



Platform independent call queueing, routing and reporting for telephone calls, fax, email, SMS-text and web contact

## rostrvm inbound contact management

Multichannel, skills-based contact routing

Intelligent, personalised queuing

CTI integration delivering optimal efficiency

Scripted agent support & process control

Management information

### rostrvm CallDirectorACD

At the heart of our managed inbound contact platform is **rostrvm** CallDirector ACD:

- A multi-channel call routing system supporting telephone calls and text-based media such as emails and SMS-text
- An intelligent call queuing capability that utilises business information to deliver personalised call treatment and support effective routing decisions
- A powerful business rules and skills-based routing engine that ensures contacts are delivered to the most appropriate resource
- A platform independent software solution that complements traditional call routing devices to optimise and enhance functionality and performance across disparate platforms.

CallDirector ACD has a wide range of flexible options to manage your calls effectively and efficiently delivering a high degree of personal service to your call centre operation.

### Queue management

Today's contact centre is complex. CallDirector ACD supports an unlimited combination of lines and multimedia queues to help you uniquely manage each contact type.

### Caller interaction

**rostrvm** can integrate with existing technology such as announcement facilities and Interactive Voice Response (IVR) systems. Alternatively the **rostrvm** product suite's integral Interactive Voice Response – **rostrvm** AutoAgent – delivers supporting caller information services such as music-on-hold and intelligent announcements.

**rostrvm** AutoAgent can also be used to interact with callers. This may be to simply ask which service is required. In more complex environments AutoAgent can gather caller identification information and fully or partially complete customer transactions.

### Contact priority

Your business rules may determine that certain call types, such as sales calls, have higher priority than others. CallDirector ACD assigns a priority to each queue.

In a multimedia environment, you may give voice calls higher priority than emails. You may also determine that agents can handle more than one transaction simultaneously. The ability to prioritise and handle multiple media types can be configured for the call centre, for a particular agent group or individual agents.

### Skills based routing

Your calls may require specific agent skills to be handled most effectively. Skills, and the attainment level for each skill, can be assigned to agent groups, teams of agents or individuals.

CallDirector ACD balances call handling to reflect skills demand and availability.

*"The Customer Service Centre isn't just about handling large volumes of calls efficiently; it's about taking ownership and dealing with customers' problems effectively."*

**Nottinghamshire County Council**





## Desktop control

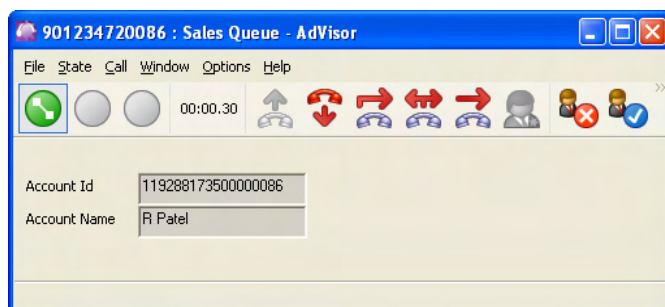
**rostrvm** AdVisor is a desktop contact control application and supporting toolkit that operates in partnership with the other **rostrvm** applications. It provides a host of functions that support call centre agents and back office staff to handle contacts efficiently and effectively.

- Multimodal contact control providing the right support for the transaction – phone call, email or back office activity
- Delivery of client data and business information supporting effective transaction handling and single point resolution.
- User definable information displays and "soft wallboards" to keep your people informed and motivated.
- Supports a large range of desktop environments including legacy mainframe systems.
- Designed for rapid deployment and can be implemented as an "out-of-the-box" soft-phone or seamlessly embedded within your desktop application environment.

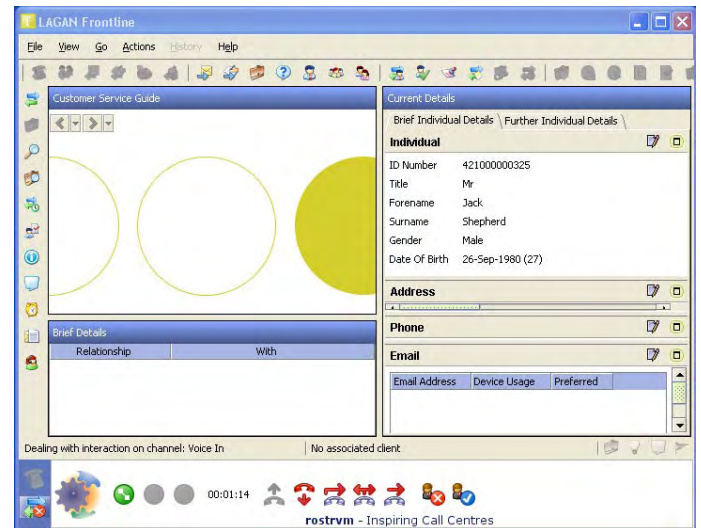


**rostrvm** AdVisor runs in a variety of modes to suit your operational needs – full screen or toolbar and can also run in the Windows System Tray. AdVisor allows the agent to sign on to the telephony platform via the PC, and to carry out telephony and message functions: make call, transfer call, read and write emails, change work state and so on.

AdVisor 'screen pops' customer details for the transaction. AdVisor's display format is centrally configurable, and is configured to meet the needs of each transaction type and your specific business requirements.



The **rostrvm** desktop is deployed as an application in its own right or can be transparently embedded within your IT system using pre-built integrations developed by Rostrvm Solutions or as a bespoke integration using **rostrvm** Interface development toolkits.



The example shown above illustrates **rostrvm** AdVisor functionality embedded within LAGAN Frontline. This integration means that the call centre agent has a single interface to manage calls and data with inherent CTI functions such as 'screen pop' and voice & data transfer.

