Real Customer Service

Automatic Call Distribution

Real Telecommunication Corp.

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Real Customer Service is a significant service provided by businesses in the form of Answering Service, Call Center Service, and combination of both called Customer Service.

Real Telecom designed the Real Customer Service platform for enterprises and specialized customer service providers that endure heavy call processing as an essential business activity that is vital to the success.

Real Customer Service platform (RCS) is unique as it uses the Real Business Services platform to facilitate the highest quality, unlimited capabilities, and highly reliable cost-effective service. RCS features and options exceed call center services' expectations.

Real Customer Service

RCS consists of Customer Service Management (CSM) and Customer Service Platform (CSP) modules.

CSM is software that displays the caller information on the Agent's computer screen. The Agent will then recognize the related company and answers or make a call appropriately. This software picks up the call information from the CSP, displays the information on the Agent's screen, and provides the Agent and the management with the facility to manage the customers' accounts and transactions.

CSP is the platform that process the calls. It enables all phones to operate with Real Network to receive and make calls and it manages all call processing functions. It includes, Auto Attendant, ACD, Queue, Agent Groups, Night Service, and other functions.

Some of the Features and Benefits of RCS

➢ Users of RCS are free to attend to their business while Real Telecom handles all related platform installation, maintenance, and support. RCS is a service that uses Real Telecom unique technology to process and manage calls.

➢ RCS can process unlimited number of calls and phone numbers from anywhere in the world at the same time.

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➢ Typically, each of the answering service customers has a phone number dedicated for their answering service. Real Telecom provides phone numbers anywhere in north America, Europe and some countries in South America. Therefore, RCS customers can be anywhere.

➢ Agents of RCS can also be anywhere in the world. Regardless of the agents' locations, RCS treat the agents as if they are in the same room. Therefore, customers can have virtual Agent Groups with remote agents anywhere there is an internet.

➢ Customers do not need to invest in hardware and software. The main requirements are good Internet connectivity and computers to operate CSM.

➢ RCS supports all customer services' activity and more. Each type of activity requires customized features to support the unique requirements of each customer. We create customized solutions that best fit our customers and the customers of our customers.

➢ RCS includes the Real Call Information System (CIS). CIS provides customers the ability to retrieve call records and all related information to each call and analyze workload and call volume right to the Agent. Inbound, outbound, and internal calls are tracked and archived.

➢ Software to manage calls and related actions for customers is integrated with the call processing platform in CSP. The customers' information pops up on the agents' screen when the phone rings and all related customer information is now available including functionality for forwarding the calls, sending messages, and taking notes.

We constantly work on getting better and better at helping our customers to provide the service their customers expect. We keep company of our customers to learn their issues and turn them to opportunities. Our team takes these opportunities and turns them to solutions that benefit our customers. That is how we constantly are enhancing the features and functionality of our software.

Our role in delivering the value the customers of our customers expect is taking care of the RCS platform, enhancing it, and making sure our customers are operating optimally. This frees our customers to focus on their role of providing the services their customers expect.

The result is higher quality service, more customers, and better platform.

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Customer Service Management (CSM)

CSM is software that will be installed on each Agent's computer. It is MS Windows based and designed for managing answering and call center services environment.

Using this software, agents are able to make appointments for clients, set reminders to alert them and instantly send fax, email, page, or text messages directly from the CSM software installed on the agent's computer.

Some of CSM features are:

Simple for operators to use:

- Configurable call actions let your clients specify how your operators should handle their calls i.e. patched through, relayed or a message taken.
- New operators can be answering calls with only 15 minutes of training.
- Temporary call actions allow your clients to tell you their future availability, e.g. in a meeting 2-4pm, so your operators perform the right action during that period.
- Fully customizable forms can be created to record the information required by your clients.

Flexible system that will grow with your company:

- Support for any number of client companies.
- Support for any number of contacts within each client company.
- Powerful database technology to support 50+ operators.

Quickly and easily generate the data for your invoices:

- Support for any number of billing schemes.
- Records call history for billing and data analysis, both for you and the client.
- Flexible billing allowing you to charge for extra services.
- More than 80 attributes of billing related information quickly available per client.

Save operator time with powerful and automatic message handling:

- Automatically sends messages.
- Messages can be transferred via email, SMS, Pager and fax.
- Messages can be transferred immediately or at specific times of the day.

