



> **THIS IS THE WAY**

**TO DELIVER SUPERIOR CUSTOMER SERVICE**

> **THIS IS NORTEL™**

## **Application Brief** **Business Communications Manager** **Call Centre**

When customers pick up the phone or browse a company's Web site, what happens next can be the difference between success and failure. Whether customers are looking to place their first order, reorder, or receive help, Business Communications Manager can help deliver the level of service that leads to success.

Need to compete head to head with a larger competitor?

Nortel can help companies set up a multimedia call centre that puts up to 80 agents at their customers' fingertips from anywhere in the world.

Operating out of several locations?

No problem. By using the power of IP telephony, Business Communications Manager enables agents in multiple locations to support the same queue – even agents working from home can receive calls as if they were at the office. Call processing is seamless, enabling a business to get maximum efficiency from its employees.

### **Cutting-edge, web-enabled multimedia call centres boost profits**

Instead of thinking of a call centre as a voice-only customer service/marketing tool, imagine the potential of adding a direct interface to the call centre from a Web site. Nortel is at the forefront of this powerful new technology and can help businesses set up a multimedia call centre that enables customers on a Web site to enter the queue simply by clicking a button and entering their phone number.

As soon as they reach the front of the queue, Business Communications Manager places a call and automatically connects them to the next available agent.

Customers will have access to special offers and information via the Internet while they wait for their callback, opening another channel of communication with customers. Agents and customers can also view Web pages simultaneously, streamlining communication and increasing the potential for immediate orders. Online customers who are ready to order, but need a quick question answered before placing an order, can enter a question into a text box and chat online with an agent when their message reaches the head of the queue. Agents can answer phone calls and respond to online questions, enhancing the speed and efficiency with which a company's workforce can provide customer service. Customers will appreciate the benefit of asking questions online, especially when they can receive a near-immediate response instead of waiting for a slow email reply. This exciting new approach protects businesses against losing orders from customers who are simply too busy to wait.





Multimedia call centre

## Advanced call centre capabilities

Business Communications Manager supports the following advanced capabilities, which are designed to enhance a company's ability to provide top-flight customer service as well as its profitability.

**Call Transfer** improves service by providing customers with access to the extension or voice mailbox of a helpful party, without waiting through the queue. Options are also provided to enter a customer-controlled routing tree.

**Agent Phone Set Display** provides agents with caller data such as CLID and DNIS right on their phone's LCD screen.

**Agent Dynamic Priority** matches callers to the agent who is best able to handle their needs, delivering skill-based routing to a company's call centre. Preferences can be easily entered and updated by the system administrator.

**Call Priority** helps contain costs by answering calls placed to the toll-free number ahead of calls entering the system via a local line. Again, these preferences can be easily entered and updated by the administrator.

**Delegated Call Centre Management** enables the administrator to offload certain management tasks to the call centre supervisor, while still maintaining control over the system.

**Expected Wait Time in Queue** informs callers of their anticipated time in queue, so they can decide to continue to wait for a live agent, interact with BCM IVR, or leave a message.

**Integrated Recorded Announcer** comes standard with the BCM's call centre. Additional external equipment and interfaces are not required. Up to 32 ports are available for Recorded Announcements, IVR, Auto Attendant, and Voicemail.

**Auto Attendant** can initially greet callers, and play a different greeting based on time of day and/or day of week. Special greetings can even be prerecorded and scheduled in advance for special holiday greetings and hours, etc. Up to 100 special holiday greetings can be scheduled in advance.

**Integrated Music On Hold** allows prerecorded music and other information to be downloaded to the BCM and played while the caller is on hold. This eliminates the need for external music sources and can be quickly updated, either locally or remotely as required.

**Comprehensive Reporting Capability** shows call centre activity, traffic fluctuations, agent performance and work characteristics, usage of call centre resources, and overall system performance.

**Silent Monitor** allows a call centre supervisor to monitor an agent silently without alerting the agent or caller

that the call is being monitored. Both incoming and outgoing calls may be monitored, therefore improving the customer service experience.

**Agent Help** allows an agent to silently alert a supervisor that they need help with a caller. The supervisor can use the Silent Monitor feature to determine the situation and enter the call if required.

**Intelligent Call Centre Routing** offers methods for moving a call around the call centre based on various input conditions. These methods include the following approaches:

- **Intelligent DNIS/DID Routing** provides the ability to route calls according to the DNIS/DID called number. This feature also provides the ability to first check the called number and then check the calling number provided by CLID. DNIS support is a key new feature, enabling the Business Communications Manager Call Centre to use DNIS over PRI to route calls directly into ACD queues.
- **Intelligent Caller Input Routing** allows the administrator to create or import rules for call routing, including customer-controlled routing of calls to other queues and locations based on caller multidigit touchtone (DTMF) input.
- **Intelligent Overflow Routing** includes change priority and transfer to extension.

## Call centre solutions deliver the competitive edge

Business Communications Manager creates a flexible, robust call centre architecture that enhances a company's ability to compete more effectively and to meet the needs of their customers with maximum efficiency. By giving customers quick access to sales and support personnel via phone and the Web, a business can provide better service than ever before – and far better service than their larger competitors who have yet to adopt these advanced techniques.



### Business Communications Manager Call Centres at a glance

	BCM50	BCM200	BCM400
<b>Business Call Centre</b>	✓	✓	✓
Configured Agents	20	20	20
Logged in Agents	10	10	10
Queues	2	2	2
<b>Professional Call Centre</b>	X	✓	✓
Configured Agents	X	250	250
Active Agents	X	80	80
Queues	X	50	50
<b>Multimedia Call Centre</b>	X	✓	✓

### Call Centre Reporting Capabilities

<b>Real-time reports</b>	Active lines
	Available agents
	Traffic/Skillset status
	Agent/Skillset status
	Service/Skillset status
<b>Historical reports</b>	Answered calls
	Abandoned calls
	Incoming calls
	Agent activity
	Average time
	System capacity
	Call profile
	Agent profile
	Help request
	Activity code by skillset
	Activity code by agent
	Activity code by number of PEGS
	Summary

Nortel is a recognised leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries.

For more information, contact your Nortel representative or visit Nortel on the Web at [www.nortel.com](http://www.nortel.com)

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