

A close-up photograph of a hand holding a smartphone, with the phone's back and camera visible. The hand is positioned over a laptop keyboard, which is partially visible in the lower half of the image. The background is blurred, showing a wooden surface.

# Call Centre Overview

## Why Use Call Centres?

Call Centres are at the heart of an organisation's customer management framework. Even with the shift online, a large percentage of customers still prefer voice as their primary customer service channel and the ability to provide a seamless experience is paramount.

Access4's BroadSoft solution provides the ability to simply include users into the Call Centre within the one application. To enable Call Centre Functionality you simply need to apply the type of Call Centre agent profile needed.

## What are the differences between Call Centre and a Hunt Group?

Whilst some businesses might have a typical hunt group today Call Centre functionality will enhance the customer experience by helping to improve the way calls are managed.

Common Challenges	Hunt Group	Call Centre
What happens when all employees are on the phone?	Caller will get a busy tone or voicemail.	Greets your customer and advises they are being placed in a queue.
What happens when an employee can't take the call	The phone keeps ringing around the office, but the customer also hears this ringing	Because the call has been answered by the system, the customer listens to music whilst the system rings to find an agent to take the call. Messages can also tell the customer how long they will be on hold or how many other people are in front of them.
Can calls be queued?	No	Yes, ranging from 25 – 525 calls per queue.
Ability to monitor if employees are not taking calls when they are free	No	Yes, and this can be reported on
Call reporting	No	Yes, Gives you access to who called, when they called, how long they waited for etc.

## How scalable are Call Centres?

As with all Access4 cloud services they can be set up within minutes as you require with no installation of software or onsite reconfiguration. You can have as many employees connected to a single Call Centre as needed or have your employees connected to multiple call centres. Also if you utilise Access4 communicator, you can be connected to the Call Centre no matter where you are.

## What Call Centres types are available?

There are three types of Call Centre solutions available Basic, Enhanced and Premium, each of these have the same core function to queue the call and deliver to an agent/end-user as they become available. In Summary:

### Basic Call Centres:

- Are generally more suited to very simple requirements such as queuing calls for a receptionist or simple service desk.
- Maximum number of calls per queue is 25

### Enhanced Call Centres

- Are suitable for more complex solutions including service support queues
- Provide up to 50 calls per queue
- Provides reporting on the call centre and agents

### Premium Call Centres

- Are designed for complex call centre requirements where the need to manage multiple queues including the ability to call out – e.g. telemarketing
- Provide up to 525 callers per queue
- Provides reporting on the call centre and agents
- Provides time of day routing

### Omni Channel Contact Centre

- Designed for customers that want to interact with customers through voice, chat, email and web
- Customers looking for data driven analytics and predictive routing

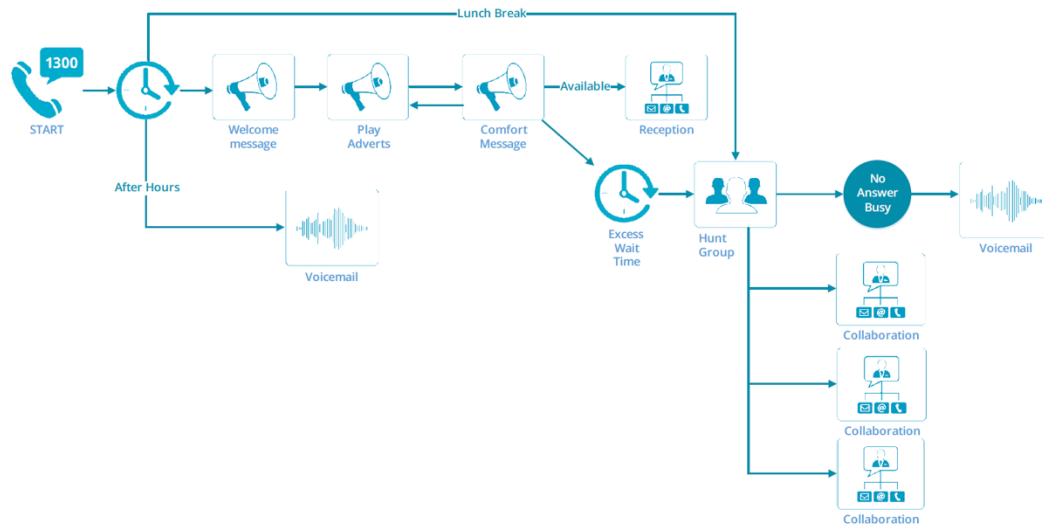
Please see CC-One – Contact Centre as a Service

