



DEFINITY® ECS Call Center

Your call center should be as unique as your business. With a **DEFINITY**® ECS Call Center, it can be. That's because a **DEFINITY** ECS Call Center solution provides a powerful array of capabilities that you can custom-tailor to your business needs. The foundation for the solution is the **DEFINITY** Enterprise Communications Server (ECS)—providing advanced technology designed by our research and development unit, Bell Laboratories. Building on the performance and flexibility of the **DEFINITY** ECS, you can select from a powerful assortment of features and capabilities specially designed to enhance your call center operations—with a solution that improves everything from call routing to customer satisfaction.

Maximizing efficiency and productivity within your call center

A **DEFINITY** ECS Call Center solution not only supports up to 5,200 agents—it provides a suite of call routing capabilities designed to help your agents handle calls more effectively, and boost your call center's overall level of productivity.

The Call Center solution is built upon proven and innovative **Automatic Call Distribution (ACD)**

technology that gives you more flexibility in how you route calls within your call center. You can choose whether calls will go to the least busy agent, the first available agent, or the agent with the skills needed by a particular customer.

For multiple call center locations, **Look Ahead Interflow** helps you balance call loads among your locations, by analyzing demand and directing each call to the location best able to handle it—for example, based on call volume, waiting time in queue, or the time of day.

By creating this virtual call center environment, you can help your agents or call centers share the workload during your busiest times or, if you have centers in different time zones or countries, effectively extend your operating hours. And because it's transparent to your callers, all they'll know is that their calls are being handled promptly.

Customized call routing, for even greater control

The call routing technology provided by the **DEFINITY** ECS Call Center suite of call routing features also



allows you to create completely unique routing programs using the **Call Vectoring** capability.

Call Vectoring enhances the ACD operation by letting you fine-tune your call routing to balance call loads and improve customer service. It allows you to dynamically adjust how calls are routed to each split or the entire call center, based on parameters such as the time of day, day of the week, number of agents, number of waiting calls, time in queue, or speed of answer.

In addition, Call Vectoring supports a wide range of options that use information about your callers—supplied by intelligent network services or by the callers themselves—to route calls to the most appropriate destination.

- **Automatic Number Identification (ANI) Routing** routes calls based on the calling party's number (or identity) and

The Dynamic Call Center Solution Tailored to Your Needs

directs the call to the agent, group, or skill best equipped to meet that caller's need.

- **Information Indicator (II)**

Routing lets you route calls based on II Digits—special 2-digit codes that identify how or where the call originated, such as a payphone, cellular phone, or operator-handled call. This unique routing option can help you prioritize your call routing, to offer special or unique service to certain callers.

- **Wildcard Matching** routes calls using large volumes of account numbers, area codes, or any number scheme that contains similar information. It lets you easily administer routing options for any group of callers with similar characteristics.

- **Dialed Number Identification Service (DNIS)** allows you to route calls based on the number that the caller dialed. For example, your call center might handle calls that come in from regions across the country via different toll-free numbers. With DNIS, you can identify which number the caller dialed and route the call to an agent who handles the corresponding region.

All these call routing options work by matching digit strings contained within your **DEFINITY ECS**, so there's no need to obtain routing information from another database. This kind of smart, self-supporting technology adds to the efficiency of your operations.

Other powerful call routing technologies can be combined with these capabilities to help you customize a solution to fit virtually any situation. One of these advanced routing options, **Expected Wait Time (EWT)**, allows you to make routing decisions based on the waiting time for each call in queue. EWT employs a patented Bell Laboratories algorithm that calculates call waiting times by

analyzing a number of call-center related factors. By using **Rolling Average Speed of Answer**, you can make routing decisions in real time, according to the current average time it takes to *answer* a call.

Expert Agent Selection (EAS)—another Bell Labs innovation in call center technology—helps you make the most of your agent resources. EAS allows you to route calls by matching callers who have specific needs with agents who have the skills and experience to handle those needs—such as specific language skills or specialized product knowledge.

EAS not only identifies your agents' skills but also their levels of expertise in a skill. Agent log-in IDs serve as personal identification codes, allowing your agents' skills list to "follow" them to any terminal within your call center. Skills can also be easily added or removed without requiring the agent to log out and log in again.

Another routing option, **Multiple Split Queuing**, lets you direct a call to several splits at the same time, so that the first available agent can take the call. It can help you handle your busiest periods with greater ease and provide faster service to your callers.

