Virtual Contact Center (VCC)
Overview & Features

Features & Benefits

- Full features for a low monthly fee

- Less than a day to setup and easy to learn and use

- Lower cost by eliminating,
    - Dedicated IT support
    - Phone line rental (uses broadband service)
    - Special on site hardware or software to buy

- Comprehensive Contact Center Management Information

- Quick to expand – same day

- Record caller conversations

- Interactive Voice Response (IVR) permits customization of your callers experience and can reduce agent time on the phone.

- Automatic Call Distribution (ACD) balances and redirects the incoming calls to your agents to ensure an optimum level of service.

- Contract VCC services at affordable monthly fees

- Flexible package for low seat count – as small as 5 seats

- Flexible contract period – 3 months and above

- Minimal investment – all client needs is a multimedia PC with headset

- Low cost Toll Free hotlines to target overseas callers

Virtual Contact Center Overview

The Challenge

Many companies are looking for a way to reduce the cost of providing an effective touch point for their business. For smaller companies the upfront cost of an advanced contact center solution is prohibited. Even after investing in an onsite contact center system, the reoccurring cost of ownership is significant. There are license fees, maintenance fees for the hardware and software, IT support cost, floor space power and air-conditioning, and of course telephone lines.

Sudden changes in the business may bring challenges as your onsite system may need to be expanded or downsized in response to the business requirement. Lead times for equipment updates can be longer than you hope and waiting may cost you money.

After getting past all these factors, there is then the problem of technology advancing and the system you purchased becoming obsolete and you are faced with the decision of upgrading.

The Answer

An On-demand, Virtual Contact Center solution can be the answer to these and many other challenges.

You don't need to buy, maintain or manage a call center. Focus on your business and manage your agents and leave the call center to Telemart.

The Telemart On-demand Virtual Call Center services require a personal computer and broadband internet service. With the VCC service for a low monthly fee your company can offer a World Class Call Center.

The VCC service can be customized to meet the image your company wishes to present and the service level that your callers expect.

With the comprehensive reporting provided by the Telemart VCC service, you can understand the performance of the call center agents, incoming call activity and your service level provided to your callers.

With the VCC Campaign management the same call center agents can accept incoming calls and optionally make outbound calls to your prospects or customers.

All of this without the need to purchase any software or hardware or incoming phone lines with all the associated costs and headaches of managing your own call center solution.
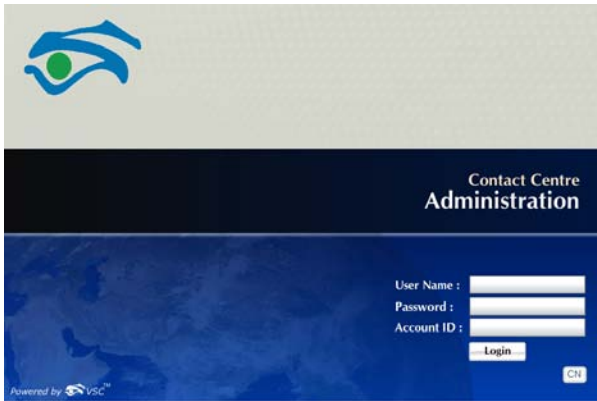
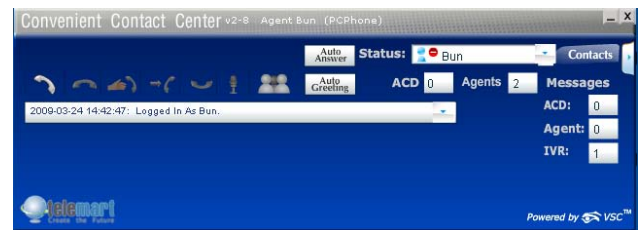# Virtual Contact Center (VCC)
Overview & Features

VCC Users

Subscribing Company - Administrator (SC-A)