### Supervisor Agent Profile

- Is required for agent and call centre reporting.
- Provides a web application to manage call centres
- Used for Basic, Enhanced and Premium call centres, not CC-One

## Basic Call Centre Example – Receptionist

You have a busy reception, but still prefer to have reception answer the call instead of overflowing to other representatives. In this call flow example, we can queue the calls until the receptionist is available (see 1 reception console) Whilst the call is waiting you can have the system greet the incoming caller with your business greeting then play Music on Hold or a company messages whilst they wait. This helps your reception deal with the current call instead of placing callers on hold mid call. The basic queue provides the ability to hold up to 25 calls and hold the calls up to 60 minutes. The Reception web application console is a highly recommended add on for this solution to provide greater usability including a drag and drop function for moving calls around the business.



Managing calls is as simple as taking an answered call from panel (1) and dragging it to a user in panel (2)

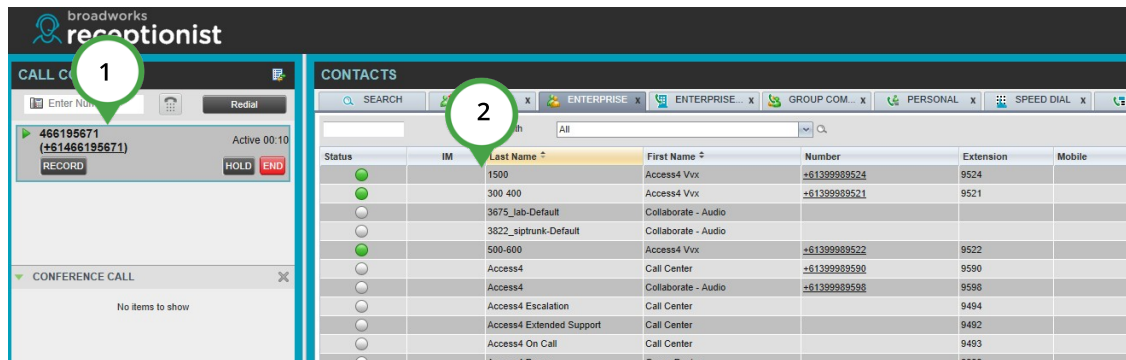
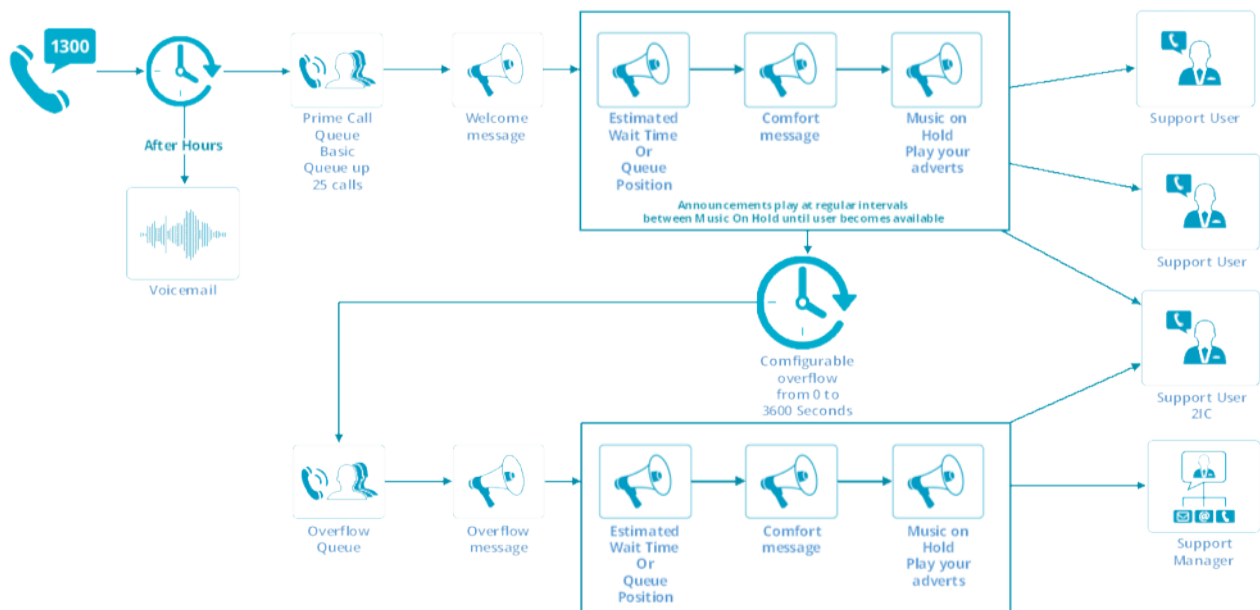


Figure 2 – Receptionist web console

## Enhanced Call Centre Example – Customer Support Desk

For more complex or busy requirements an Enhanced Call Centre provides the ability to have more calls in the queue at any one time and detailed reporting for supervisors and managers. A customer service help desk could use the reporting to better understand how and when to roster shifts and the differences between agent handling times. This can help them to identify training requirement for agents to ensure a consistent customer experience.

