

# BusinessPhone Call Center



*The BusinessPhone Call Center solution is for small to medium-sized enterprises that want to improve customer service. The BusinessPhone Call Center can be built up in several steps and can easily be expanded in terms of number of agents and in terms of functionality depending on immediate and future needs*

## **Overview**

The base of the system is Automatic Call Distribution (ACD) which is included in the core of BusinessPhone. This ensures that calls are directed to the most appropriate call handling group – accounts department, sales order team, warehouse – giving callers the perception of efficiency, and making the communication process more effective.

One of the building blocks in the system is the BusinessPhone Call Centre Supervisor, an information system for the BusinessPhone Call Center solution. It provides management and staff with information on the performance of the call center both in real-time and through detailed historical reports. This information is vital for fine-tuning the day-to-day operation of the call center and for long-term planning.



Agent Name	PIN	State	Time In	ACD Group	Connected
rick	123	Non ACD In	00:33		
ginny	111	Pause	00:29		
lyle	345	Talk	02:31	60	202
jacqu	678	Non ACD Out	00:48	60	204
brnan	535	Available	01:54		

Agent	Current Call	Statistics since Log On
rick	Started at 10:55:47	Answered 10
	Ring for 00:00	Abandoned 5
	Log On at 09:40	Avg. Ring 5
	Talks 17/18	Avg. Talk 14
	Available 0:36	Avg. Connect 101
	Active 0:19	

Agent Details (CCS)

The BusinessPhone Call Centre Assistant can be added to improve support for agents and supervisors. This is a Windows application that enhances the productivity of call center agents by providing a single environment for all activities. Computer-telephony integration (CTI) is used to simplify workflow — agents carry out call-control and administration tasks using a networked PC.

Finally, it is possible to add wall displays that help keep individual agents aware of how the group is functioning or Interactive Voice Response (IVR) to guide callers or give information while on hold. Ericsson's "Enterprise Product Certification Scheme" allows software developers to certify their specialized computer applications for use with BusinessPhone. This means no matter how specific your requirements, you can use BusinessPhone with the call center software you need.

## Call Center Supervisor description

BusinessPhone Call Center Supervisor is a software package with powerful and adaptable tools for the administration of call centers. The package can be installed in standalone or networked configurations. The networked configuration supports up to five supervisor positions that can be logged on simultaneously. Call Center Supervisor provides support for monitoring and assisting call-handling agents. It also collects, analyses, and presents data so that call center management can identify patterns and view overall performance without reading dozens of detailed statistical reports.

Using BusinessPhone Call Center Supervisor, the manager is provided with the information needed to determine callers' needs, expectations and tolerance to queuing, the nature of the load on the system, how agents are performing, call patterns, call costs, and revenues.

The means of achieving this is to identify key performance indicators. Such indicators might include average value of a sales call, customer satisfaction, service level, percentage of abandoned calls, cost per call, error rate, forecast, actual call load, staff numbers, adherence to schedules, and average call-handling time.

BusinessPhone Call Center Supervisor is sufficiently powerful to collect all the data needed to calculate these indicators and flexible enough to display appropriate real-time information on agents' screens or wallboards — and to produce suitable historical reports. The system's built-in service planner utility enables the relationship between

staff numbers and service level a key measure in a call center necessary to determine short-term and long-term planning.

## Call handling and staff management

BusinessPhone Call Center supports up to eight ACD groups. Agents can be allocated to any or all of the groups simultaneously. Call Center Supervisor shows, in graphical form, the number of agents logged on to each queue. When the cursor is held over the graph of the queue, the state of the agents (occupied, ringing, available and so on) is displayed. The length of the queues can be set to match the number of agents available.

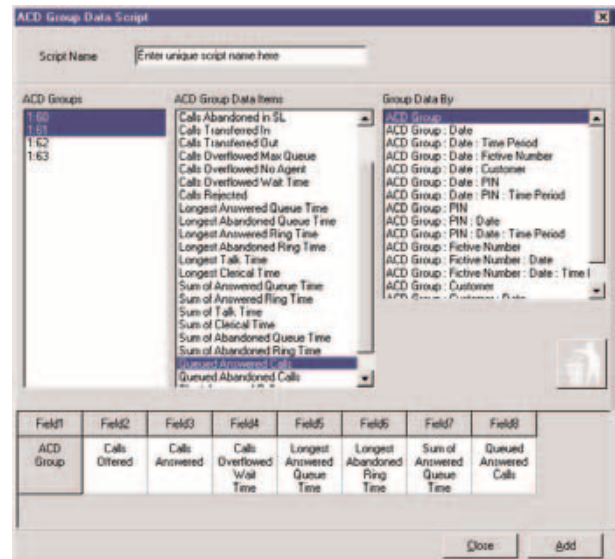
Statistics such as calls answered, calls offered, service level and so on, can be fed from the system to real-time information displays, either on wallboards or "virtual display boards" on agents' PCs. The supervisor determines what information is displayed, when, and on which wallboard. The system can also automatically display an alarm if preset thresholds are reached, and an audible alarm can be sounded for some parameters.

