NORTEL NETWORKS

BUSINESS WITHOUT BOUNDARIES

exploit the

power

of IP telephony

Application Brief
Business Communications Manager Call Centre

When customers pick up the phone or browse a company's Web site, what happens next can be the difference between success and failure. Whether customers are looking to place their first order, reorder, or receive help, Business Communications Manager can help deliver the level of service that leads to success.

Need to compete head to head with a larger competitor? Nortel Networks can help companies set up a multimedia call centre that puts up to 80 agents at their customers' fingertips from anywhere in the world. Operating out of several locations? No problem. By using the power of IP telephony, Business Communications Manager enables agents in multiple locations to support the same queue – even agents working from home can receive calls as if they were at the office. Call processing is seamless, enabling a business to get maximum efficiency from its employees.

Cutting-edge, Web-enabled multimedia call centres boost profits

Instead of thinking of a call centre as a voice-only customer service/marketing tool, imagine the potential of adding a direct interface to the call centre from a Web site. Nortel Networks is at the forefront of this powerful new technology, and can help businesses set up a multimedia call centre that enables customers on a Web site to enter the queue simply by clicking a button and entering their phone number. As soon as they reach the front of the queue, Business Communications Manager places a call and automatically connects them to the next available agent.

Customers will have access to special offers and information via the Internet while they wait for their callback, opening another channel of communication with customers. Agents and customers can also view Web pages simultaneously, streamlining communication and increasing the potential for immediate orders. Online customers who are ready to order, but need a quick question answered before placing an order, can enter a question into a text box and chat online with an agent when their message reaches the head of the queue. Agents can answer phone calls and respond to online questions, enhancing the speed and efficiency with which a company's workforce can provide customer service.
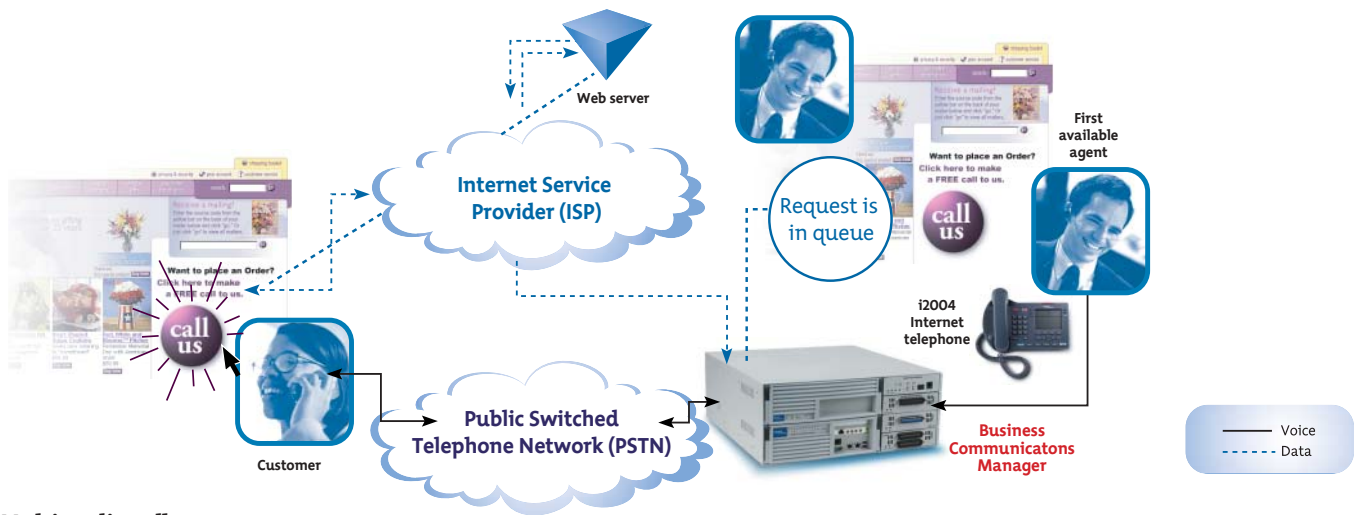
Multimedia call centre

Customers will appreciate the benefit of asking questions online, especially when they can receive a near-immediate response instead of waiting for a slow email reply. This exciting new approach protects businesses against losing orders from customers who are simply too busy to wait.

