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CyTrack **CYCALL**

OUTBOUND
TELE-MARKETING
CALL CENTRE MANAGEMENT

BENEFITS

Boost Productivity and Efficiency

Calling large numbers of potential prospects or carrying out large surveys requires a professional and well planned approach to make the task a success. CyCall™ matches a wide range of customer requirements for outbound Tele-Marketing small or large and provides you with the tools to ensure productivity is at its highest and the process is efficient.

Ensure your staff have the right information for the right type of call

Agents using CyPhone™ can be integrated to your business systems and databases - so that the right information and optional scripts and prompts are presented to the agent depending on the type of call or customer that you are calling.

Protect your customer database integrity

CyCall™ can be configured to ensure that an agent is always available to be there when CyCall™ reaches a live connection, don't hang up on your customers or make them wait on the line and cause them to be irate with typical Predictive Diallers ! Furthermore CyCall™ ensures that your team do not call the customer repeatedly with the same message from multiple agents!

Better Business Analysis

With CyReport™ integrated with CyCall™ powerful reports can be obtained of your business traffic and the resources you have to see that business service targets are being achieved. By a well designed campaign and agent plan you can analyse important information on your campaigns and database traffic. Furthermore information from the CyCall Agents reports helps the business manage staff performance and costs.

Low Cost

CyCall™ offers a range of pricing options to suit our customer's budgets.

OVERVIEW

CyTrack® CyCall™ Tele-Marketing & Outbound Call Management Module provides management and productivity enhancements to Tele-Marketing and all Outbound Call Management Business requirements.

Whether you have a part-time Tele-Marketing requirement or you are a full time OutBound Call Centre, CyCall™ has a range of modules and upgrade options to suit your requirements and budgets.

CyCall™ can also be integrated to CyQ™ for a full call blending in and outbound management solution.

CyQ™ Real TIme Manager Screen - Showing Queue and Agent Status and Activities
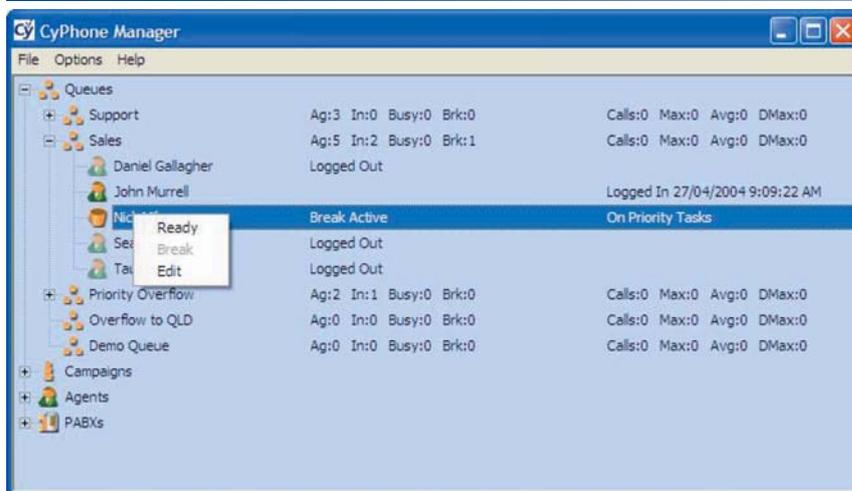
Call Centre Manager Screen

The CyCall™ Manager Screen provides an advanced real time screen of all queue and agent activity. The Manager can force agents on and off breaks centrally - as well as changing agents between queues and all administration of the system centrally

Agent Computer Telephony Integration

CyCall™ Agents use CyPhone™ as their on-screen computer telephone integration queue management tool. Agents can answer calls, select break types and also easily transfer calls to colleagues and/or other queues. Further details on CyPhone™ is available on the CyPhone™ Brochure.

Dial from anywhere in Windows

Just right click on any number in your PC desktop - whether it be a email, web page or Word document - and then select 'Yes' to Dial.

Screen Pop on Incoming Call

Integrate CyPhone™ to your customer database and have the correct customer details automatically 'popped' to your screen when you are receiving incoming calls.