A wide range of, pre-built integrations include Siebel, Oracle, Microsoft, SynTelate, Teleconnect, AIT, ISX, and Touchpaper to name a few.

Our customers have integrated AdVisor with many CRM applications using **rostrvm**'s 'C' DLL, COM/OLE and Java Application Programmers Interfaces or using the **rostrvm** Keys rapid-CTI deployment tool.

**rostrvm** Keys is an easy-to-use tool that automates a range of functions from screen popping in the call centre to the consistent management of data for back-office transaction fulfilment. Users can CTI-enable applications in minutes reducing the overall professional services requirement and, in turn, reducing the cost of CTI projects.

Keys is an ideal tool in a number of scenarios: as a proof-of-concept tool to measure CTI benefits; as a general-purpose tool in fast-moving environments and to make the benefits of Rostrvm Solutions' complete application suite available to a wider range of people at low cost.





### Scripted agent support and process control

In recent years the call centre's purpose has changed from simple transactional activity to an environment where your customers can contact you for a wide range of reasons and through a variety of media. And in today's fast moving consumer environments a call centre's business aims and targets can be changed at the drop-of-hat. For example, your marketing offer can change on a daily, if not hourly, basis in response to competitive conditions; for many business sectors the regulatory framework can change overnight.

This is where **rostrvm** CallGuide intelligent scripting comes into play. CallGuide unifies the customer interaction without being strait-jacketed by the underlying IT systems. At the same time as presenting context-and-customer-sensitive data from multiple sources you need to support business processes to ensure the right information is given and received at the right time resulting in:

- Consistent process conformance
- Improved performance through shorter transactions
- Dramatically reduced training time for new staff and new activities

**rostrvm** CallGuide is a tightly integrated component of the **rostrvm** product suite providing support to the call handling process through scripts, prompts and automated links to other systems such as back office IT and CRM systems. Unlike 'standalone' scripting systems the integral linkage with the **rostrvm** inbound and outbound contact routing and Management Information system means that the single CallGuide interface can:

- Provide context sensitive scripts based upon telephony, contact and business information
- Personalise scripts for teams and individual agents to support champion-challenger processes
- Dynamically route the transaction process through user selection and external data
- Generate business-outcome management information to complement call handling MIS
- Deliver information using standard web controls
- Directly control telephone and text-based activity
- Link to and modify external IT systems
- Dynamically integrate with multiple desktop applications

### Inbound contact leads to outbound calls - Managing callbacks

**rostrvm** supports the concept of 'callback'; a customer record can be marked for calling back at a prescribed date and time or alternatively within a specified time range.

Agents set up callbacks using **rostrvm**'s agent desktop application. Call-backs can be set up to be reserved for a particular individual or offered to any appropriately skilled agent.

The callback dialogue can be invoked automatically from other applications such as **rostrvm** CallGuide.





## Management Information

Managing a call centre is all about meeting business objectives. **rostrvm** SuperVisor tells you what's happening now, what's happened in the past and delivers the data you need to plan for the future.

## Making performance visible

**rostrvm** SuperVisor is designed to deliver information to the people that need it in the most useful format:

- 'Personal Wallboards' make real-time performance visible to all call centre members
- Detailed operational information for team leaders, supervisors and call centre managers
- Browser based business outcomes for the wider management and client community
- Historical reports for analysis and forward planning

**rostrvm** 'sees' all of the elements in the call centre and records activities step-by-step building a comprehensive Management Information database.

**rostrvm** SuperVisor provides a holistic view of your contact management performance and how it relates to business metrics across your call centre.

**rostrvm** monitors resources and information flowing in and around the call centre.

The MIS database uses a standard ODBC compliant SQL database, and an ODBC driver is included with **rostrvm**. Any standard ODBC compliant report-writing package, such as Crystal Reports, Business Objects, Cognos DecisionStream and Microsoft Excel can be used to generate reports.



## Voice recording

Call Centre management is more than reviewing statistics. Maintaining quality of service is vital. **rostrvm** AuditLog delivers voice recording and retrieval services to support quality monitoring processes.

**rostrvm** AuditLog is a server-based voice recording system developed as a component of the **rostrvm** Voice over IP architecture.

Recordings are stored within the **rostrvm** MIS database and are easily retrieved using the integral voice and data search tool.

Date/Time	User	Device	Remote	Account	Class
Fri 06-Nov-09 09:31:48	u006	25006	015646546456		Outbd
Tue 03-Nov-09 16:52:59	u004	25000	01456546456		Outbd
Tue 03-Nov-09 16:41:00	u004	25000	01456546456		Outbd
Tue 03-Nov-09 14:00:43		2121	01446456546		Outbd

## About Rostrum

Rostrum was founded as a division of royalblue, the financial trading applications company. Today, Rostrum Solutions is privately owned and based in the UK in Woking, Surrey. As a privately held company Rostrum maintains a strong culture of independence. Rostrum sees its independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of its approach and advice. The Rostrum application suite helps organisations to achieve and exceed business objectives whilst delivering personalised customer service.

Rostrum solutions can be applied to any call handling environment.

## About Telefonix Voice & Data

Telefonix Voice & Data is a converged IT & Telecoms company in the Surrey area specialising in bringing sophisticated telecoms solutions combining best of breed technologies to companies.

## More Details

For the latest information on the rostrum dialer, please visit <http://www.telefonix.co.uk/rostrum-dialer/>

## Next Steps

For a discussion of the most appropriate platform using the Rostrum Dialer for your call centre or contact centre, please contact Telefonix Voice & Data on 01252 333888.