Trend graphs of key performance indicators such as queue length, or call handling time, can be viewed and short-term predictions of the indicators can also be displayed. The length of each sampling period, the number of periods used to calculate the trend, and the number of periods to be displayed, can all be specified.

Predictions are made up to three periods into the future. Maximum and minimum values of the selected indicator are shown.



ACD Queue Trend (CCS)



Data Export Manager

Staff can be allocated to any number of ad hoc agent groups by the supervisor, independently of their ACD group. This enables the supervisor to compare, for example, the performance of new staff with that of established staff.

Individual *agent details* (name, extension number and so on) are stored in the Call Center Supervisor database and allocated a Personal Identification Number which is used to identify the agent in real-time displays and historical reports. As a call progresses through the call center a sequence of color-coded histograms indicates whether agents are occupied, ringing, available, and so on.

*Historical statistics* of ACD group and agent group performance can be generated so that training needs can be identified and bonuses calculated. Staff members are identified by their PIN code.

*Floor plans* can be created of the call center or centers, showing different rooms or agent groups. The plans are updated in real-time to display information about each physical extension (for example: extension number, agent PIN, whether logged on, talking, length of time in the current state).

## Reports

Call Center Supervisor contains standard templates for producing reports on the performance and activity of agent groups and ACD groups. These templates are used as a basis for customized reports by specifying the following parameters:

- agent details
- ACD group
- agent group

- time of day
- data collection period
- type of call (incoming, overflow)
- outcome of call (answered, abandoned)
- other call code

Agents can key in a code for each call, for example, "order won", "lost", or "pending", to allow the production of detailed, useful reports. Other call information can be logged so that custom reports can be produced on, say, the type of caller or the nature of the call.

Data can be exported from Call Center Supervisor to databases and spreadsheets. In addition, Call Center Supervisor includes the facility for extensive graphical reporting of ACD group performance and activity using the latest Crystal Reports package. Any report can be generated automatically at pre-determined times, and on pre-determined printers.

The add on module Data Export Manager is a management tool that enables call center supervisors to easily export CCS historic data to standard database programs for processing and use in other applications.

## The main features of the Data Export Manger

- easy to use graphical interface for the definition of type, layout and content of data to be exported
- ability to save type, layout and content as scripts for future use
- ability to edit saved scripts
- ability to manually generate or automatically schedule the generation of export data

## Service planning

BusinessPhone Call Center Supervisor's built-in Service Planner utility enables call center management to model the effects of changes in traffic, resources or targets, on the performance of ACD groups. The current values of parameters such as number of agents, service target and threshold, and actual performance can be displayed. Changes to any of these values can be made on screen, and all other parameters are then recalculated immediately.

This enables management to see, for instance, how adding another agent affects the target performance level, or to find out how many agents would be required to achieve a certain performance level. Historical data can be used which allows management to predict, for example, the number of agents required to cover a particularly busy week, based on last year's performance figures.

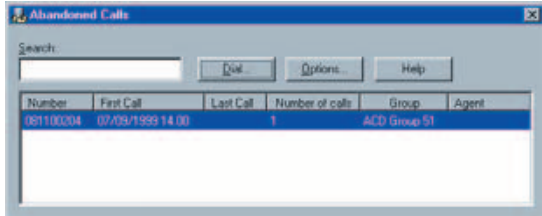
## System administration

Call Center Supervisor allows the supervisor to:

- define service level and other thresholds
- enter agent PINs
- limit access to data for users
- configure peripherals (printers, faxes etc)
- back up and restore the database
- create individual "views" of the call center
- create passwords and much more.



Call control (CCA)



Abandoned caller list (CCA)



Ericsson Dialog Headsets 200

## Call Center Assistant Description

BusinessPhone Call Center Assistant server software application provides an interface between call center agents, their supervisors and the central system. It improves workflow and increases the effectiveness of the call center.

Agents may answer and record information about calls, as well as carry out administrative and clerical tasks such as logging on and off, all from a familiar Windows environment. All telephone functions are represented on the PC screen so the agent can dial or answer calls without using the handset and keypad; the system can be used with digital telephones in Ericsson's Dialog range. Central and individual directories can be accessed from the PC.

Supervisors can support agents through call monitoring, desktop messaging, and display of call center performance statistics on agents' screens. They can also change an agent's status, for instance, to deselect "pause" mode when the agent is ready to answer the next call, and ensure that agents are logged off at the end of the day, increasing the accuracy of call-handling statistics.