The reports show Total Calls, Abandoned Calls, Answered Calls, Avg. Hold Time, Avg. Abandonment, Avg. Talk Time and Timed Out Calls. Additionally agents now have the facility to log in and out of the call centre and use the wrap-up function. This gives the agent the time to write notes about the call before the next comes.



## Premium Call Centre – Sales Call Centre

The Premium Call Centre is used when customers require a high volume of calls to be distributed to a number of agents based on their skill set. Additionally outbound calls can be made from the call centre.

Advanced functionality over Enhanced Call Centre includes time of day routing allowing calls to be treated in different ways based on time or day inputs. Stranded call prevention ensures that customers are not left in a queue with no agent to answer. This is achieved by preventing the last agent from logging out if there is a call in the queue. Additionally information is displayed about how long a caller was waiting in the queue and provides a call whisper at the time of answering with vital information to agent only.

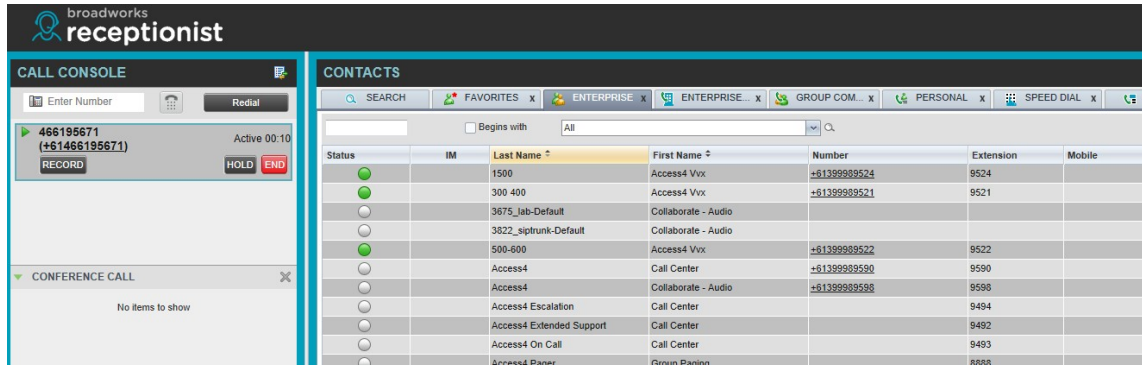
Premium Call Centre will allow agents to make calls outbound via the Call Centre phone number; this is great facility to ensure customers come back to the call centre if they return a missed call. Additionally disposition codes can be used to address the call type, for example, capturing the result of the call ("Requires Follow-Up", "Issue Resolved", "Contacted Sales Rep"), capturing customer comments ("Angry", "Happy", "Called Multiple Times"), or capturing marketing campaign feedback ("Print Advertisement", "Web Site", "Direct Mailing").



## Call Centre Web Applications:

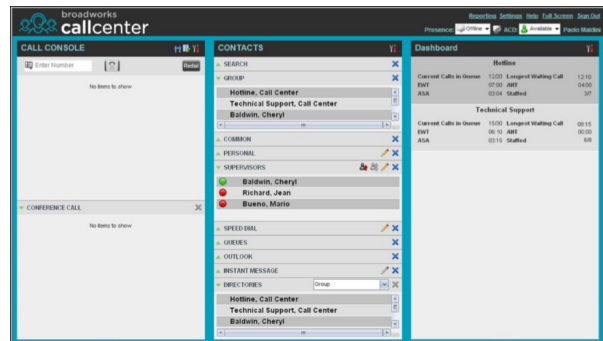
### Reception Console:

The Reception console provides a company overview of the status of each user, to transfer a call simply click the user required and transfer there is no need to remember individual extensions anymore, or use a handset to complete a large number of transfers.



### Call Centre Agent:

Agents have visibility of the queue and how many people are in the queue. This allows them to respond to the customers as needed during peak times, e.g. triage non important calls and call those customers back at another time. Calls can be escalated to supervisors from within the application and the agent can chat with other users using messaging.



### Supervisor Client:

The supervisor client is the same as the call centre agent with the addition of reporting functionality. This allows the supervisor to visually see the call centre, assign agents, set reports to run or view in real time and to manage the queue, e.g. can silently monitor or barge in to take a call.

