



Actimax Guide to Call Routing

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CALL CENTRES

The term “Call Centre” is a widely used description for a variety of call answering arrangements.

Calls can be presented in the following ways:-

- All-At-Once
- Sequential Hunt Groups
- Circular Hunt Groups
- Longest Idle

Other types of call handing which can be used are Skill-Based Routing and Intelligent Call Routing.

ALL AT ONCE

Inbound calls are presented to all of the telephones in a group, which then ring simultaneously.

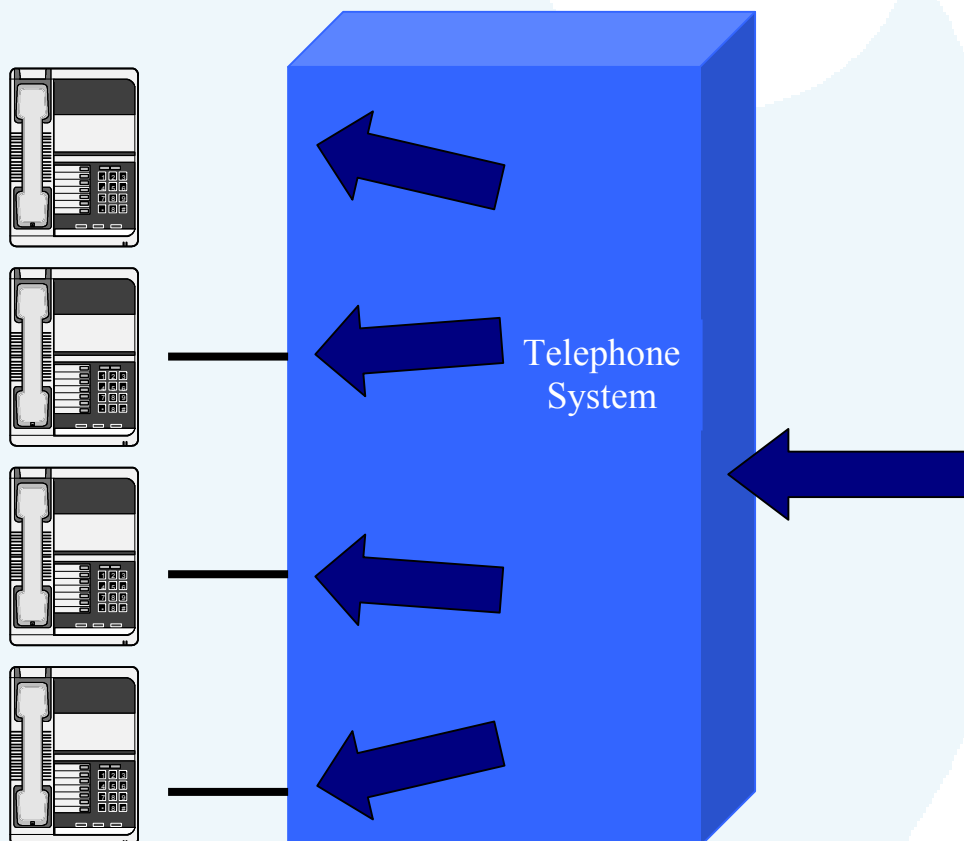
The first person to lift the handset receives the call.

If all of the staff in the group are busy, the call will be presented to the first person who finishes a call. The system automatically sequences the inbound calls and presents them in order. The inbound caller hears continuous ringing until answered.

This group mode has its most popular use in receptionist applications, where the main answering positions deal with multiple inbound calls at once.