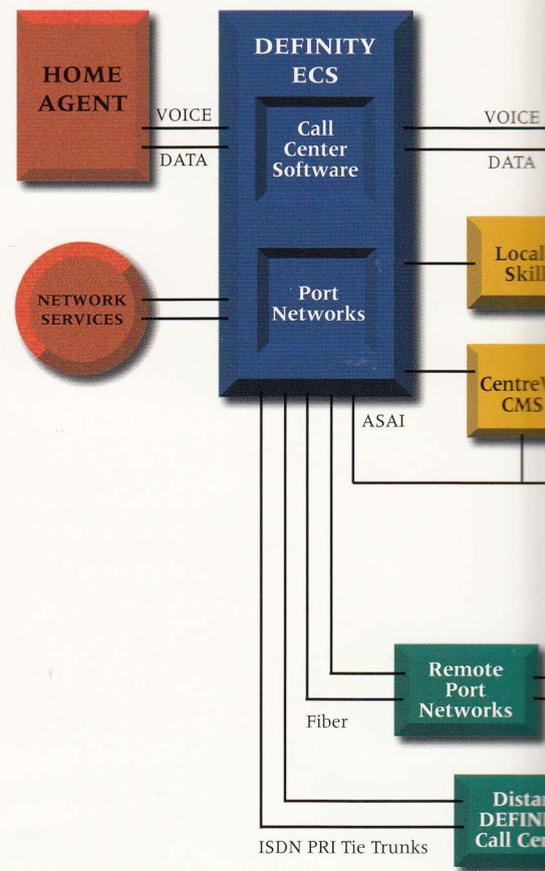
Call routing with a personal touch

DEFINITY ECS Call Center solutions can also incorporate advanced technologies that let you automate your call routing for greater productivity and still provide a personal touch. You can enhance the range of services you provide by integrating the voice response technology of the Lucent Technologies **INTUITY™ CONVERSANT®** System into your call center. This system gives callers automated access to information 24 hours a day plus choices such as leaving a message requesting an agent call-back while in queue.

To further maximize your agents' and callers' time, you can use **Computer-Telephony Integration (CTI)**—the technology that lets you tap into the power of your data environment—to provide callers with specific information and specialized call routing.

Lucent Technologies CTI capabilities include **CallVisor®** Adjunct Switch Application Interface (ASAI) and **PassageWay®** solutions that allow access to host, PC, and Local Area Network (LAN) databases, and provide agents with screen pops that actually follow a call through to completion. In addition, the call can be routed through your call center based on specific caller data, allowing the caller's "vital statistics" to travel along with the call.

Lucent Technologies CTI solutions work with a wide array of software applications, supporting business



functions ranging from account management to fund raising, to telemarketing.

Providing excellence in customer service

Making each customer feel important . . . A friendly, familiar voice . . . The correct information, provided quickly and courteously . . . That's what personalized customer service is all about. It's the secret of repeat business. And it's easily within your reach, with the suite of customer service capabilities provided by a **DEFINITY** ECS Call Center solution.

With **Expert Agent Selection**, personalized service is raised to a new level. Your customers are matched to the agent that is best qualified—through skills, knowledge, or experience—to handle their particular needs. That way,

your callers talk to the right person—and receive the service they expect.

In addition, a **DEFINITY** ECS Call Center solution includes an array of special features that can further enhance the service experience for your customers.

- **Direct Agent Calling** lets your callers go directly to the same agent whenever they call, automatically, for prompt, personalized service. These direct-to-the-agent calls are also included in your call center measurement statistics.
- **Priority Queuing** allows special callers to be assigned "priority status" and routed ahead of other callers. It allows you to pamper your best customers with the fastest attention possible.
- **Call Prompting**, a Call Vectoring option, lets customers use their telephone keypad to enter information—such as account numbers, zip codes, or other digits—to direct their own calls to the destination they need. Repeat callers can self-route to the department or agent they need, quickly and easily. Or, you can give callers the option of directing their calls to voice mail or your voice response application.

The **DEFINITY** ECS Call Center also supports AT&T **Caller Information Forwarding (CINFO)** service, allowing you to collect customer-provided data forwarded through the network. This information can be used to route calls or provide visual displays on agent voice terminals, or be passed along to CTI applications.

Improving the queue helps improve satisfaction, too

Additional **DEFINITY** ECS Call Center capabilities can also add to customer satisfaction by helping to improve your callers' "queue experience." For example, **Redirect on No Answer** automatically re-routes calls to a different location when they go unanswered at the original split, to help ensure that the calls will be answered, and your callers' needs will be met.