Dashboard										
Hide Signed Out Agents: <input type="checkbox"/>										
Queues		Current			Averages			Agents		
Name ^	Status	Calls In Queue	Longest Waitin	EWI	AHT	ASA	Staffed	Idle	Unavailable	Show Agents
<a href="#">Access4</a>		0/15	00:00	00:00	00:00	00:00	4/4	4	0	<input type="checkbox"/>
<a href="#">Access4 Escalat</a>		0/15	00:00	00:00	00:00	00:00	4/5	3	0	<input type="checkbox"/>
<a href="#">Access4 Extend</a>		0/15	00:00	00:00	00:00	00:00	5/5	5	0	<input type="checkbox"/>
<a href="#">Access4 On Call</a>		0/15	00:00	00:00	00:00	00:00	2/2	2	0	<input type="checkbox"/>
<a href="#">Matt Ryder</a>		0/50	00:00	00:00	00:00	00:00	1/3	1	0	<input checked="" type="checkbox"/>
Agents		Memberships			Current			Averages		
Status	Name ^	Queues(Total)	Sign-in Time	Sign-in Duration	Call State (Time)	Agent State (Tin)	% Available	Avg Busy In	Avg Busy Out	Avg Wrap-Up
<input checked="" type="checkbox"/>	<a href="#">Vickers, Luke</a>	8	14:52:10	01:15	Idle	Available (01:15)	98%	00:00	00:00	00:00

## Detailed Feature Matrix:

### Greetings and Announcements

Feature	Basic	Enhanced	Premium
Maximum number of calls in queue	25	50	525
Entrance, Music/Video On Hold, Comfort Message	Y	Y	Y
Estimated wait time or location in Queue	N	Y	Y
Alternate Comfort Message	N	N	Y

### Call Routing Policies

Feature	Basic	Enhanced	Premium
Call Distribution Algorithms (all policies)	Y	Y	Y
Priority Queuing	Y	Y	Y
Overflow routing policies (size and time)	Y	Y	Y
Bounced routing policies	N	Y	Y(enc)
Stranded routing policies	N	Y	Y(enc)
Skill Based routing	N	N	Y

### Alternate Routing Policies

Feature	Basic	Enhanced	Premium
Night Service	CFS*	CFS*	Y
Holiday Service	CFS*	CFS*	Y
Forced Forwarding	CFA**	CFA**	Y

As night and holiday service is not available by default additional add on will be required per call centre. \* Call Forward Selective, an additional service can be added to forward calls based on conditions. \*\* Call Forward Always, an additional service can be added to forward all calls.

## Agent Availability Management

Feature	Basic	Enhanced	Premium
Join/Un-Join Call Centres	N	Y	Y
Set ACD State (Available, Unavailable, Wrap-up)	N	Y	Y
Automatic ACD state transition at Sign-in	N	Y	Y
Automatic timed Wrap-up at completion of call	N	Y	Y
Unavailable Codes	N	N	Y

## Call Presentation

Feature	Basic	Standard	Premium
Calling Party name/number	Y	Y	Y
DNIS name/number	N	N	Y
Calls in Queue	N	Y	Y
Call Wait Time	N	Y	Y
Longest Waiting Call Time	N	Y	Y
Whisper Message	N	N	Y
Last Agent Sign-out Warning (client)	N	N	Y

## ACD Call Types Supported

Feature	Basic	Enhanced	Premium
Inbound ACD call	N	Y	Y
Outbound ACD call	N	N	Y
Multiple DNIS numbers per Call Centre	N	N	Y



## Call Handling

Feature	Basic	Enhanced	Premium
Call Transfers and Conferencing	Y	Y	Y
Auto-answer incoming calls	N	N	Y
Escalate call to Supervisor (consultative)	N	N	Y
Emergency escalate call to Supervisor	N	N	Y
Assign Disposition Code to calls	N	N	Y
Barge-In on call (Supervisor)	N	N	Y
Silently Monitor active/next call (Supervisor)	N	N	Y

## BroadWorks Client Support

Feature	Basic	Enhanced	Premium
Receptionist Enterprise	Y	Y	Y
Call Centre Agent	N	Y	Y
Call Centre Supervisor	N	Y	Y

## Reporting

More detail on Call Centre reporting is providing in the Call Centre reporting document.

Feature	Basic	Enhanced	Premium
Web-based daily reports on key KPIs	N	Y	Y
Daily emailed report on key KPIs	N	Y	Y
Enhanced historical and real-time reports	N	N	Y

If you require more detailed reporting it is highly recommended to look at the supervisor client.