Service to callers is also improved through the use of CTI-based business process automation that enables, for example, relevant data to pop up on the screen when an incoming call is answered. Details such as call duration, caller name and number can also be presented on screen.

The number of "lost" calls — and sales opportunities — is considerably reduced as Call Center Assistant can log the names and numbers of callers who abandoned their calls before they

were answered, so they can be called back. The extra sales generated from this function alone can pay for the investment in Call Center Assistant in just a few weeks.

An integrated outbound call campaign module is available. Call preview and power dialing facilities enable more calls to be made in less time, an offline tool enables agent scripts to be prepared, and a flexible reporting package allows campaign effectiveness to be assessed.

### System configuration, features and functions

BusinessPhone Call Center Assistant integrates with other elements of the call center to provide support for agents and supervisors. Because the system is CTI-based, agents can log on at any PC on a network while retaining customized settings, enabling a flexible or hotdesk office concept to be used.

BusinessPhone Call Center Assistant communicates with the BusinessPhone system via a Windows NT server. Information such as directory data, agent details and ACD groups can be retrieved from other BusinessPhone Call Center solution applications, minimizing set-up time and reducing administration costs.

This integration provides a high level of information for agents, and a high level of control for supervisors which enhances the call center efficiency. For instance, customized ACD statistics can be displayed on agents' PCs to give performance feedback without the need for wall displays, and the supervisor can remotely change agent status, and broadcast messages to agents' PC screens. Agents can also

switch to other Windows software packages like word processors or spreadsheets.

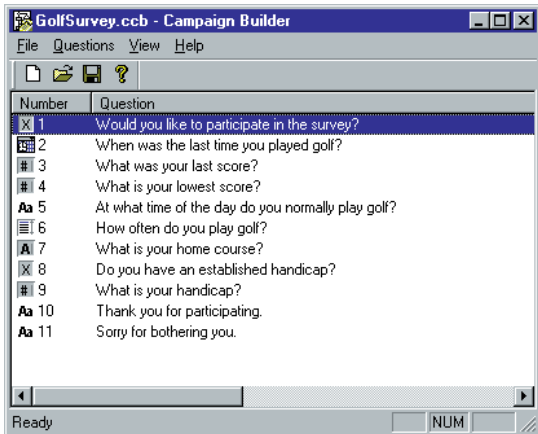
### Call-control and administration

Call Center Assistant puts the functions of the BusinessPhone Call Center solution on agents' customizable PC desktops. Using the mouse and screen buttons, an agent with appropriate privileges can:

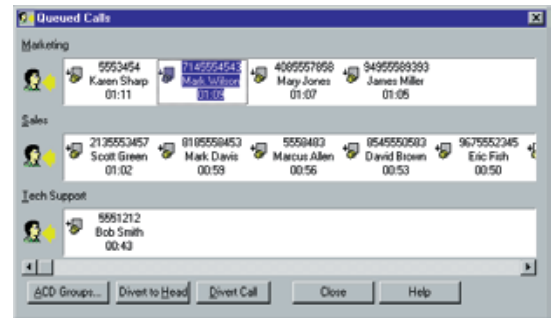
- *dial* – including using "power dialing" from a preview list, and from personal or system directories
- *preview the call list* – calls to be made are listed, with details, for dialing or rescheduling
- *answer* – automatic answer is available. Call duration, ACD group, queue duration, caller's number and name (for internal or ISDN calls), customer identity information, and dialed number information can be presented
- *clear, hold/retrieve and transfer a call*
- *set up a conference call, and call divert*
- *request help from supervisor with text message*
- *enter multiple call codes from predefined list of code names or numbers*
- *log on/off*
- *view real-time ACD statistics*
- *create a personal speed-dial list of up to ten numbers*

In addition, supervisors or agents with greater privileges ("super-users") can:

- *record calls*
- *log agents off from ACD groups, or change ACD configuration*



Campaign Builder (CCA)



Recording of queued calls (CCA)

- *intrude on a call – for instance in response to an agent's request for help*
- *monitor designated agents' calls – automatic silent intrusion*
- *broadcast text messages to the screens of groups of agents*
- *view details of all calls in a particular ACD group's queue*
- *re-order queued calls, so important callers are answered first*
- *deflect queued calls to alternate destinations*
- *configure system parameters, external servers, agent types and privileges, diversions, call codes, etc.*

### Database integration

BusinessPhone Call Center Assistant provides screen pops for business process automation. For outgoing calls, and for incoming calls where the number is presented by the network, the system checks the number against the central directory, and if the number is recognized the system can:

- present user-defined information from the directory
- display customer-specific data from other linked databases
- launch business-specific applications

Supervisors and agents can specify sets of triggers for these built-in screen pops, based on call parameters such as ACD group, using a scripting tool. A facility for recording keystroke sequences automates applications that don't support direct data entry (DDE – Dynamic Data Exchange).