The subscribing company's staff is responsible for configuring the VCC information related to the subscribing company, including the agents, agent groups, ACDs, IVR call flows, audio prompts, reports, and others.
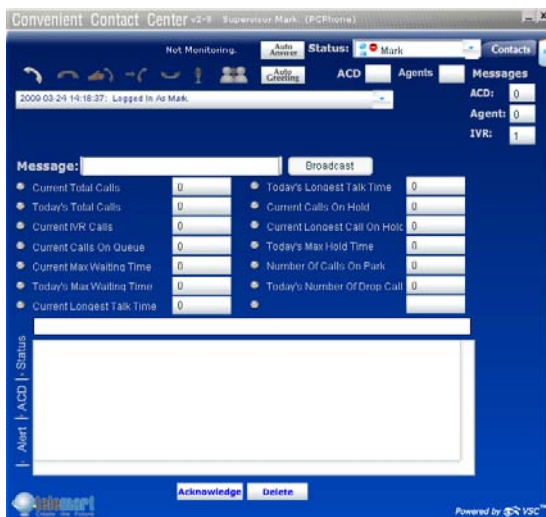

Subscribing Company - Supervisor (SC-S)

The subscribing company's supervisor is one or more company staff members responsible for monitoring the day-to-day operations of the contact center agents. They are able to see the status of all agents, information concerning the activities of the agents, key performance indicators of the contact center, the loading of calls on ACDs, and to monitor configurable alerts related to key performance indicators of the call center. The supervisor also has all the services available to the contact center agents.

Subscribing Company - Agent (SC-A)

One or more staff members of the subscribing company are assigned to handle incoming calls in the contact center. They are the contact center agents. After logging into the VCC application from their desktop PCs, the agents set the status based on the intended activity. If available calls will be routed to them based on the agent group to which they belong, an agent may belong to more than one agent group.

Callers to the VCC

Callers to the subscribing company's hotline number are transferred to the appropriate IVR, ACD or agent for handling. The caller may hear standard and / or special promotional announcements while waiting on the call to be answered. The caller may be offered selections in the IVR and go to different agent groups or receive information without the need to speak with an agent.

- 2 –

Subscribing Company VCC Services

Each subscribing company is allocated one or more hotline numbers when they subscribe to the VCC services. The SC will then configure the VCC services to match its specific requirements customizing their IVR call-flows, ACD handling, agent groups and real-time alerts. All the VCC data, including the call detail records, and any recorded voice are maintained by the VCC service provider.

Inbound Call Management

Calls arrive at the VCC through one of more hotline numbers that are assigned to a subscribing company (SC) when they sign up for VCC services. From here, calls will generally go to an IVR and then to an ACD for distribution to an agent within an agent group. Once a call reaches an available agent, there are a number of actions the agent can take that affects the inbound call. These actions include answering the call that is ringing on the agent's panel, holding the call, parking the call so that other agents belonging to the ACD may pick up the call, initiating a look-ahead transfer, muting the microphone and hanging up upon completion.

Calls that are directed to an available agent and not answered are re-queued to the ACD and an alert is generated.

Should a call reside on an ACD queue past a configurable time, it may be redirected to another ACD queue, to an IVR or to a voice message box.

Statistics of all calls that reach the VCC are recorded and are used to create reports to facilitate management of the contact center.

Outbound Call Management

Outbound calls may be initiated by an agent in the subscribing company's (SC) contact through their agent panel. They may also be initiated by an outbound call campaign utilizing call lists and the predicative dialing service of the VCC.

Statistics of all calls placed by the SC contact center are recorded and are used in management reports.

Hotline Routing

Inbound hotline numbers may be associated with an IVR, an ACD or a named agent in the contact center. An alternate route can be selected based on the hours of operations, day of the week or holiday. More than one inbound hotlines may be routed to the same VCC resource.