OVERVIEWS

Real Time Administration Manager

CyCall™ is based on a sophisticated Client/Server Architecture that allows advanced management and administration facilities.

The Central Administration Manager screen allows central feature setup and agent status review. Agent statuses can be central changed to ready or break.

Queue changes and announcements can be carried out live with immediate effect.

Break Management

Workflow adherence and also communication with your colleagues can be enhanced by use of CyPhone™ Break Management. Any number of break types can be entered to the system and a clear and bright icon chosen for various categories as shown here. Select a break type to show colleagues and team members your status. CyPhone™ Break Types and Agent Productivity reports can also be provided by CyReport™ our optional Call Reporting Package.

CyPhone™ Desktop

We cant show you everything here- you need to see it for real, but the CyPhone™ desktop makes using the telephone much easier. When a call is answered just right click on one of your colleagues details and you can easily then right click to transfer the call direct or speak to your colleague first.
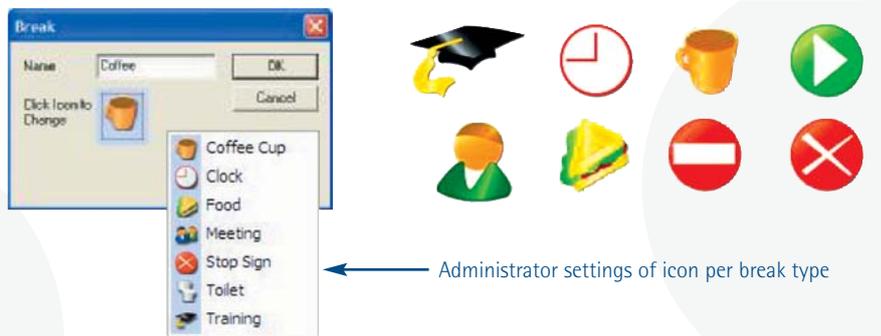
The tabs allow simple management to review calls made, missed or to call up a redial list to return calls. At any time you can just right click on a number and add it to your own speed dial list.

If you are using CyRecord™ as well with CyPhone™ the Voice Recordings tab allows you to playback messages recorded and also email them-more details on the next page.
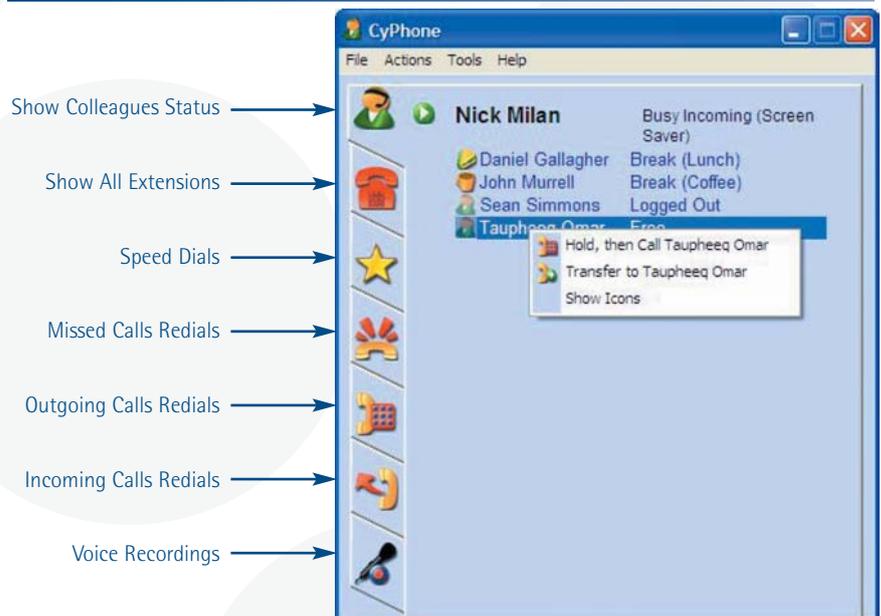
CyPhone™ Real Time Manager Screen—Showing Agent Status and Activities

CyPhone™ Agent Status—Simple Graphical Break Statuses

Administrator settings of icon per break type

CyPhone™ Real Time Manager Screen—Showing Agent Status and Activities

Show Colleagues Status

Show All Extensions

Speed Dials

Missed Calls Redials

Outgoing Calls Redials

Incoming Calls Redials

Voice Recordings

FEATURES

Completion Codes

Codes can be entered and enforced to the agent after every call is completed for entry. Completion codes can be just a result or a required re-dial command - such as Called Number Busy, No Answer. Customer requested Callback etc. - These completion codes can then allow a detailed analysis of call results.