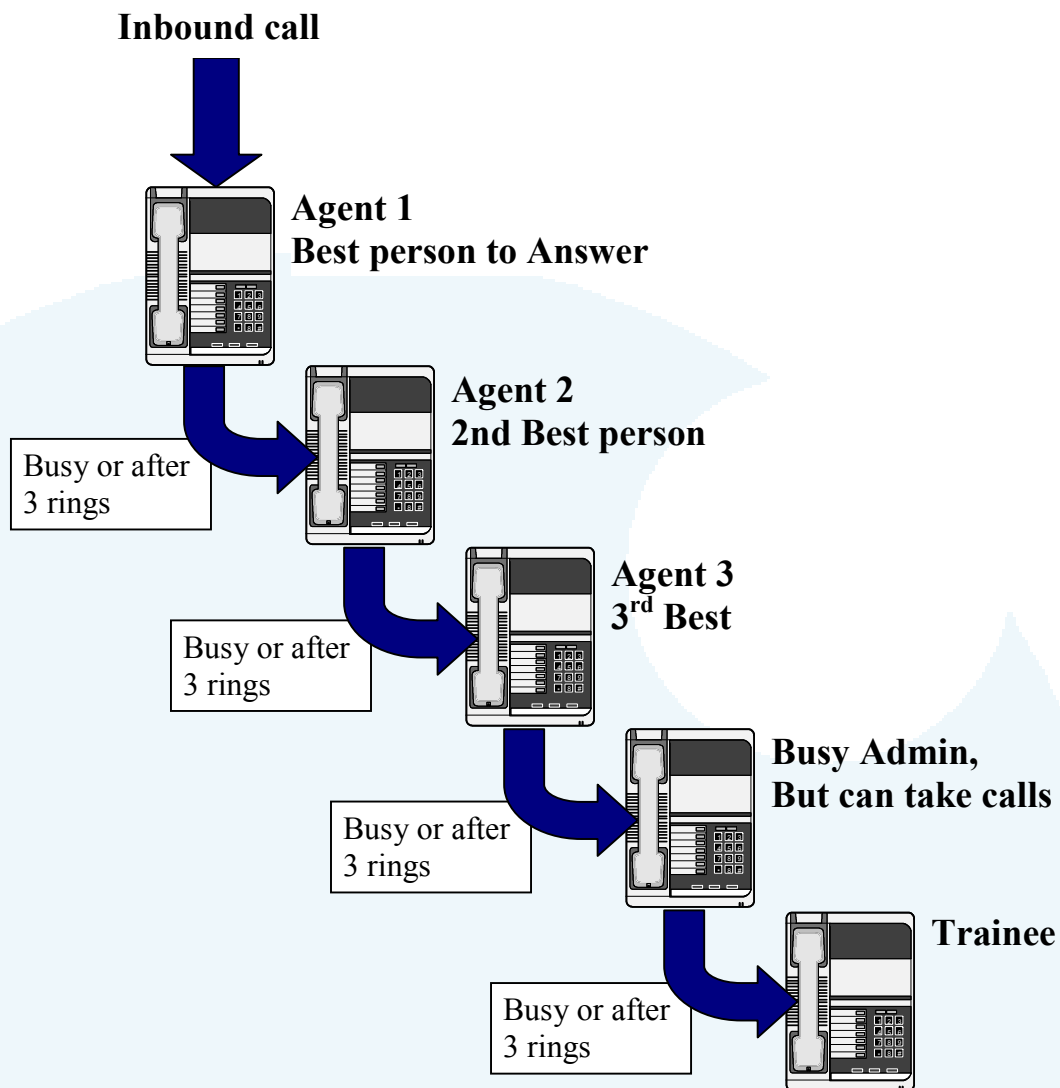
Sometimes, call queuing systems are installed which give queue announcements that “overlay” the ringing tones callers normally hear.

Or calls can cascade to other extension if all members in the first group are busy.