- ■ Route to ACD, IVR or direct to Named Agent
- ■ IVR Call-flow can play message or offer to leave voice mail for after hours calls
- ■ Configurable hours of operation per hotline
- ■ Alternate routing based on hours of operation
- ■ Multiple hotline numbers supported
- ■ Multiple hotline numbers assigned to same routing

Interactive Voice Response (IVR)

The VCC IVR provides a means of playing voice prompts to the caller to guide / inform him to respond to touchtone digits that are entered by the caller to make selection. Multi-lingual support for voice prompts and skills-based routing may be implemented in the IVR call flows. Menus offering the caller choices that are selected with touchtone input and any number of levels of menus can be created by the SC. The IVR call-flow is created with an easy to use fill-in-the-blanks user interface. The IVR call flow can exit to an ACD, other IVR call-flow, a specific agent or to a voice message box.

- Multiple IVR Call-flows
- Multi-lingual support
- Multiple levels of menu offered for selection via touchtone input
- Call-flow can transfer call to ACD, another IVR call-flow, fax out, voice message box or specific agent
- Support for Fax-on-Demand same call fax service
- For each IVR Call-flow configurable:
  - Response time-out
  - Retry prompt
  - Optional custom welcome voice prompt
  - Customized prompt for each menu item selected by the caller

Automatic Call Distribution (ACD)

Incoming calls that require an agent to interact with the caller are sent to an ACD to await the next available agent. If there is no immediately available agent, the SC can design an on-hold experience for the caller which can include hold music, an audio prompt that will repeat at a fixed interval, and a unique announcement upon the transfer of the caller to an alternative ACD group for

handling. In the event that the caller is not connected to an agent within a configurable period of time, an exit from the ACD can be taken that includes a custom message or the opportunity to leave a voice message on the ACD for subsequent handling by an agent.

- Multiple ACDs may be configured
- Agent groups are assigned to an ACD
- Configurable hold times
- Transfer to IVR for exit handling
- Transfer to voice message box
- Configurable prompt while on hold permits custom promotional messages to play for each ACD
- Configurable time interval for on-hold message
- Configurable hold music, ring tone, busy tone
- Overflow to Alternate ACD or IVR
  - permits backup agents for busy periods
  - overflow on max number of calls on hold
  - max time calls spend on hold
  - max time calls have diverted to alternate ACD
- Set automatic entry to wrap-up at end of calls for a specific ACD

Campaign Mgmt / Predictive Dialing

The VCC application supports a blended contact center that is capable of handling inbound and outbound calls with the same agent group during the same time period. An outbound campaign may be created based on a contact list developed by the SC and uploaded to the VCC. Once the campaign is launched, outbound calls are initiated based on this outbound list. As calls are successful, they are transferred to an available agent for handling.

The real power of the predictive dialing service is its adaptive algorithm that adjusts the initiation of new outbound calls based on the number of available agents, the average talk time of a call, the percentage of successful call connection and the average time on the ACD queue among other factors.

A ratio of outbound calls to available agents may be configured to manage the rate at which calls are initiated.

Calls that fail for reasons that are not permanent (busy, ring no answer) will be automatically retried.

The final status of all calls is recorded and a series of reports is provided to help the contact center management understand the results and the effectiveness of the campaign.

- Blended Outbound and Inbound campaign support
- Based on Imported Contact List
  - Adaptive algorithm adjusts based on availability of agents
- Support for multiple call lists on the VCC
- Support for multiple and concurrent campaigns
- Configurable start and end date/time which recognizes supporting multiple day campaign
- Selection of schedule for hours of operations during the campaign period
- Fully automatic start, suspend during non-operations hours and stop
- Manual override for start, pause and stop of a specific campaign
- Configurable number to use for outbound calls
- Configurable maximum retry count for unsuccessful calls
- Automatic stop criteria based on percentage of completed calls
- Configurable ratio of available agents to outbound calls
- Automatic retry of unsuccessful calls that have a possibility of completion
- Status of all calls are recorded for reports
- Exception Report for calls that were unsuccessful
- Agent wrap-up codes supported for campaign result summary
- Call completion report provided, configurable wrap-up codes

Voice Messages

The VCC permits the SC at key locations in the call flow to configure the transfer of the caller to a voice message box. This permits the SC to improve its service level by offering a caller the opportunity to leave a message in **the** event that an agent is not able to handle his call. This may be because the call arrives outside of the hotline operations hours, or because of a heavy call load for a specific ACD agent group, and it is not reasonable to expect the caller to wait for extended periods listening to hold music.

