Orchestra® v3 Call Centre (USB/TAPI/CSTA/SIP)

Orchestra® v3

A Symphonized Contact Centre Strategy

Orchestra® Call Center gives contact centre managers the control they need to bring out the highest potential of their call centre to respond to today's customer relationship strategy. Orchestra® protects your investment by integrating with your existing legacy PABX or delivers on a single, scalable session initiation protocol (SIP)-based Voice over Internet Protocol (VoIP) platform.

Highlights

- Easy deployment and management.
- Able to meet the most demanding and mission critical environment.
- Complies to open standards and Microsoft Dot Net technology.
- Modular and Scalable to cater to both budget and growth.

Orchestra® Call Centre consists of various modules like automated call distribution (ACD), auto-attendant, interactive voice responses (IVR), unified messaging solutions, fax servers, recording, real-time monitoring, orchestrated to give you a powerful call centre management tool.

Distribution

- Skill-based routing. Delivering the calls to the most appropriate agents in the shortest possible time.
- Multi-tenant. Most flexible way to categorize your incoming calls with different greetings and frontline announcement to cater to different customers of various needs.
- Deploy agents at home, branch offices, centralized or de-centralized call centers.
- Adopting VoIP to lower your costs.

Control

- Real-time monitoring. Knowing where your agents are and what are they doing.
- Quality Management. Playback recorded conversations to determine the quality of answers and performance of the call centre agents.
- Leverage on customer relationship management software to provide rich content interface.

Reports

- Friendly reports to provide data mining.
- Provide macros for customization of reports.
- Easy translate from tables to charts for visual presentation.
- Drill down functions for investigations.

Orchestra® Call Centre Expected Enhancements

- Increase agents utilization
- Increase self service automation capacity
- Increase call handling capacity
- Decrease call abandonment
- Better trained agents
- Higher quality of service

Flexible, powerful call center software designed to build revenue and enhance customer service.

Whether your agents are handling sales calls or managing customers' service, your call center's performance is critical to your reputation and is often the most important factor in achieving your growth and profitability goals. The Orchestra Call Center gives management the software technology solution they need to make agents more productive and callers more satisfied.

Connect callers quickly to the right agent

Auto-attendant or Interactive Voice Response System quickly helps callers reach the queue and connect to the right agent for the job. You can make a queue accessible by an extension, DID, auto attendant, or dial-by-name directory. Even send callers to a queue in another branch office or city using the built-in IP Gateway support.

Once calls reach the queue, you have full control over how they're distributed to agents. Send calls to the agent who has handled the fewest calls, the agent who has been idle the longest, the agent with the shortest talk time, or your best agents first. Other options include ringing all agents' phones simultaneously and round robin. Give important callers higher priority so that they move closer to the head of the queue and reach an agent sooner.

Improving the callers' waiting-in-the-queue experience

Successful call center management knows that customers start to form opinions about the quality of the company before they even speak to an agent. With the Orchestra Call Center, you can delight your customers by playing personalized prompts to identified VIPs or those who enter a customer number. Flexible prompts can change over time as callers wait, relating how many calls are ahead of them in the queue, what the estimated wait time is, or any other custom message you record.

Spot Trends in Queue and Agent Performance

Successfully managing a call center involves continual data analysis to determine caller and agent trends and make adjustments. The Orchestra Call Centre Reporter leverages Microsoft Excel to give managers over a dozen intuitive report-generating tools without the hassle of having to import or export information, manipulate or roll up data, or manually create charts. Point and click to run reports on individual agents, queues, inbound calls, outbound calls, wait times, talk times, call volumes, and many other facets of your call center performance.

Single-point access to create and manage queues

The Orchestra provides a single unified interface to manage all aspects of call center queues. Point and click to add and delete agents, set up and change supervisor permissions, record hold prompts, change queue routing, manage the queue's voice mail, take the queue offline, and more. You can manage agents efficiently by changing permissions for groups of agents at once, or set permissions and settings such as wrap-up time for individual agents as needed.

Integrate with Other Software

Orchestra Call Center makes integration of the call center data with other corporate technology systems easy and inexpensive. Orchestra works with CRM applications to enable point-and-click dialing and screen-pops that work with contact databases. With the Orchestra Call Center, agents receive queue calls and easily see past transactions conversations so they are better prepared for calls and can handle them appropriately.

Agents and Supervisors

With Orchestra Call Centers it's never been easier for agents and supervisors to do their jobs. Agents begin their shift, take breaks, and end their shift using special personal statuses, activated with a single click in the Client or a simple code on the phone.