BusinessPhone Call Center Assistant also integrates with Ericsson-certified business process automation products.

### Outbound campaign module

An integrated module is available to maximize the efficiency of outbound call campaigns. The module includes an off-line scripting tool – the Campaign Builder – that enables the campaign parameters to be set and agents' scripts to be written. The Report Manager package enables detailed campaign reports to be created.

### Call back of abandoned queued calls

BusinessPhone Call Center Assistant enables agents to view a list of callers (where the number is presented by the network) that were abandoned before they were answered. The list automatically excludes callers who tried again later and were answered.

The list includes name, date and time of the first and last call, and how many times the caller tried to reach the call center. If the number is in the system directory, then other available details are also presented.

The agent can view the whole list and make a call from the list, schedule a call, view more details of callers, and sort or search the list by number, name or company. The supervisor can present these calls separately to specific agents when they are not busy.

### Reordering of queued calls

This feature also allows the agent to view the calls currently in the queue, along with information about the calling party and the length of time the call has been queued, and then allows them to reorder the queued calls.

For example, if an agent identifies a key customer waiting in the queue, they can reorder the call so that it's the first call answered when the next agent becomes free.

### Deflecting of queued calls

Calls can also be deflected to an alternative destination, for instance, VIP callers to the most experienced agent, or nuisance callers to voice mail.

## Technical data

### Call Center Supervisor

#### Maximum capacities

<i>ACD groups:</i>	8
<i>Active agents:</i>	10, 20, 30 or 40 (modular)
<i>Trunks:</i>	60
<i>Supervisor positions per BusinessPhone system:</i>	1 (standalone ver- sion), or up to 5 (networked version)
<i>Calls per hour:</i>	approx. 1800

#### System requirements

##### Standalone version PC (minimum)

- Pentium 300 MHz 100% IBM compatible PC with at least 128 MB RAM and 100 MB hard disk space
- Monitor with 800 x 600 resolution
- Windows NT4.0/95/98/2000/ME

##### Network version desktop (client) PC (minimum)

- Pentium 200 MHz 100% IBM compatible PC with at least 128 MB RAM and 100 MB hard disk space
- Monitor with 800 x 600 resolution
- Network interface card
- Windows NT4.0/95/98/2000/ME

##### Network version server (minimum)

- Pentium 300 MHz 100% IBM compatible PC with at least 128 MB RAM and 200 MB hard disk space
- Monitor with 800 x 600 resolution
- Network interface card
- 1 free serial port
- Windows NT4.0/2000

### Call Center Assistant

#### System requirements

- BusinessPhone 250, 50 or 128i Version 5.0 or higher for full functionality
- BusinessLink for Windows NT (supplied with BusinessPhone Call Center Assistant)
- Calls per hour: approx. 1100

#### Server requirements

IBM-compatible PC with (minimum):

- Pentium 300 MHz processor
- 128 MB RAM
- 100 MB free hard disk space
- One free serial port
- Microsoft Windows NT 4.0 or Windows 2000
- Network interface card.

#### User PC requirements

IBM-compatible PC with (minimum):

- Pentium 200 MHz processor
- 64 MB RAM
- 100 MB free hard disk space
- 800 x 600 monitor
- Windows NT 4.0/95/98/2000/ME
- Network interface card

## **The BusinessPhone Call Center solution migration path**

### **Level 1: Handling incoming calls more efficiently**

The Automatic Call Distribution (ACD) function of the BusinessPhone Call Center solution enables calls to be directed to the most appropriate call handling group, giving callers a better perception of service, and making the communication process more effective.

### **Level 2: Know what's going on in the call center**

Providing a supervisor with specialist software support to monitor and assist call-handling agents puts you on the road to increased call center functionality. The BusinessPhone Call Center Supervisor package also collects, analyses and presents call data, giving you the basis for operational and commercial improvement.

### **Level 3: Helping call-handling staff work more effectively**

Where large volumes of incoming or outbound calls are handled – perhaps for different clients – BusinessPhone Call Center Assistant provides a more efficient working environment for agents. It puts telephony on to the desktop PC, and provides rapid access to relevant data during a call, helping to automate your business processes.

### **Level 4: Integrating other software to add more value**

Ericsson's "Enterprise Product Certification Scheme" enables software developers to certify their specialized computer applications for use with BusinessPhone. This means that no matter how specific your requirements, you can use BusinessPhone with the call center software you need.

### **Level 5: Growing with BusinessPhone**

The BusinessPhone Call Center, with Interactive Voice Response (IVR) to guide callers or give information on hold, and advanced computer-telephony integration, gives sufficient functionality for call centers with up to sixty incoming lines, eight call-handling groups with up to 40 flexibly assigned agents.

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