre products are designed to work together seamlessly to create the perfect experience for your customers. Whether you want to queue and route calls, integrate your back-office systems, provide customised announcements or self service options, or simply give your agents tools to automate processes and increase productivity, Toshiba can help. For more information on Toshiba's complete solutions for contact centres, please see the following product sheets:

- Computer Telephony Integration (CTI) - Including NetPhone
- TASKE Reporting
- Call Recording

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Toshiba is committed to developing the next generation of converged communications solutions for the enterprise marketplace.

We will provide communication solutions that deliver complete mobility of operations and ease of configuration. Toshiba offers best in class migration, quality and reliability and is dedicated to protecting our customers' investment. With flexibility and choice, Toshiba is empowering the enterprise to do business the way they want to.