SEQUENTIAL HUNT GROUPS

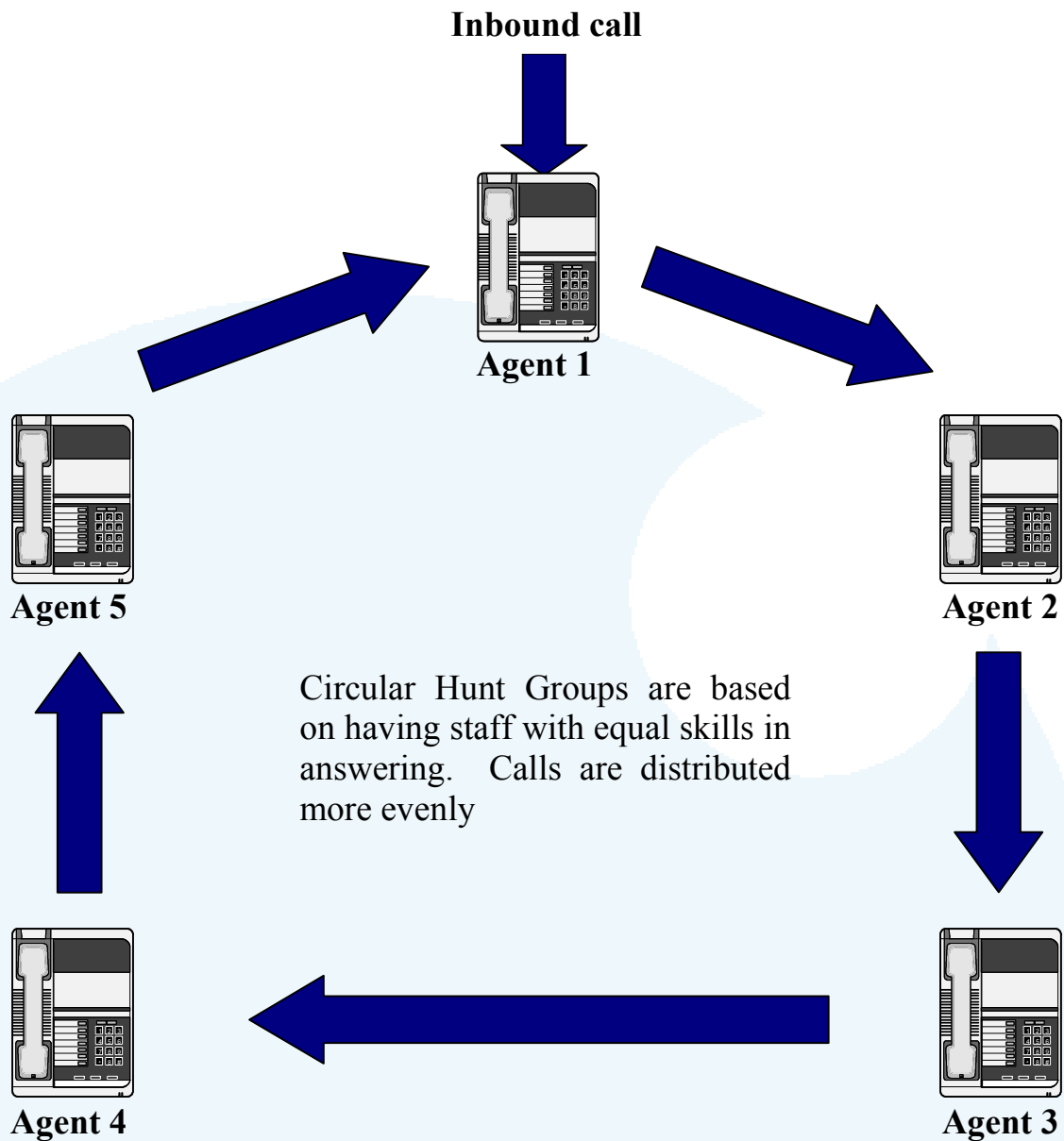
Sequential Hunt Groups are useful for calls that would be best answered by a specific person. Inbound calls are always presented in a pre-set order.



After completing the sequence with no answer, calls could start back at the beginning, or cascade to other extensions and / or voicemail services.

CIRCULAR HUNT GROUPS

If Agent 1 answers an incoming call, the next one is automatically presented to Agent 2, and so on.



As with the previous set-ups, calls can eventually “time-out” and cascade to other locations if you wish.

INFORMAL AND FORMAL CALL CENTRES

Most business can easily set up an INFORMAL CALL CENTRE by using All-At-Once, Sequential and Circular Hunt Groups to make sure important calls for departments and services are always answered by a member of staff.

Using software Call Management packages, you can log the call activity to and from the groups and extensions, on an after-event basis.

If you wish for even better distribution of calls, closer monitoring of calls and staff, real-time LIVE information for day-to-day management by a department supervisor, plus detailed statistics on agents and calls for daily, weekly or monthly presentations, then you will need to consider installing a Formal Call Centre with ACD and MIS. You may even want to consider Skill-Based Routing and / or Intelligent Call Routing.

FORMAL CALL CENTRES – USING ACD / MIS

Automatic Call Distribution & Management Information Systems

Formal Call Centres are made up of two main elements:-

- 6.1 **ACD** for call handing
- 6.2 **MIS** for Management and Statistics.

6.1 AUTOMATIC CALL DISTRIBUTION

ACD agents LOG IN via the PC or telephone at the start of the day, and LOG OUT at the end of the work.

While logged in, agents can be:

- Available** – to take a call
- Unavailable** – e.g. Tea Break
- Answered** – On a call

In timed Wrap-up, making notes or completing duties associated with a call.

