Telia CallGuide®

PBX independent

CTI platform for contact centers

Telia Promotor

Customer care and service increase competitiveness

Top-quality customer care and customer service keep you ahead of the competition. And a contact center is the best way to manage customer care and service. How? By uniting computer-integrated telephony with other IT solutions.

Telia Promotor offers Telia CallGuide – a technical platform for contact centers. With this platform, your company can meet the most stringent requirements for accessibility and service, regardless of whether your customers contact you by phone, fax, or e-mail. The platform is also prepared for Internet telephony.

Telia CallGuide provides all necessary tools for effectively communicating with and following up on customers.

Independent of phone branch exchange

Telia CallGuide is a service solution with audio response (IVR) that can be connected to a phone branch exchange (PBX) with TAPI support. You can also mix different PBXs in the same customer-service.

You need no private PBX. Telia CallGuide can be connected directly to AXE or to an analog telephone. Customer-service reps are not tied to a permanent office; they can work from their homes.

Simple installation without an PBX link

Most CTI solutions require an PBX link for communication with the telephone PBX.

PBX links are expensive and generally quite complex to install.

With Telia CallGuide, you need not purchase costly PBX links nor update the exchanges. Installation is much easier and more secure.

Open interfaces and standard software

Telia CallGuide is based on open interfaces, which simplifies integration into customer databases, HR systems, and action-request (message) systems.

Telia CallGuide uses standard software, such as MS SQL Server, MS Windows NT, and CrystalReports. The applications use a Windows-based interface without scripting language.

Intelligent call control

Because calls are virtually queued using IVR, ACDs are not required. You can queue an unlimited number of calls and competence groups at your customer-service sites.

You can also provide each customer with a personal customer-service rep to whom the customer is always forwarded automatically.

Functions for managing queues and controlling calls

IVR – automatic services

- IVR with customer-specific menus and functions.
- Automatic services with connections to arbitrary support systems.
- Customers receive continuous updates concerning their place in the queue and estimated time of wait.
- Voice mailboxes.
- Fax.
- Analog or digital connection of IVR to the exchange.

Competence-based call control

- Calls are forwarded to:
  – the customer-service rep with the right competence.
  – an available customer-service rep who recently helped the customer.
  – a personal customer-service rep.
  – external numbers when, for example, load is high or queues are long.
- During operations, customer-service reps can be assigned to an area of competence and to a group.

- Escalation/overflow of calls between queues.
- Different queue priorities.

Screen-based telephony – Telia CallGuide TeleList

- Telia CallGuide TeleList provides telephony functions in a Windows-based environment.
- Customer-service reps can monitor queue lengths and determine how many active customer-service reps fall within a certain competence area.
- Customer-service personnel can:
  – create a personal telephone book.
  – refer themselves via a referral function.
- Customer-service reps can put the customer on hold – to confer with a colleague. They can send questions to a competence area or group, which
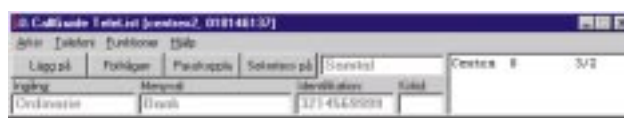
TeleList screen-based telephone.
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means that they need not know the names of their colleagues; this is particularly advantageous when customer-service is distributed among several locations and serves many competence areas.
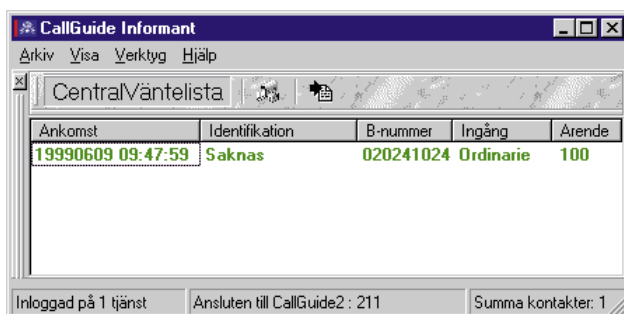
- Calls can be transferred to a customer-service rep, to a competence area, or to a group.
- Three-party conferences.
- Oscillation between calls.
- Pause-connection and post-service follow-up.
- Confidentiality.

Screen pop

- Information on the incoming call is retrieved from the support system and presented on the screen (screen pop) as the call arrives.
- The screen pop is shared during conference calls and accompanies calls that are transferred to a new customer-service rep.

Outgoing telephony – preview dialing

- With CallMeBack:
  – *IVR* – the customer can, via audio response, ask to be called back at a more convenient time.
  – *Web* – the customer can, via a Web page, ask to be called back immediately or at a more convenient time.
- Calling lists are:
  – used for CallMeBack and during campaigns.
  – sorted by priority, requested action, date, and so on.

Example of a campaign list.

- Campaigns – customer-service staff are reminded to survey their customers regarding action requests and company campaigns.
- Competence-based control also applies to outgoing telephony.

E-mail

- Competence-based control of incoming e-mail via Telia CallGuide Mail.
- Campaigns in the form of e-mail, which reminds customer-service reps to follow up customer requests.

Real-time information, statistics and other functions

Administrative program

- Telia CallGuide Admin permits customer-service managers to administer queues, competencies, groups, and extensions via a simple Windows-based interface.