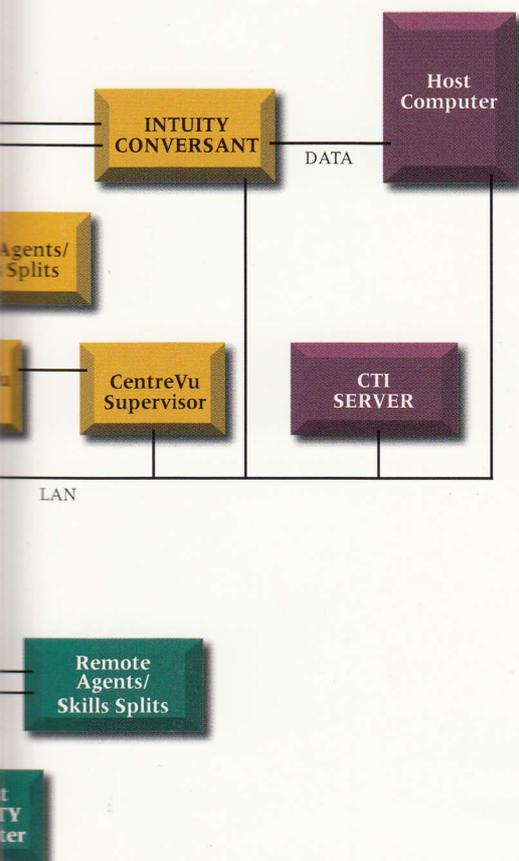
In addition to enhancing the call routing function, **Expected Wait Time** can be used to advise callers of their expected holding time, giving them the assurance that you value their time. Customers will appreciate this added level of service and may be more likely to stay on the line.

And with **Multiple Music/Audio Sources**, you can deliver music or customized announcements to callers while they are in queue, to make the waiting time more productive or entertaining. You can provide information about your products, services, or other call center applications, offer public service information, or play music—giving callers a unique experience they will remember.

Improved agent satisfaction means higher productivity

It's a fact that employees who have the tools they need are happier and more productive on the job. The suite of agent features is specially designed to help you and your call center agents manage and improve their performance.

For example, in addition to streamlining your call routing, **Expert Agent Selection** helps ensure that



your agents are matched with the calls that they are best equipped to handle, based on their particular skills and experience.

Within EAS, you also have the option of more evenly distributing calls, based on your agents' *total activity* rather than their activity in a particular skill. This capability can provide relief to agents who have higher defined skill levels and ordinarily receive more demanding and frequent calls.

With **VuStats**, your agents can view up to 50 different management-defined updates on real-time and historical operational information from their telephone displays. Armed with data such as wait times and the number of calls in queue, your agents can actively participate in operational decisions that affect both their own and the call center's performance. VuStats also has an alerting capability that notifies an agent if a threshold (for example, a preset number of abandoned calls) has been reached.

With **Timed After Call Work**, agents are automatically placed in an After Call Work state after each call and then moved back into the split to handle calls after a predefined time period. This helps ensure that agents get periodic breaks, enhancing agent satisfaction—which in turn enhances customer satisfaction.

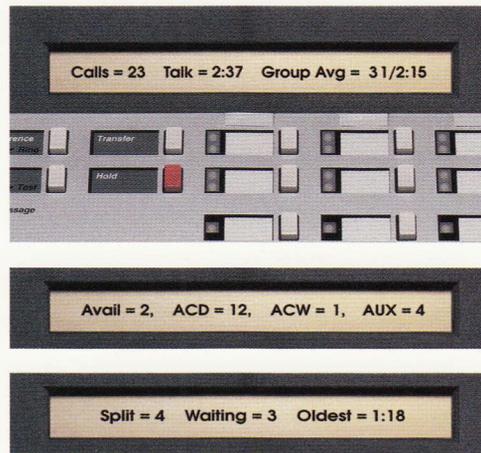
Management tools that help improve staffing efficiency

A suite of management solutions for the **DEFINITY** ECS Call Center also gives you the tools to help effectively manage your "people resources."

For example, **Logical Agent** makes it easy for your employees to log-in from any phone and instantly become part of your call center. It allows personnel from other departments to pitch in during call surges. And it

gives your existing agents mobility within the call center — because all of the skills assigned to them and call restrictions follow the agents to whatever phone or terminal they use.

After every call, agents can enter **Call Work Codes** to help you measure productivity and performance.



VuStats allows agents to monitor call center data of particular interest to them and be alerted when personal thresholds are met or exceeded.