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- Customers can retrieve their recent messages via an email interface.

Numerous features dedicated to call answering services:

- Integrated spell checker and thesaurus.
- Customers can define in-bound VIP and ignore number lists.
- Customers can retrieve their own messages via a brand able web interface.
- And much much more.

The bottom line - handle many more Clients with the same number of Operators.

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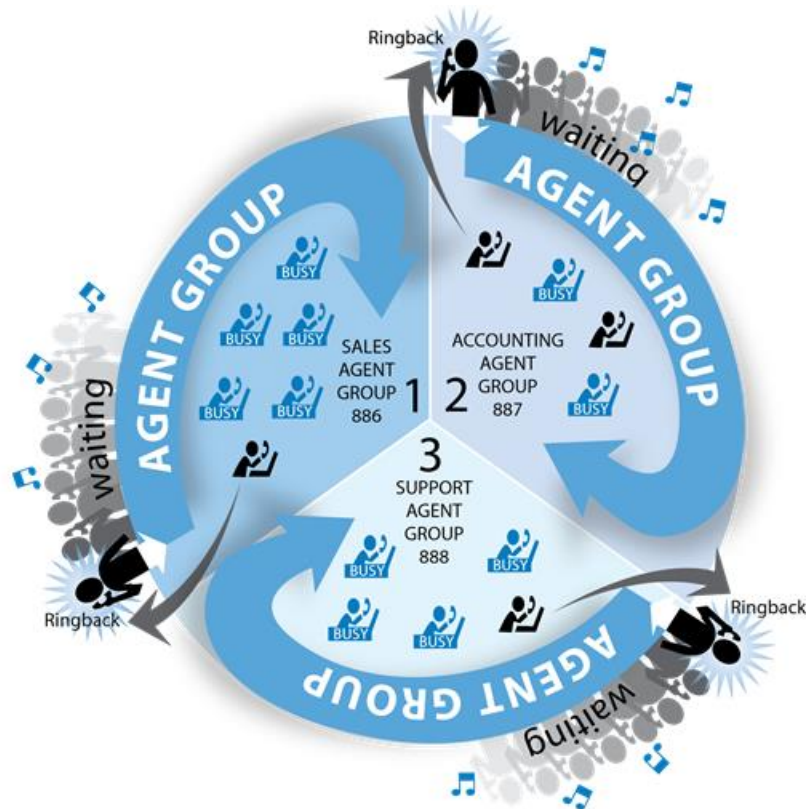www.realtelecomm.com Phone 1-905-481-3044 Email: sales@realtelecomm.com

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Customer Service Platform

The Real Customer Service Platform (CSP) is designed to provide the users with very efficient tools for managing and procession calls. CSP can be configure for Answering Service (inbound calls processing), Call Center (outbound processing) and a combination of inbound and outbound call processing modes.

Answering Service Mode

The CSP Answering Service companies may have one or more agent groups. Companies with one agent group receive calls directly from the network through the queue. Clients of these companies will call the related phone number (DID) and enter the queue. At this point the queue, based on its configuration and applied agent selection algorithm, will connect the caller to the available agent. If all agents are busy answering calls then the caller will be presented with recorded messages, music on hold, or both until an agent is free to answer the call. ASP can also present the agents with more than one call to answer at a time thus enhancing the agents' capacity to handle multiple calls at the same time should they need to do so.

ASP environment includes settings and configuration data that dictates how ASP functions behave and thus serve the callers and manage the agents' activities.

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Agents Management

Agents must login to the queue to be considered by the queue. Logged in agents can answer one or more calls at a time and can also log out and in at any time.

ASP supports overflow agents' management. Identified extensions may be brought into the agent group to participate in answering calls when agents are busy. This is especially significant when the number of calls is higher than expected.

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Number of Agents per Stage

Multiple answering stages can be configured to relate to different agents.

Agents Recovery Time

Each agent is given a period to prepare for the next call.

Agents Reports

Activity reports are delivered nightly to selected email addresses.