There are three types of voice message boxes provided by the VCC. The first is an ACD associated voice message box that is available to all agents assigned to an ACD. The second is a company-wide message box which is typically associated with messages left outside operating hours of the hotline. The third is an agent's voice message box that is assigned to a specific agent. A voice message playback panel is provided for listening to recorded messages based on the type of message and the access rights of the message. Voice messages are held a configurable number of days on the system.

- Company wide voice message box for after hours messages
- ACD specific voice message box
- Agent specific voice message box, only agent to listen to their personal voice messages
- Agents assigned to an ACD may listen to messages for that ACD
- Download to local personal computer to review and optionally save the recorded message
- Select by date range or by read / unread message
- Mark as read and delete after reading

Fax on Demand

An IVR can be created that offers the caller the opportunity to receive information in the form of a fax. Typically this is done by creating an IVR workflow that presents a number of selections in one or more menus permitting the caller to select with touchtone input of the desired information. Once the selection is completed, the information is sent via fax on the same connection to the caller. After receiving a go-ahead prompt from the VCC IVR, the caller simply turns on the fax machine that was used to place the call and the information is immediately received by the caller.

- IVR call-flow used to offer Fax-on-Demand service
- Each file configured as a separate selection item in IVR call-flow
- Same call fax delivery
- Faxes are maintained on the VCC server
- Usage report provided
- Tool to upload fax files to VCC provided
- Unlimited number of fax files possible

Reporting

A comprehensive set of reports providing a clear view of the call traffic, contact center performance and the performance of individual agents is included for each SC. These reports may be requested by the SC-Administrator on an ad-hoc or scheduled basis. Scheduled reports are run during a low-traffic period, typically overnight, and sent to a configurable email address when completed. Scheduled reports may be created and sent as email attachments in several formats including, PDF, CSV, XLS, TXT and RTF. For scheduled reports, the reporting interval may be set to Daily, Weekly or Monthly. For ad-hoc reports, the output is generated in PDF format and the reporting interval may be configured to any past interval.

Scheduled Reports

Ad-hoc Reports

Contact Center Performance Reports

- Scheduled or Ad hoc
- Scheduled sent via email
- Email formats of reports include: PDF, CSV, XLS, TXT and RTF

Reports include:

- Call Supervisor
    - Incoming Calls By User Report
    - Outgoing Calls by User Report
    - User Call Detail Report
    - User Call Summary Report
- Queue (ACD)
    - Abandoned Call Profile
    - Answered Call Profile
    - Profile of Average Wait to Answer
    - Profile of Calls Entering ACD
    - Maximum Wait to Answer
    - Distribution Queue Performance
- Agents
    - Agent Availability Detail
    - Agent Availability Summary
- Agent Queue
    - Agent Performance Detail
    - Agent Performance Summary
- IVR
    - IVR Summary By Date
    - IVR Summary Abandoned Report
    - Fax-on-Demand Detailed
    - Fax-on-Demand Summary

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Agents

Agents are created and assigned agent names and passwords by the subscribing company VCC service administrator.

The VCC administrator may create an agent to be a normal agent or to be a supervisor. A supervisor has all the functions available to an agent but also has status, alerts and monitoring features enabled on their pane.

The VCC administrator optionally may enable recording of conversation with the agent/supervisor when they are created.

Agent Groups

Typically an incoming hotline is assigned to an ACD. An Agent group is assigned to a specific ACD providing a pool of agent that will be available upon logon to answer calls for a specific ACD.


- Multiple Groups
- Agent may be assigned to multiple groups
- Group assigned to ACD

Agent/Supervisor Panels

The agent/supervisor panel is the interface used by the agents/supervisors in the contact center. The correct version is selected automatically based on the logon profile when the user logs into the panel. The agent panel runs as a program in the local personal computer.

The supervisor panel provides all the same functions of the agent panel with the addition of the status, alerts and monitoring functions.