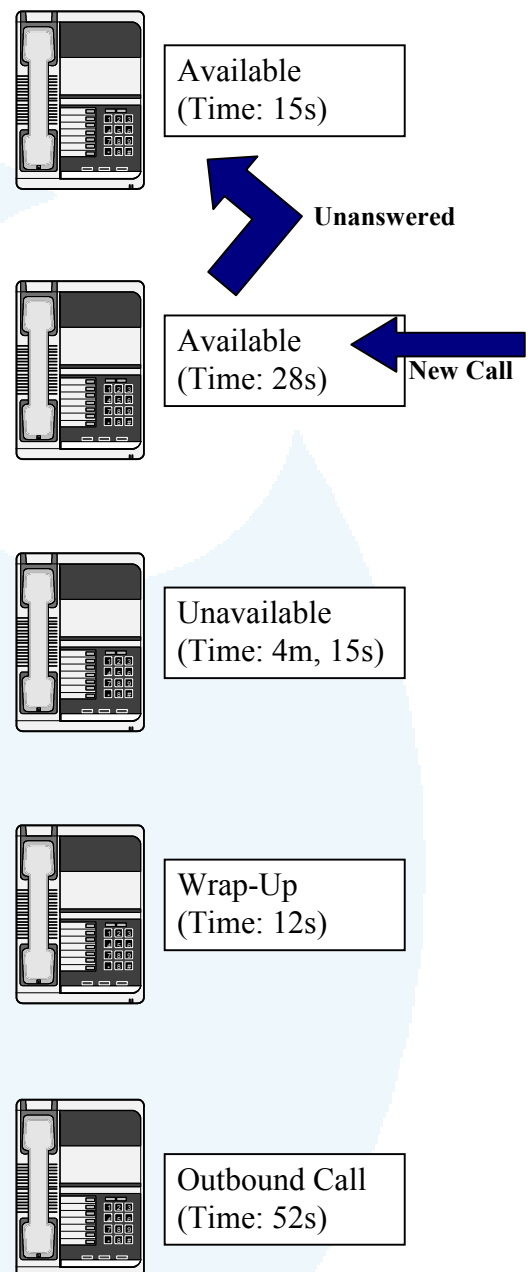
Agents can manually make themselves available or unavailable, plus request more wrap-up time, via the PC or telephone handset.

Inbound calls are called Queues. The call is routed to the Available **agent who has been** waiting the longest.

If the agent does not answer, the call cascades to the next available agent, and the original recipient automatically becomes **Unavailable**.

If there are NO available agents, the call is placed in a queue until an agent is ready to take a call.

Supervisors have the ability to manually change agent status and can allow / disallow the functions available to them.



FORMAL CALL CENTRES – USING ACD / MIS Cont'd

Automatic Call Distribution & Management Information Systems

Formal Call Centres are made up of two main elements:-

- 6.1 ACD for call handing (above)
- 6.2 MIS for Management and Statistics.