Orchestra's familiar Call Monitor lets them view calls visually, identified by caller name, phone number, wait time, and any important information relating to the customer, reducing ramp-up time at the beginning of a call. Agents working in multiple queues can organize their workspace by viewing each queue separately or all their calls together. Each agent has a personalized amount of wrap-up time after a call, but if they finish early they can mark themselves available again.

Features

- Powerful agent capabilities. Easy personal status menu to indicate availability, take breaks, and end shifts. That means less agent training time and more accurate statistics.
- Flexible system enables agents to handle calls using the graphical Client.
- Agents can be a member of multiple queues, with different permission levels in each queue. Agents with permission can sign themselves in or out of queues, letting them move to where they're needed most.
- Verbal announcements and Call Monitor tabs clearly indicate calls from different queues, so multi-queue agents know the topic before they even pick up the phone.
- Agents have a customizable wrapup time after each call before they receive another, for paperwork. Agents who finish early can click to end their wrapup time and return to being available.
- Agents can be optionally logged out if they miss calls
- Agents can make outbound calls or queue business that are tracked differently than their outbound personal calls.
- Agents can work from remote locations with full functionality.

- Maximize your resources by having overflow agents work on other tasks, taking queue calls only during heavy volume times when primary agents are busy.
- Work in comfort with light weight headsets with de-coupler.
- Conversation recording function is available for training and evaluation. In the event of a challenge, agent can play back past recordings to be listened by both parties at the same time.
- Supervisor can monitor the agents' conversations real-time.

Essential Supervisor Permissions

- View all agents' current status in detail at a glance, queue by queue, to stay abreast of agent performance.
- Monitor real-time queue and agent statistics by day, period, and shift. Spot trends easily.
- Change agents' personal status to control availability and correct agent errors.
- Sign agents in or out of queues, moving them to where they're needed.
- A supervisor can receive queue calls like a normal agent or be an observer only.
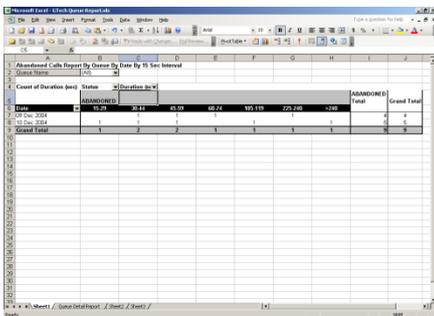- Supervisor can eavesdrop on an agent's conversation.
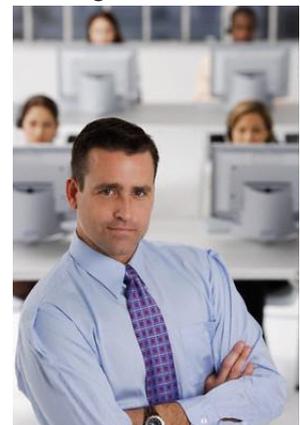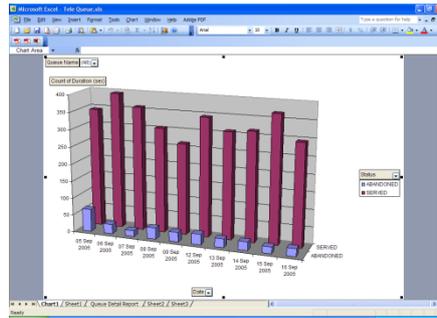
Reports

The Call Center Reporter, enables you to run more than a dozen detailed reports on your call center activity. Based on Microsoft Excel, it presents information-packed graphs in colorful, easy-to-read format, for any time period you want, automatically updated with the latest data. Keep track of your callers' wait times, how many calls are being abandoned, how long calls are taking once connected, and more. Discover who your busiest and most effective agents are. Quantify what times of day have your heaviest volumes, and whether you need to add more trunks to the system. Let your business grow with help from the Call Center Reporter.

Compare multiple queues

The Queue Comparison Report gives you an easy way to find out where your business' energies are being drawn and react quickly to trends. It measures the performance of one queue against another in terms of total calls, average wait time, and the breakdown between calls handled, abandoned and sent to voice mail. Compare sales queues for different product lines, or your sales queue with your customer support queue. Nothing beats having the numbers in front of you.

