

# Strata CTX Automatic Call Distribution



Strata CTX Automatic Call Distribution (ACD) enables a customer contact centre to be implemented using the most sophisticated call management techniques currently available. Strata CTX ACD is a suite of software products highly integrated with each other as well as the Strata CTX platform. This modular approach allows customers to purchase the ACD capabilities that they require and not pay for functionality which they will not use.

Strata CTX ACD has all the features and functions used in the largest call centre operations, yet it can be a cost effective option for only six agents. So starting small doesn't mean you have to compromise with system performance because Strata ACD is easy to set up for just a few agents or for hundreds of agents.

Strata ACD is a server based system that offers full call centre functionality for over 360 call centre agents, with up to 180 ACD groups.

Flexibility of operation means that any group of Strata CTX system users can be nominated as ACD agents. Agents do not have to use a specific extension for ACD operation, but can use any extension of the Strata CTX system. The flexibility of the system also means that agents do not have to be seated together, but can work in small offices or even remotely from home.



## key customer benefits

Improved customer service, reduction in costs and increased employee productivity are just a few of the main customer benefits Strata CTX ACD delivers. Strata CTX ACD allows customers to:

- Prioritise calls so that existing or high value customers are placed at the head of the queue.
- Certain calls can be identified and directed to the most appropriately skilled or nominated agent.
- Have multiple ACD queues each with its own programmed announcement for differing services, sales promotions and so on.
- Play intelligent announcements letting callers know their place in the queue and the estimated time to answer.
- Use advanced call routing to allow callers to request a specific agent they have dealt with before.
- Use Interactive Voice Response technology to prompt callers for information to direct their calls.

## core features

An enhanced customer contact centre application, Strata CTX ACD offers the following outstanding call management features and functions:

### advanced & flexible call routing

Route calls based on caller ID, DDI number dialled, entered account numbers, Inter Active Voice Response, (IVR), private/personal routing lists, balanced call count, preferred agent treatment, agent priority, time-of-day, day-of-week, day-of-year and providing maximum flexibility.

### queue announcements

If all agents are busy, calls to an ACD group are queued to wait for the first available agent in the group. While waiting, callers hear programmed intelligent announcements or music, encouraging them to remain on hold. This gives you an opportunity to provide valuable information to callers while they're waiting.

### priority queuing

Enables higher-priority calls to be answered sooner than low-priority calls. ACD calls can optionally be tagged with a priority number before they are placed into the ACD group queue. The priority number assigned to the call determines where the call is placed in queue.

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## core features (cont.)

### separate group announcements

If there are multiple ACD Groups, each group can have a separate music source and different announcements, providing the specific information you want callers to hear.

### intelligent queuing

When the number of ACD calls waiting reaches a predetermined threshold, calls can overflow to another ACD group or destination, ensuring that someone will assist callers even when no one in the primary group is available.

### alpha-tagging

Identifies the purpose of an incoming call to an agent so they can greet the caller with the right response and information. Extremely useful feature for businesses running multiple sales promotions because it prevents agent/caller confusion.

### multiple group agent login

Provides important call coverage between groups and tiered service levels. This assures back-up coverage and is also the foundation for the advanced routing and agent priority routing, enabling many advanced call centre applications.

### agent priority routing

Enables the agent pool to be expanded when call volume gets heavy. You can expand the group based on agent priority levels. When all agents are busy at one level, calls are automatically distributed to agents at the next level.

### call notes

Allows agents to attach typed information to a call which then follows the caller if they are transferred to another department. This eliminates the need for the caller to repeat the same information, improving customer relations.

## intelligent announcements

Play pre-recorded messages and inform holding callers of their place in queue or estimated time before answer. These announcements also offer alternative options like leaving a voice mail message or invoking a call-back reservation.

### interactive voice response (IVR)

A computerised Voice Assistant gathers and validates caller input, triggers responses, alerts agents when the queue gets overloaded with calls, and provides many creative application opportunities. The IVR Voice Assistant application can be used as a stand-alone product and/or as an IVR component of the ACD application. For example, you can use an IVR port to page agents, instructing them to log onto an ACD queue. Other useful functions include playing menus, acting on response, and prompting various caller actions. The IVR Voice Assistant can also be used to provide low-cost text-to-speech capabilities.

### supervisor monitoring

Supervisors can monitor agent calls and if necessary offer call assistance to agents in difficulty. This is very useful for training, performance evaluation, and providing second-level assistance.

### management reporting

Allows analysis of agents' performance, call centre group activity, and system status. Forecasting future call centre staffing requirements based on call volume patterns is also possible. Create, display, and print customised reports to meet specific needs by selecting from over 100 data elements. Choose the time period needed, and print reports on demand or at scheduled times. Enhance management effectiveness by exporting data into other applications or databases, enabling you to integrate call centre data with other information-systems data.

system features
<b>Agent Search Methods</b>
Linear – Always starts from the top of the agent list and finds the first available agent.
Round Robin – Next agent on the agent list gets the waiting call. The following call will rotate to the next agent, etc.
Longest Idle – The agent who has been idle the longest receives the next call. An agent's 'start of idle' status affects all queues so if the agent has just completed a call in queue one, the agent is now idle for any other queue that the agent is logged into.
Balanced Call Count - The agent who has handled the lowest number of calls will receive the next call.
Agent Priority – The agent with the most appropriate skills takes calls filtered by IVR, customer request or assigned queue.

system features (cont.)
Scheduled Queues – Calls routed to selected groups based on time of day, day of week, etc.
<b>Supervisor Search Methods</b>
Linear
Round Robin
<b>Supervisor Features</b>
Log In Single/Multiple
Option to Take Calls as Agent
Agent Assistance (Agent Requests Help)
Call Monitoring – Silent
Call Monitoring – Participating
Queue Alarms
<b>Announcement Management</b>
Simple Announcements
Intelligent Announcements
Overflow Timer and Destination
No Answer Agent Advance

system features (cont.)
Queue Management of Music-on-hold, Announcements and Timers.
Queue Start/Stop Schedules
Call Priority and Escalation
<b>Agent Features</b>
Log In Single/Multiple
Unavailable/Available
Wrap up Timer
End Wrap up Timer
Group Call Pick Up
Agent Help (Supervisor Assistance)
Work Units