Agent Panel
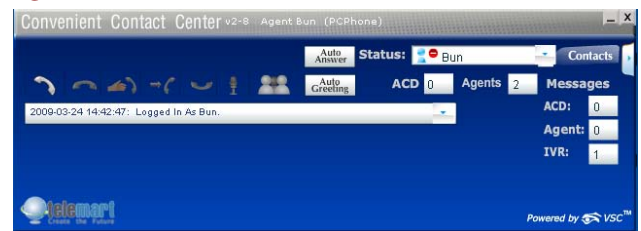
- Answer Incoming call
- Visual and audible indication of incoming call on
- Place outbound call
- Place call on hold
- Park Call for pickup by other agent in group
- Look ahead call transfer
- Mute agents microphone
- Enable/Disable auto answer of incoming calls
- Enable/Disable Automatic personal greeting for incoming calls upon answer
- Agent Status/Activity Codes
  - Available
  - Pending-Away
  - On Training
  - In Meeting
  - Follow Up
  - Away
  - Do Not Disturb
  - On Break
  - Sign Off
- Show Listing of Agents (Contacts) for
  - Text Chat Request
  - Intercom request
  - Status review
- Indication of Voice Messages with count for
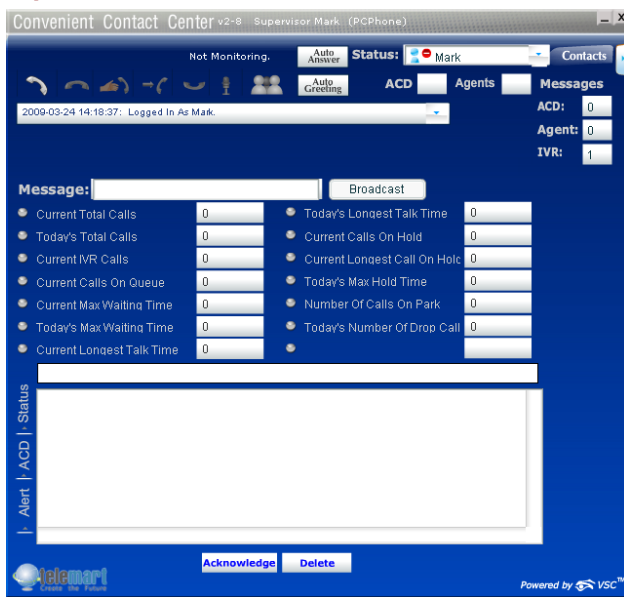 - ACD (belong to agent group)

VSC03-PB160-002/02

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- Agent (belong to agent)
- IVR (belong to Hotline)
- Statistics
  - Number of calls on hold
  - Number of agents logged on
- Listing of events on the agent panel in scroll back window in reverse time order
- Pickup Parked Call

Supervisor Panel

All of the agent features plus:
- Broadcast message to all online agents
- Silent monitor of agent conversation

Statistics Summary

Current and daily statistics summary updated real-time including:

- Current Total Calls
- Today's Total Calls
- Current IVR Calls
- Current Calls on Queue
- Current Max Waiting Time
- Today's Max Waiting Time
- Current Longest Talk Time
- Today's Longest Talk Time
- Current Calls On Hold
- Current Longest Call on Hold
- Today's Max Hold Time

- Number of Calls on Park
- Today's Number of Dropped Calls

Status of Agents

A status listing of all Agents in the contact center including

- User Name,
- If active call calling party and called party numbers
- User Status
- Last Login Time/Date
- Last Logout Time/Date
- Last Status Change Time/Date
- Talk Duration for Today
- Total Calls Today

Status of ACD

For each ACD in the contact center the following information is provided to the supervisor:

- Queue name
- Agent Group Assigned
- Number of Agents logged for a specific ACD
- Number of busy agents
- Number of available agents
- Number of active calls
- Number of parked calls
- Current max wait time
- Total max wait time today
- Dropped calls today

Real-time Alerts

When every a configurable alert is generated these are displayed in the Alert window of the supervisor panel and saved in a scroll back window for review by the supervisor.