- Customer-service reps can be removed from and added to CallGuide Admin. Managers can easily create and change the profiles of customer-service staff.

- Personal customer-service reps or groups can be defined for certain customers.

- Business hours can be set in IVR.

- Messages can be sent to every customer-service rep.

Statistics

- Call-related. Number of incoming calls, number of dropped calls, and number of calls per requested action. Statistics are generated per half-hour, day, and week.

- Staff-related. Call duration, number of calls, total time per requested action, available status in percent, and percent of calls per customer-service rep.

- Outgoing telephony-related. Staff-related statistics and call-related statistics for campaigns.

- Seagate's CrystalReport, one of the world's most commonly used reporting tools, is included in the platform, along with several standard, customer-service reports.

- Telia CallGuide Stat generates statistics and enables managers to manipulate the information in standard business software, such as Excel and Word.

Real-time information on the contact center

- Current information is displayed in real time. Telia CallGuide Pulse reports on the number of queued calls, answered calls, abandoned calls, average queue time, number of reps logged into the system, representative status, and so on.

- The real-time information is presented numerically and graphically and may be displayed on screen.
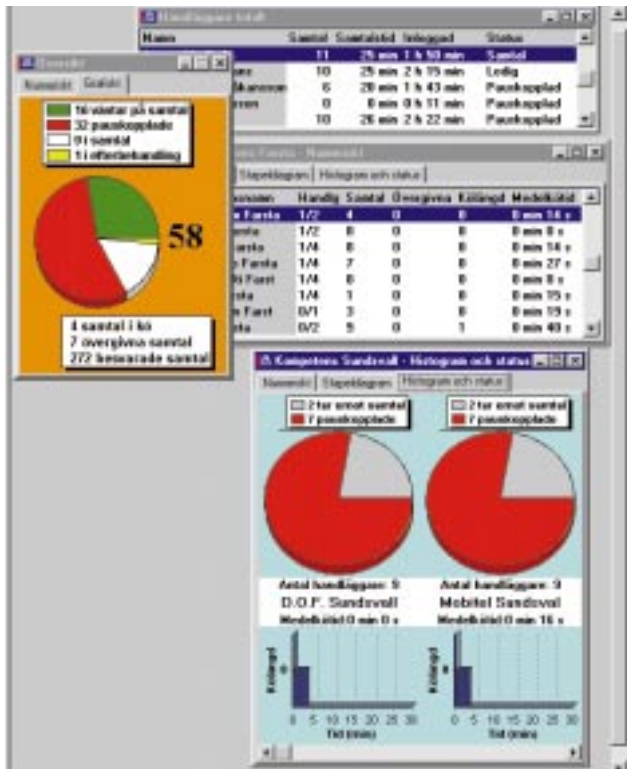
CallGuide Pulse, real-time supervision.

Other functions

- Customer-service reps are not required to work from a permanent site. The system registers the extension from which a representative is currently working (hot desking).

- Unlimited number of customer-service staff members or work sites.

- Distributed work sites; for example, home-based work sites can connect to the system via LAN, ISDN, or modem.

- The number of IVR lines can be expanded dynamically.

Operating system

- CallGuide Server runs under MS Windows NT 4.0 and uses MS SQL-Server as a database. See http://www.microsoft.com

- All client software is installed on Windows 95/98 or Windows NT 4.0.

System overveiw
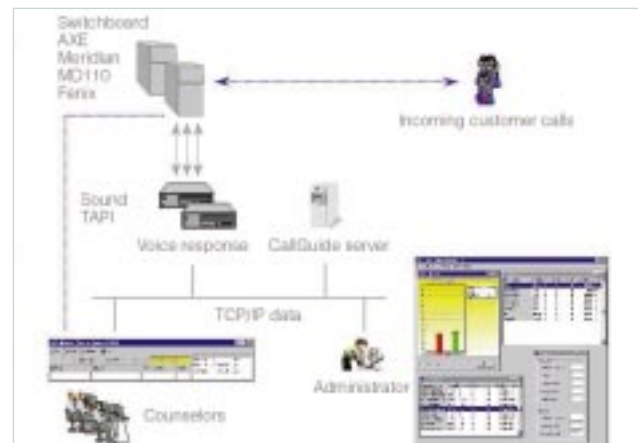
Dependability

- Telia Promotor is the market-leading supplier of computer-integrated telephony in the Nordic region. In 1998, Telia Promotor delivered advanced CTI solutions for more than 2,500 customer-service reps.

- Dependable server technology with double RAID disks and Ericsson's Erlang/OTP technology. Ericsson uses Erlang code in its new-generation, public-network, ATM exchanges. Erlang offers many unique advantages, for example, the software code can be updated while in full operation.

- Tested audio response with nearly 1,000 installations in Sweden.

- System supervision with Telia CallGuide Alarm. Alarms are generated whenever any part of the system fails. Telia CallGuide can be based on IBM's Netfinity software.

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Acronyms and what they stand for

ACD:	Automatic call distributor	OTP:	Open telecom platform
ATM:	Asynchronous transfer mode	PBX:	Phone branch exchange
CTI:	Computer telephony integration	RAID:	Redundant array of independent disks
DDE:	Dynamic data exchange	TAPI:	Telephony API
IVR:	Audio response		
LAN:	Local area network		