Campaign Scheduling

Campaigns can be setup and allocated start and end times on a 7 day per week basis for automatically changing schedules and plans and agents.

Call Centre Manager Screen

The CyCall™ Manager Screen provides an advanced real time screen of all Campaign and agent activity. The Manager can force agents on and off breaks centrally - as well as changing agents between campaigns and all administration of the system centrally. Each Campaign also can show results for each call status and its results - with the manager able to select individual calls and re-route them or override completion codes and retry schedules.

Agent Manual Schedule

A feature can be made available to Agents where they can select a specific day and time to call back a number - which they can schedule to any available agent or just to theirself.

FUNCTIONALITY

Preview Mode

In preview mode, the system will pop the next selected target details up allowing the agent to view pertinent details. CyCall™ then dials the number when the Agent clicks 'ready'. When finished the agent can complete any wrap up details and then clicks 'ready' for the next target screen pop and 'ready' to dial the number, and the cycle is repeated. In this mode the Agent controls the pace of each next call.
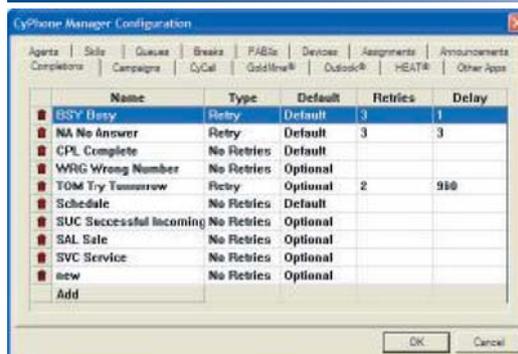
Progressive Mode

In Progressive Mode the Call Centre Manager enters a wrap up time that allows the agent to complete details after the call and then the next target is popped to the agent and the number is dialled. When the call is completed the agent has the set time to complete details before the next target is popped and the number dialled. In this mode the administrator is enforcing a pace between each call.

Pre-Emptive Dialling

Many people think of a 'predictive dialler' when they ask for this type of functionality. A predictive dialler works by a call-pacing algorithm that places calls from a list that has been defined by one of several such algorithms, including prediction of agent availability, average call time in current campaign, or user defined overdialing level for a given day/time/zone. This type of system is dialling out to ensure a call is ready with a reached target as the agent becomes available. Typically systems without having at least 25 agents in a campaign can lead to unacceptable Call Delays for the customer and high Call Abandonment rates as the customer puts the telephone call down before reaching an agent. They are also very expensive and also lead to agent burnout very quickly.

With the CyCall™ Pre-Emptive Dialling Module an additional server module is installed connected to the telephone system that dials the selected numbers and determines whether they are a Positive Connection as in a live person or Unpositive as in whether answered by a answering machine, facsimile, or a modem. Positive Connections are immediately transferred to an agent. The management interface allows for configuration of ratios of agent to callout patterns and agent availability.

Advanced Retry Pattern Cnfiguration

Advanced Retry Pattern Configuration

The Call Centre Manager can configure an unlimited number of completion codes that are either selected by an agent in progressive or preview mode - or automatically utilised by the Pre-Emptive Dial Module.

Examples may be 'Busy' - dial again every 3 minutes up to a maximum of three times, 'No Answer' - dial again every 1 hour up to a maximum of three times, etc.

Break Management and Workflow Adherence

You can create an unlimited number of break types in CyCall™. Agents select a break type to temporarily stop calls coming to their desktop and also show their status to the administrator and all other agents. A range of reports allows the call centre manager to analyse the amount of breaks and types taken. Certain automatic features are available allocation patterns and routes and agents.