For example, you can use the codes in marketing to monitor the success of a special promotion, track the sales of a product, or learn which of your call center services or applications your customers use most frequently.

Reason Codes allow agents to enter a single-digit code to indicate their reason for logging out or performing auxiliary work. It helps both you and your agents keep track of the time they spend in training or other non-telephone duties, and measure adherence to schedules.

Management solutions for more efficient operations

The suite of management solutions also provides an array of tools to make call center management and administration easy.

The Lucent Technologies **CentreVu™ Call Management System (CMS)** gives you real-time management reports — updated every three seconds — as well as historical data to help you evaluate the effectiveness of your call center operations. This information can help you increase productivity, control expenses, forecast future needs, and plan the very best way to run your call center.

With **CentreVu Supervisor**, you can extend the reporting capabilities of **CentreVu** CMS to your Microsoft Windows¹ PC environment, eliminating the need for a terminal. It lets you customize reports and perform common administrative tasks — such as reassigning agents to a particular split or skill — using a familiar point-and-click, drag-and-drop interface. You can even move between windows, importing reports or data into other software applications.

In addition, the optional **CentreVu Report Designer** uses the graphical user interface to let you create custom reports or modify CMS reports to fit the unique requirements of your call center. With **Integrated Reports**, you can build reports using data from both the CMS real-time database and historical records. It gives you an easy, effective way to analyze call center activity over time, for a more comprehensive view of your call center performance.

If your call center supports 900 service, you can use AT&T **Multi-Quest® Vari-A-Bill®** service to bill callers for support or services on a call-by-call basis, and make billing adjustments in real time — minimizing the need to reconcile billing later.

DEFINITY ECS Call Center Features/Packages Through Release 5.0	<i>Call Center Basic</i>	<i>Call Center Plus</i>	<i>Call Center Deluxe</i>	<i>Call Center Elite</i>
ACD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Redirect on No Answer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most Idle Agent Across Splits/Skills & After Call Work/ Treatment Options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto Available Split	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Observing — Basic and Remote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiple Call Handling on Request	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VuStats (incl. Service Levels & Log-in IDs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Move Agents/Change Skill While Staffed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forced Multiple Call Handling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiple Announcement Boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BCMS (incl. Service Levels & Log-in IDs)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timed After Call Work		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Call Vectoring (incl. VDNs)			<input type="checkbox"/>	<input type="checkbox"/>
Call Prompting			<input type="checkbox"/>	<input type="checkbox"/>
CINFO			<input type="checkbox"/>	<input type="checkbox"/>
VDN of Origin Announcement			<input type="checkbox"/>	<input type="checkbox"/>
Redirect on No Answer to VDN			<input type="checkbox"/>	<input type="checkbox"/>
Service Observing on VDNs			<input type="checkbox"/>	<input type="checkbox"/>
Call Work Codes			<input type="checkbox"/>	<input type="checkbox"/>
Vector Initiated Service Observing			<input type="checkbox"/>	<input type="checkbox"/>
Call Vectoring (incl. Wildcard Matching & Multiple Audio/ Music Sources)			<input type="checkbox"/>	<input type="checkbox"/>
Call Vectoring Advanced Routing (incl. ASA, Expected Wait Time, & VDN Call Routing)			<input type="checkbox"/>	<input type="checkbox"/>
Vectoring ANI/II Digits Routing			<input type="checkbox"/>	<input type="checkbox"/>
Expert Agent Selection				<input type="checkbox"/>
Reason Codes				<input type="checkbox"/>

Reliability you can count on

The reliability of your call center begins with the built-in features of the **DEFINITY** ECS itself. In addition to providing its self-diagnosis and error correction, the system's **Optional Memory Shadowing** protects active calls during a processor cutover.

And in the event of a power failure or system restart, all of your call center software programs are protected, as are your individual system components such as voice response units. They will all be brought online again immediately, without the need for time-consuming reprogramming.

Your service advantage

Lucent Technologies also offers a comprehensive package of support services for call centers, including Applications Integration Services, Call Center Seasonal Tune-Ups, and Computer-Telephony Integration Services.

The former communications systems and technology units of AT&T, Lucent Technologies has designed and installed more call centers than anyone else. In addition to our technical expertise, we're committed to providing superior quality and customer service. And that means you're backed by Lucent Technologies support 24 hours a day, seven days a week.

It's all part of our **BusinessWorks™** philosophy, dedicated to providing the products and services that help make businesses like yours *work*.

To learn more about leading-edge Lucent Technologies call center solutions, contact your authorized Lucent Technologies representative.

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