Call Center Administration

Creating a powerful full-featured call center has never been easier than with Orchestra. The intuitive queue-based interface lets you define parameters for each queue individually. Choose whether calls are distributed to agents by top-down, round-robin, or performance-based algorithms. Prepare for heavy-volume periods by defining multiple tiers of overflow agents, who are called when all lower tiers are busy for a period you define. Keep waiting customers online with hold messages that can play once, repeat, or change based on wait time or other queue conditions. Hold music is variable by queue. You can offer callers the option to transfer out of hold to leave voicemail, cutting down on abandoned calls. Prompt waiting callers to enter information, such as an advertising ID number, that alters their hold experience and gets passed to agents. Use call priority to recognize important callers and bump them to a higher place in the queue.

Intelligent Call Distribution

Send calls to agents based on longest idle time, fewest calls answered, least talk time, age of call in the queue, number of calls in the queue or a top-down distribution that favors your best agents. Or, assign agents with priorities. If agents leave their phones without signing out,

the queue can detect it and automatically logged them out, reducing caller hold times. During off-hours, a single click can take the queue off-line and send all its calls directly to voicemail.

Advanced Agent Management

Adding and deleting agents from a queue is as easy as clicking a mouse. For each queue, you can define normal agents, overflow agents, and supervisors with personalized permission levels. An agent can be a supervisor in one queue and an overflow agent in another--versatility between queues is unlimited. You control how much wrap-up time they have after a call, and whether they have permission to sign themselves in and out of the queue, monitor other agents or see themselves being monitored. Apply permissions in bulk to similar agents for ease of entry, then fine-tune for individuals. With Orchestra, managing your manpower is a snap.

PABX Environment

Orchestra® is designed to work with any traditional PABX or latest IP-PBX (based on SIP). Integration to traditional PABX can be via CSTA, 3rd party TAPI or simply using our unique USB phones for integration. You don't need to upgrade your PABX for expensive CTI integration. With the USB phones, you can easily install a sophisticated call centre immediately.

Proven integration with major PABXs are NEC™, Toshiba™, Siemens™, Avaya™, Nortel™, Panasonic™, Samsung™, LG™ etc. Orchestra® is also designed to run on a SIP based platform. You can use it in conjunction with a SIP-PBX (Orchestra® SIP PBX) or connect directly to a Internet Telecom Service Provider.

Additional Modules

Orchestra® Call-Back Module

Callers can use a Call-Back request if they do not want to wait in the queue. They can enter their contact numbers and hang up with their positions in the queue reserved. Once these call back requests are distributed to the agents, agents can click at a button to automatically return call.

Orchestra® Voice Logger Server Module

Voice conversation recordings are stored at the agents' desktops. To consolidate all these recordings into a server, you need a Voice Logger Server Module. The recordings are transferred to the server once the calls are completed. Supervisors can access to the historical recordings via WEB. All recordings can be archived into DVDs or into a NAS (network access storage).

Orchestra®-Ensemble Outbound Module

Need to call out to thousands of numbers? Ensemble is an outbound call centre module that

distributes the customers' contact numbers to each agent. This solution uses WEB which allows very easy deployment in a centralized or distributed remote agents environment. You can monitor how many calls are made, status of each call, how many retries, how many failed contacts..etc. With Orchestra® Voice Logger Server Module, each outgoing calls can be recorded and stored in a single server for evaluation and training purposes.

Orchestra® Fax Server

Network faxing has many benefits over cumbersome manual faxing. For example, with a fax server you can:

- Send faxes at the click of a button instead of having to print out every fax, carry it to the fax machine, wait for your turn, and possibly wait for it to retry when the number is busy.
- Store fax numbers centrally in one phonebook, eliminating the need to search for a fax number.
- Send faxes that are more legible and of better quality, since they are sent directly from your PC, using high-resolution techniques.
- This ensures timely and secure delivery of documents.
- To be notified of fax delivery status, success or failed.
- Make sure that only you can view your outgoing and incoming faxes.
- Automatically retry fax numbers if receiving line is busy.
- Easily send faxes to groups of people (broadcast)
- Schedule faxes to be sent during cheaper off-peak times.
- Fax number filtering to block faxes from being sent to unauthorized numbers.

System Specification

- TCP/IP LAN
- Database: SQL Server or SQL Express 2005
- 1U/2U rack mountable platform
- Choice of Core 2 Duo, Dual Core or Dual Zeon
- SATA Harddisk with Raid 1
- Browser: Internet Explorer 6 and 7
- Web Server: Apache 2
- Application Server Operating System: Microsoft® Windows® Business Vista®