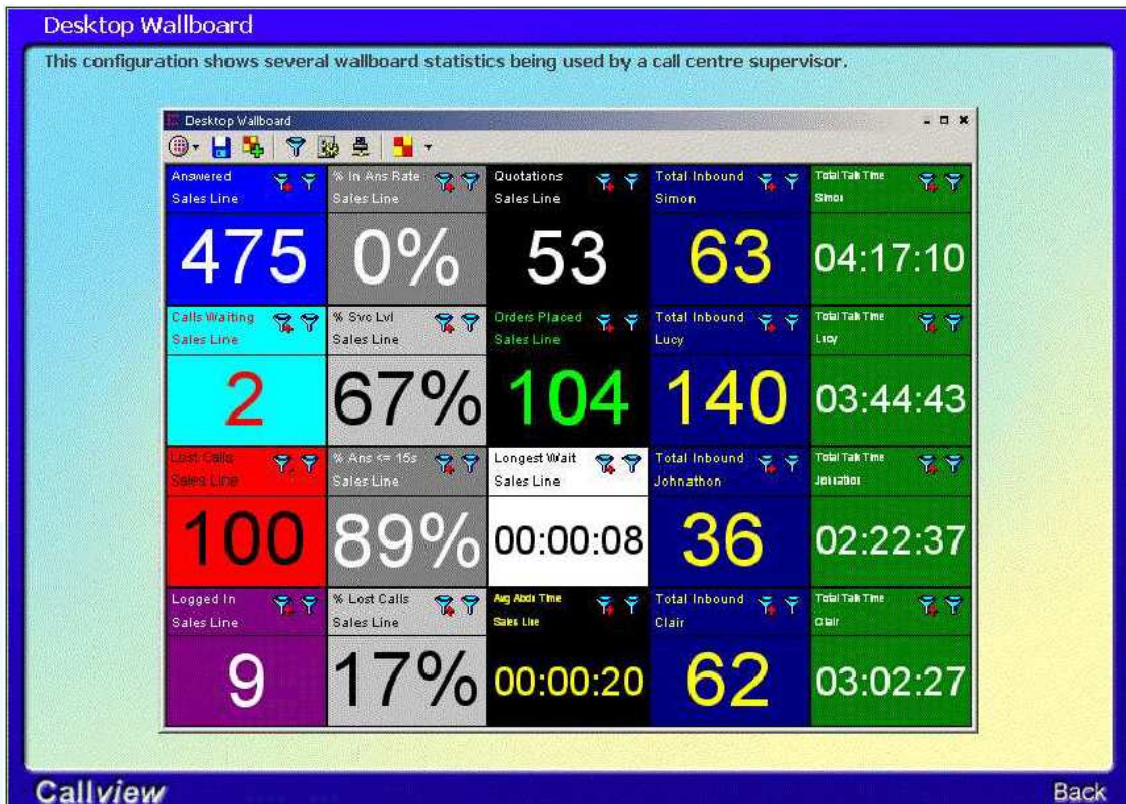
6.2 MANAGEMENT INFORMATION SYSTEMS

Telephone systems that support ACD also have the ability to deliver REAL TIME and historical information about call and agent status.

In a Call Centre environment this information can be presented in the following ways:

- Supervisor PC Management tools
- Physical Real-Time wallboards
- Soft Real-Time wallboards
- LAN wallboards for agents
- Historical Reporting Packages for on-paper analysis