The alert status is updated when the supervisor acknowledges the Alert. The Alert is removed from the scroll back window when the supervisor deletes the Alert.

The Alert Message contains information related to the alert that can be configured on the VCC administrator's panel.

## Agent-to-Agent

Three features are provided that permit direct agent-to-agent communications. They are chat, intercom and silent monitor. The first is a text chat that may be requested between any two agents and may be requested at any time even while either or both agents are online with a call. This is intended to permit the agent to request assistance from another agent while engaged on a call. The second is an intercom function that permits an agent to request a voice conversation with another agent. While either of the two agents may be engaged with a caller, the agents may not be connected to a caller in order for an intercom connection to take place. The involved agents may hold an active call to permit an intercom connection. The third type, silent monitor is available only for the supervisor to permits him / her to silently monitor any agent during listening to both sides of the call without any indication of their presence. This is useful for quality monitoring or training of agents.

- Text Chat
- Intercom
- Silent Monitoring

Real-Time Alerts

The SC-Administrator may configure a number of alerts related to unexpected events or key performance factors in the contact center. The alerts will appear on the panel of all supervisors that are logged into the VCC. Three categories of configurable alerts are provided, including System Alerts, Agent Alerts and ACD Alerts. Some examples of key performance for which thresholds may be set, monitored and alert generated include, average time on ACD, number of calls waiting on ACD, number of available agents, number of away agents, number of agent on break, number of agents active on a call, time agent is on call, time agent has been away, number of calls on park, total number of calls on ACD queue and others.
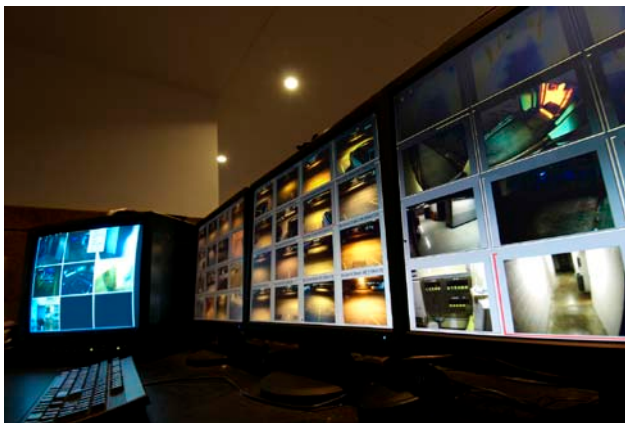
- Configurable Alert Thresholds
- System Alerts for Calls:
    - Inbound
    - Inbound in IVR
    - Inbound on ACD queue
    - Inbound on Agents
    - Outbound in IVR
    - Outbound on ACD queue
    - Outbound on Agents
    - On Park
- SC Agents performance
    - Available
    - Away
    - Do Not Disturb
    - On Break
    - In Wrap Up
    - On Calls
    - Call on Hold time
    - Call Parked time
- ACD queues
    - Maximum Queue duration
    - Calls on queue
- Supervisor notified if an alert condition is reached

VSC03-PB160-002/02

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Schedules

Schedules may be created outlining hours of operation for the SC hotline, and then assigned to hotlines to indicate when the alternate route for incoming calls outside of operating hours should be selected. For each named schedule created, the day of week, hours of operations for normal week days, Saturday and Sunday and holidays is provided. Each day may have multiple intervals specified which provides for non-continuous hours of operation. A schedule of holiday dates is provided which lists the specific holidays that impact the operations hours for a specific schedule.
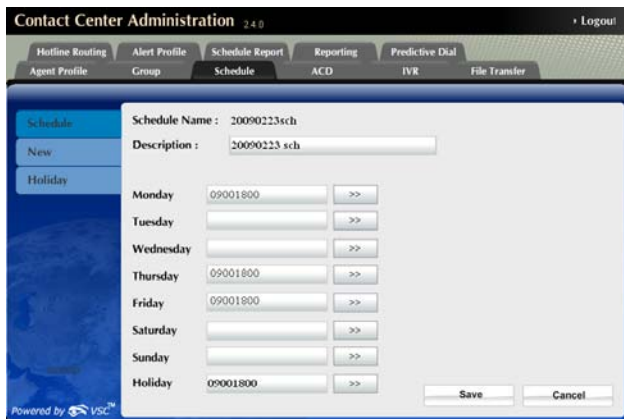