Advanced call centre capabilities

Business Communications Manager supports the following advanced capabilities, which are designed to enhance a company's ability to provide top-flight customer service as well as its profitability.

Call Transfer improves service by providing customers with access to the extension or voice mailbox of a helpful party, without waiting through the queue. Options are also provided to enter a customer-controlled routing tree.

Agent Phone Set Display provides agents with caller data such as CLID and DNIS right on their phone's LCD screen.

Agent Dynamic Priority matches callers to the agent who is best able to handle their needs, delivering skill-based routing to a company's call centre. Preferences can be easily entered and updated by the system administrator.

Call Priority helps contain costs by answering calls placed to the toll-free number ahead of calls entering the system via a local line. Again, these preferences can be easily entered and updated by the administrator.

Delegated Call Centre Management enables the administrator to offload certain management tasks to the call centre supervisor, while still maintaining control over the system.

Expected Wait Time in Queue informs callers of their anticipated time in queue, so they can decide to continue to wait for a live agent, interact with BCM IVR, or leave a message.

Integrated Recorded Announcer comes standard with the BCM's call centre. Additional external equipment and interfaces are not required. Up to 32 ports are available for Recorded Announcements, IVR, Auto Attendant, and Voicemail.

Auto Attendant can initially greet callers, and play a different greeting based on time of day and/or day of week. Special greetings can even be prerecorded and scheduled in advance for special holiday greetings and hours, etc. Up to 100 special holiday greetings can be scheduled in advance.

Integrated Music On Hold allows prerecorded music and other information to be downloaded to the BCM and played while the caller is on hold. This eliminates the need for external music sources and can be quickly updated, either locally or remotely as required.

Comprehensive Reporting Capability shows call centre activity, traffic fluctuations, agent performance and work characteristics, usage of call centre resources, and overall system performance.

Silent Monitor allows a call centre supervisor to monitor an agent silently without alerting the agent or caller that the call is being monitored. Both incoming and outgoing calls may be monitored, therefore improving the customer service experience.

Agent Help allows an agent to silently alert a supervisor that they need help with a caller. The supervisor can use the Silent Monitor feature to determine the situation and enter the call if required.

Intelligent Call Centre Routing offers methods for moving a call around the call centre based on various input conditions. These methods include the following approaches:

• Intelligent DNIS/DID Routing provides the ability to route calls according to the DNIS/DID called number. This feature also provides the ability to first check the called number, and then check the calling number provided by CLID. DNIS support is a key new feature, enabling the Business Communications Manager Call Center to use DNIS over PRI to route calls directly into ACD queues.

• Intelligent Caller Input Routing allows the administrator to create or import rules for call routing, including customer-controlled routing of calls to other queues and locations based on caller multidigit touchtone (DTMF) input.

• Intelligent Overflow Routing includes change priority and transfer to extension.

Call centre solutions deliver the competitive edge
Business Communications Manager creates a flexible, robust call centre architecture that enhances a company's ability to compete more effectively and to meet the needs of their customers with maximum efficiency. By giving customers quick access to sales and support personnel via phone and the Web, a business can provide better service than ever before – and far better service than their larger competitors who have yet to adopt these advanced techniques.

Table 1: *Business Communications Manager system capabilities*

	Basic call centre	Professional call centre
Configured agents	20	250
Logged-in agents	10	80 (max)
Agent priorities	20	20
Lines	15	100
Overflow rules	20	20
Queues	2	50
Recorded announcements	10	150

Table 2: *Call Centre reporting capabilities*

Real-time reports	– Active lines
	– Available agents
	– Traffic/Skillset status
	– Agent/Skillset status
	– Service/Skillset status
Historical reports	– Answered calls
	– Abandoned calls
	– Incoming calls
	– Agent activity
	– Average time
	– System capacity
	– Call profile
	– Agent profile
	– Help request
	– Activity code by skillset
	– Activity code by agent
	– Activity code by number of PEGS
	– Summary

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Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Wireless Networks, Wireline Networks, Enterprise Networks, and Optical Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the Web at:

www.nortelnetworks.com

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