Auto Attendant

Answering service providers that have more than one agent group, for example, one group for sales, another for support, and third for finance will use an Auto Attendant to guide the caller to the right group. Each group has its own queue and own configuration and management.
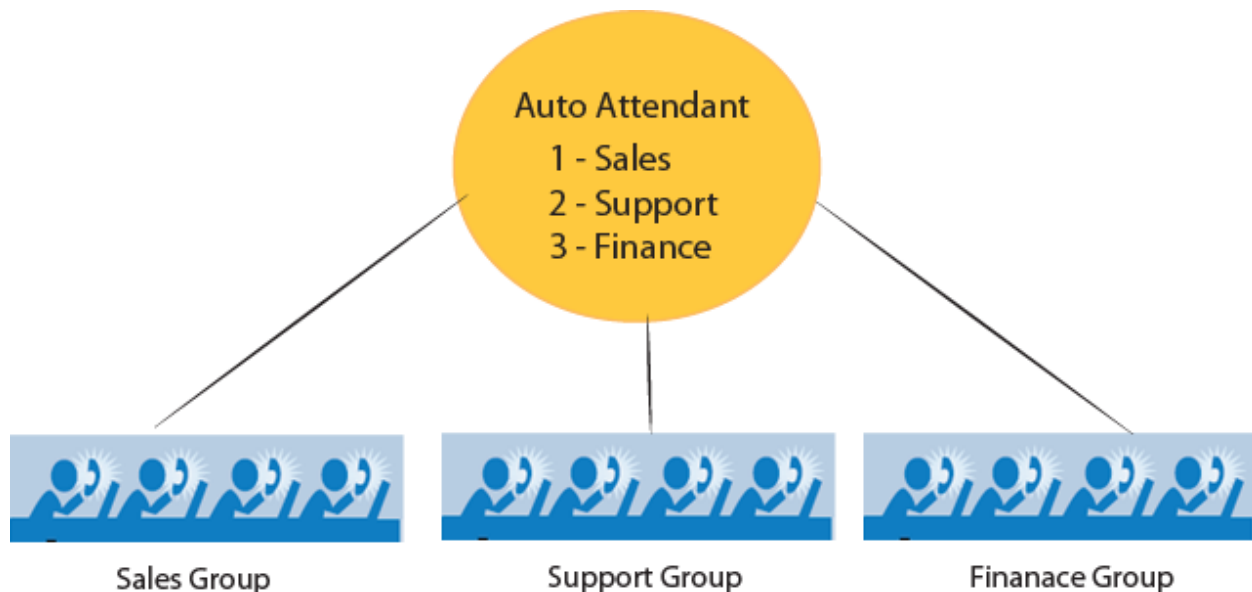
Prompt Recording and Playing

Each queue can play up to 9 recordings of messages while the caller is waiting for an available agent. The system will repeat playing the recording starting with recording 1 to 9 and back to recording 1 until the call is answered. Gaps, time between the recordings, can be adjusted during which the caller will hear music.

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The Message-Music Cycle

Messages Alternating with Music

While the caller is waiting, the system plays a combination of pre-recorded messages and music. The messages may provide additional information about your company, or they can be used to provide the caller with additional options and/or a way to exit the queue. Each queue can be configured to play up to nine recorded messages. Between the messages are "gaps" of music which can be configured to span 5 to 180 seconds. This message music cycle

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continues for as long as the caller is in the queue. Message 0 is considered the entry point message (which will never be replayed), and message 1 is the first message. an agent group using six different messages for its message-music cycle. Once message 6 has been played, the system returns to message 1 and repeats the cycle.

This sequencing of messages and music will continue until an agent becomes available. Once an agent is available, the system automatically takes the next call out of the queue, rings the agents, and puts the call into ringbark state. Within any one agent group, only one call at a time can be in ringbark state, regardless of the number of agents that are available. All other calls remain queued until the ringing call is connected and at least one agent becomes available.

While it might seem logical to conclude that a caller's time in the queue has ended once the call has been placed in ringbark state, this is not always the case. If an agent leaves the desk without logging out of the queue, the ringbark state will continue until the system finds another agent to answer the call. To prevent nonstop ringing, you can take two precautions: (1) you can configure the agent group to include additional agents at specified intervals in the ringbark cycle and (2) you can configure the agent group to play music during the ringbark state. This will prevent the caller from hearing long periods of ringing in the event there are episodes of extended ringbark.

Automatic Call Director (ACD)

The heart of the system is a mechanism designed to handle the call processing in accordance with the parameters established. Each Agent Group and its Queue can have its own parameters and thus can enable the ACD to process the calls differently.