CALL CENTRE WALLBOARDS

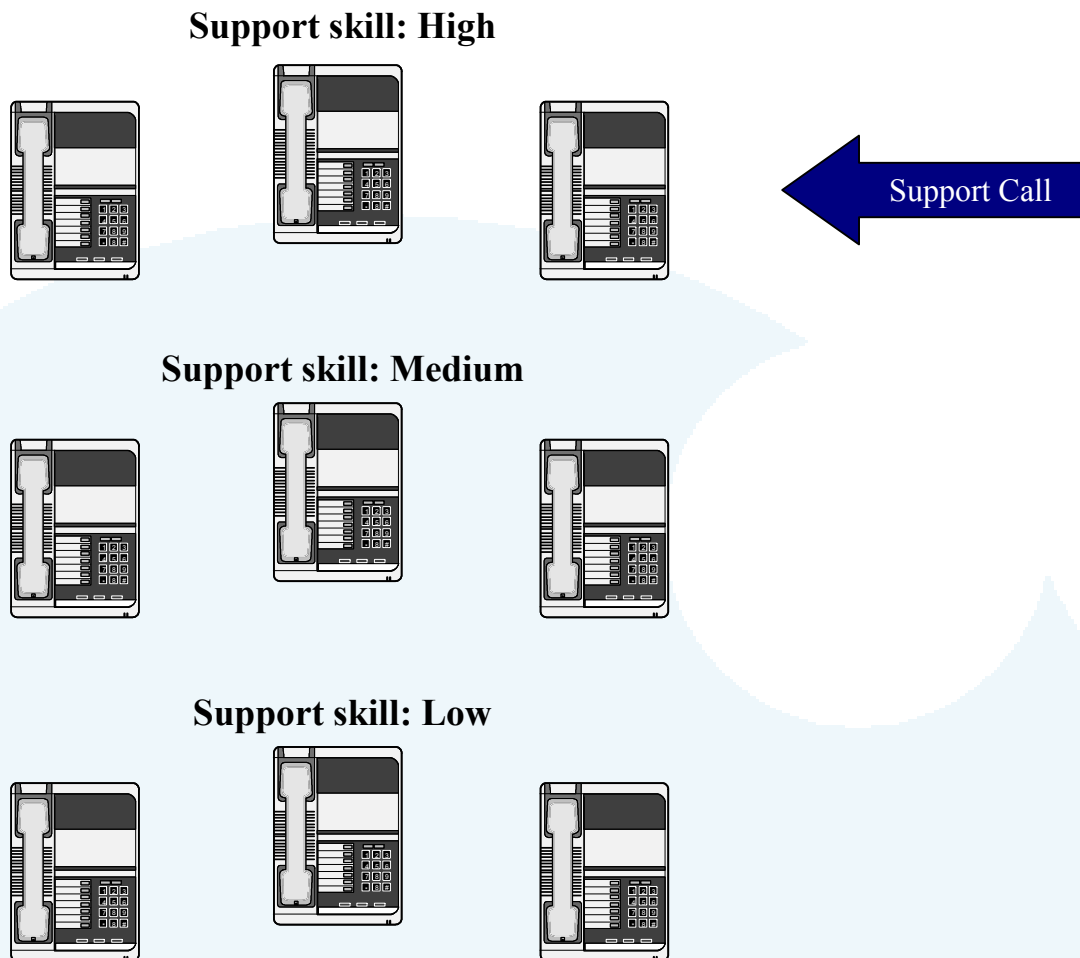


Selected Real-Time information can be displayed using a physical wallboard, allowing agents to monitor call centre performance.

SKILLS-BASED ROUTING

Skill-Based Routing is normally associated with advanced formal call centres, taking ACD to a further level.

Agents are configured with “Skill Sets”, depending on what calls you want them to be able to answer.



Example: Calls for the support department are initially routed to those staff who are best suited to handle the call. The call is delivered to the “high” group who has been waiting the longest (ACD is employed as a secondary call handling level). If unanswered, the call cascades to other staff who are able to take support calls (ranked “medium”), and so on.

Agents can have multiple skills. Members who are ranked “High” in support could be ranked “Medium” for admin, meaning they can take admin calls when the admin staff are all busy.

USING AUTOMATIC DIALLING

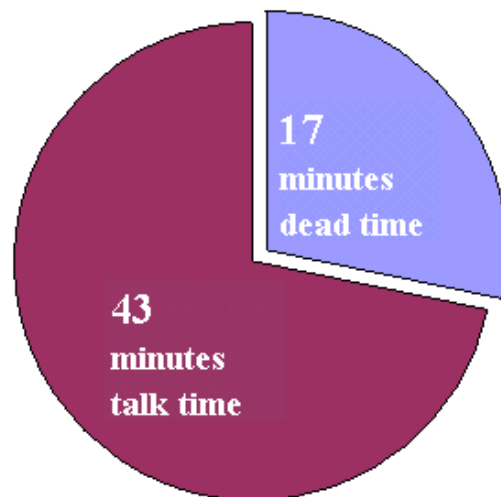
How do your telemarketers operate? Are they still tumbling through directories* and multiple databases, relying on manual dialling. If so, then potentially 70% of their time is being used unproductively.

Time is Money

Manual Dialling



Automatic Dialling



Increased sales with extra and no increase in payroll expense

ABOUT ACTIMAX

Actimax, established in 1997 has a firm track record of proven results and satisfied customers in the telecommunications market. Our core business is the supply, installation and maintenance of communications systems, and our strength is in the technical background of our team of 38 employees.

With a management team that have worked together for a combined total of over 75 years, we are a hard working company that knows where it is heading. The experience of John Massey Managing Director who's background in the communications industry goes back over 30 years is invaluable in the company being one step ahead of the competition. Actimax invests over 50k per annum on training it's team, including technical engineering courses, management courses, sales and marketing seminars and we also recently offered Learn Direct courses to the whole company, which saw a good up take. The company ethos is to keep our team, happy, motivated and interested, that way they are more likely to stay with us. This has proved to be a benefit with 60% of our team having been with us for over 3 years,

We provide communications hardware from five leading manufacturers along with a whole portfolio of supporting products. We have gained superior accreditation with all of the suppliers we work with, along with awards for Customer Care and Service (2004 and 2005) , Comms Channel Reseller of the Year 2005, Essex Business of the Year 2005 and Business-to-Business winner 2005.

Our target market are companies, either single or multisites with over 20 employees, and with no upper limit. Our market sector is any company looking to improve their process and procedures along with increase in sales, cutting costs and improving service, and we have been especially successful in Government, Financial, Travel and the Motor Trade.

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