FEATURES

System Features

Uses CyPhone™ as CyCall Agents
Advanced Reporting with CyReport™
as Campaign and Agent Reporting
Preview Mode
Progressive Mode
Pre-Emptive Mode
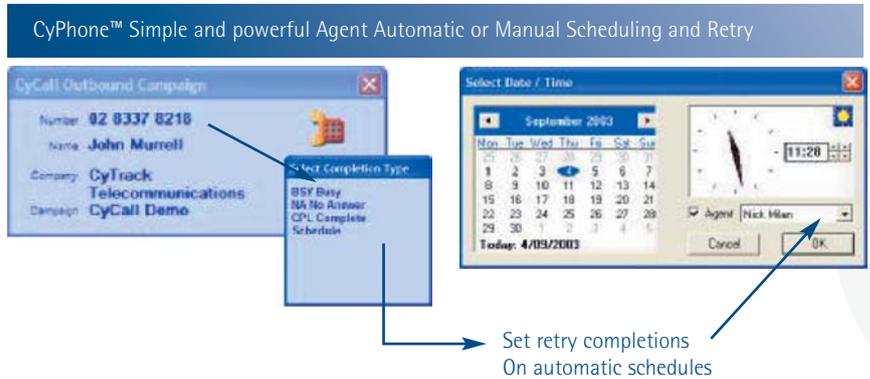Advanced Campaign Configuration
Interface

Agent features

Agent Log-In/Out Onscreen
Run from toolbar or full screen
Customer Screen Pop Details *
Campaign Name Shown on Agent
Screen
Optional Pop Call Script by Campaign *
Agent Call Type Wrap Up Codes *
Agent Break Codes
Auto Agent Absent Select

Administration Features

Campaign Administration Interface
All Campaigns Activity Real Time
Screen
All Agents Activity Real Time Screen
Agent Features Manager
Campaign Schedule for Auto Able/
Disable
Log Agents into new Campaigns - re
assign while live
Forced Agent Ready/Break Control

Advanced Retry Control

Empower agents to recognise called party interest and manually select specific dates and times for recall-with personally or from anyone in the team to meet the customer's availability.

CyPhone™ Simple and powerful Agent Automatic or Manual Scheduling and Retry

Set retry completions
On automatic schedules

Integrated Reporting and Billing with CyReport™

CyReport™ provides full telephone call accounting and traffic reporting with service analysis and also specialised billing services.

CyPhone™ can log all activities of the Queues and Agents such as On Call, Idle, On Break including which calls answered, transferred and messages taken to CyReport™.
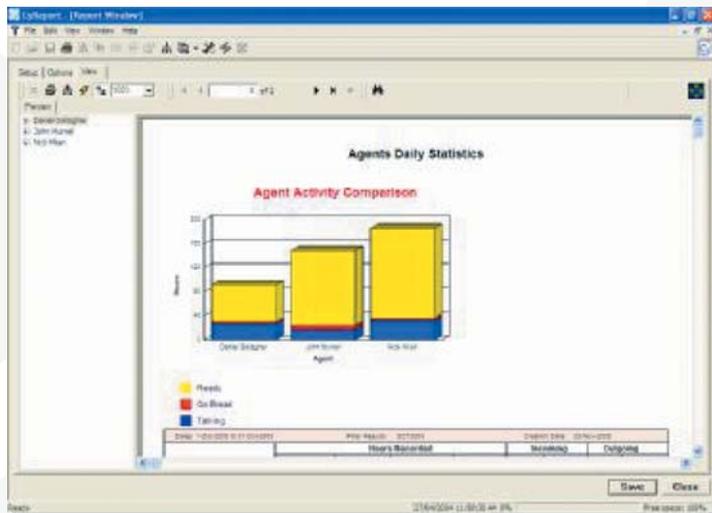
Outbound Call Blending Call Centre Functionality Modules

CyCall™ can be integrated with CyQ™ the CyTrack Inbound Queue Management Module to provide a full call blending environment of priority based in and out call management.

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