Agent Setup

- **All agents for this ACD:** This setting contains the list of the agents for the ACD and is used in some reports from this ACD. If the algorithm for the ACD was set to "Use preference from the Agent's setting" then the

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system will add the additional agents from below ("After hearing ringbark for (X) seconds", escalation) and use the resulting list as the preference to find the next agent from the front of the list to the back.

- **Currently logged in agents:** This setting controls who is logged in the ACD as agent. The setting can be changed through the web interface, but it can also be changed with star codes, e.g. when the agent logs in from the IP phone. In the case of escalation, the list of the additional agents will be added to the list, so that those agents don't have to log in.

- **Extensions that may jump in or out (* for all):** This setting controls which agents can dynamically join or leave the agent group. It can also be used to add non-agents to the agent group, which can be useful during especially busy periods when additional people are needed for the queue. If a star is used in this field, extensions that use *64 will automatically be listed in this field, i.e., the list will grow and decrease as people log in and out. It is recommended that actual extensions be entered this field.

- **Minimum number of agents for jumping out:** This setting specifies the number of agents that must remain in the agent group before agents are permitted to jump out. If this setting is too high, agents will be unable to log out of the agent group. For small agent groups, a value of 1 is recommended.

- **Agent recovery time(s):** Use this setting to ensure that an agent has adequate time to recover from the previous call before taking another call. In busy call centers, 2 seconds might be an appropriate setting. However, agents who are required to record notes about the call will need a longer value. In these cases, 60 seconds might be more appropriate. The recovery time also allows an agent to log out of the agent group.

- **Automatically log out the agent if they missed the last call:** This setting will log out an agent who has missed a call. Agents need only log back in to return to the agent group. This setting is directly linked to the After hearing ringback settings. The caller is redirected to the extension or agent (whichever is chosen) that has been specified in that setting after the timeout in that setting has been reached.

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- **Allow multiple ACD calls on agent - even if busy:** This setting allows a caller to be sent directly to an agent, even if all agents are busy. It prevents the caller from sitting there listening to music and gives the agent the opportunity to put their current call on hold and take the new call. This setting should generally not be used.

Agent Selection

- **Agent selection algorithm:** The agent selection algorithm allows you to establish the method that will be used by the system when connecting a caller to an agent. Choose from the following options:
  - **Random:** This algorithm randomly selects the next agent. This is a reasonable algorithm in environments where it is not important as to which agent processes the call.
  - **Ring longest idle first:** This algorithm is designed to balance active call time amongst all the agents. The queue keeps a list of the agents and moves an agent to the end of the list when an agent connects a call. This ensures that the agent with the longest idle is at the front of the list.
  - **Use preference from the Agent's setting:** This algorithm uses the extensions listed in the Agent setting. The agent listed first will be tried first. If that agent is busy, then the system will jump to the second one and so on.
- **Insert the newly logged in agent:** Depending on your setting, newly logged in agents will be positioned at the front of the queue or the back.
- **Ring stage duration (secs):** At regular intervals, the system checks agent availability and determines whether the next caller should be pulled out of the waiting state. The ring stage duration setting establishes this interval. For larger queues, shorter intervals are recommended, as it is quicker to get callers out of the queue and into a ringbark state. The default value for this setting is 5 seconds.
- **Number of agents added per stage:** In every scheduling interval, the system adds only a limited number of agents from its pool of available agents to its list of ringing agents. For large agent groups, a typical value would be one or two, as this will ensure that not all agents receive

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calls at the same time and so that the system CPU is not overtaxed with simultaneous calls.

Call Redirection

ACD can offer callers an escape feature while waiting in the queue that may direct the caller to a mailbox or special extension.

Call Distribution

ACD provides three methods for automatically distributing calls to agents, randomly, according to most idle, or according to skill level.

Call Pickup

Any extension can pick up a call ringing on any extension including calls ringing in the queue. For calls in the ringing state, the system picks the first call that is in that state. Otherwise, the system picks up the call that entered the queue first.

Call Barge In, Call Teach, and Call Listening

Features that enable fine tuning the answering service and train agents.

Cell Phone Integration

Cell phones can be integrated with any extension.

Call Recording

Inbound and outbound calls may be recorded.

Night Service

Calls may be directed at different times to different agent group.

Queue Monitoring

Queue status can be monitored by web software and the phones.

Many more features and detail are not included here. This document intended to inform the reader of the major functions of CSB.

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