- Define the normal operations hours
- Define holidays and alternate operations hours
- Multiple periods of operations permitted each day
- Day of the week schedules supported

Voice Prompt Management

There are a number of audio prompts that are played at various times by the system. The audio prompts are divided into three categories. They are System, IVR and ACD related audio. The System audio includes Hold Music, Ring Tone, Busy Tone and Parked Call Time Out. The ACD audio includes the transfer to prompt that is played whenever a call is transferred to an ACD. The IVR audio is based on the actual IVR call-flows created by the SC and typically includes the After Hours Message, the Welcome to the Hotline Service, Menu Prompts if specified, transfer to the voice message box and others. Prompts are recorded by the SC as standard wave files. The SC-Administrator will use a VCC provided conversion tool to convert the required prompts from WAV format to the final format and upload them to the VCC for use by their call flows. A list of required audio files is created by the VCC to make the process of recording and uploading easier for the SC-Administrator.
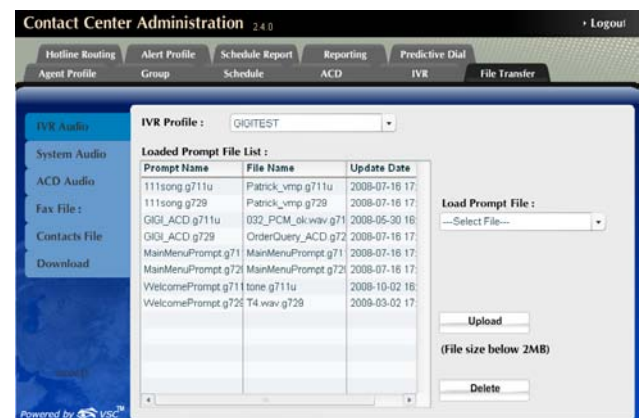
- Support for custom audio prompts to create a branded experience for callers
- All voice prompts and system tones for IVR, ACD, Ring, Busy, Hold Must, Promotional messages and Hotline can be customized
- Recorded as standard WAV files
- Conversion of WAV files to compressed format to reduce broadband usage
- Upload of voice prompts to VCC
- Provides listing of required voice prompts based on actual IVR workflows

Recorded Conversations

The SC-Administrator may configure an option that all calls between an agent and the other party be recorded for later playback. These recorded calls may be reviewed by the SC-Administrator for quality assurance or for training of contact center agents. These calls will be retained in the system for a configurable number of days.

- Enabled by Administrator on a per agent basis
- Retained on the VCC servers for configurable number of days
- Summary of calls available for review available on Voice Message Playback panel
- Can be accessed/reviewed by Supervisor or Agent involved in a the conversation
- Can be downloaded and saved on the local personal compute by authorized reviewer

TAPI interface

The agent/supervisor software which runs in a local personal computer may use a TAPI interface to communicate information to a third party software package that is running in the same personal computer.

A standard TAPI driver is provided to enable the VCC to appear as a TAPI modem to standard Contact Management and other CRM packages. It permits the VCC to send the incoming caller ID and number called to the third party software for further provision of information, such as automatic selection of information from the third party software when a call arrives at the agent's desktop.

- Standard TAPI driver provided
- VCC to appear as a TAPI modem
- Provides incoming caller ID and number called
- Enables interface with 3rd party packages supporting TAPI

Telemart Limited

Telemart Limited, founded in Hong Kong in 2004, offers industry-leading solutions for Interactive Voice Response System (IVRS) hosting services, SMS Broadcast and IVRS data analysis services.

Telemart also offers advanced On-demand Virtual Contact Center services for companies in Hong Kong.

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