

CT-Call Center

A call center and its technology is at the heart of every organization that must provide some form of customer service. Every single business has a call center in some form or another.

The call center segment of the telephony industry encompasses many various applications and individual components. From an informal group of agents handling inbound and outbound customer and prospect calls, to an elaborate grouping of dedicated resources each handling a portion of the company's customer service needs. Call centers handle customer service, product inquiries, order entry, financial transactions, product/technical support, pre and post sales and support and more.

In today's competitive business environment a well staffed call center and the level of Customer Relationship Management (CRM) it provides is paramount to maintaining and growing your market share.

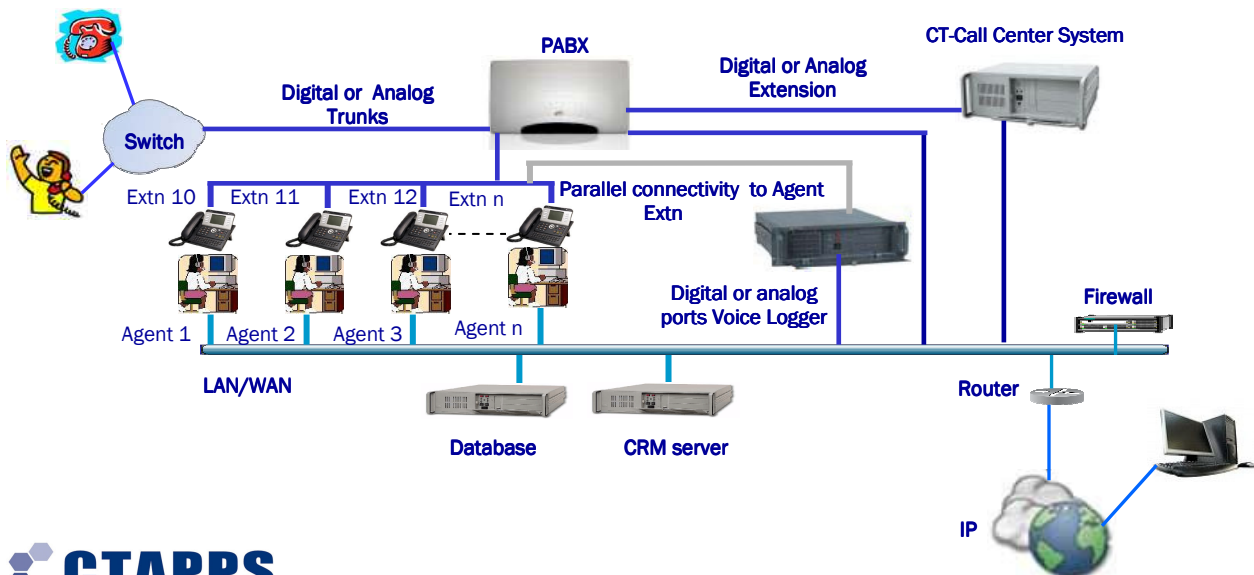
CTAPPS solution, the CT-CallCenter system is the leading answer to automating customer service transactions via telephony. This is a means of centralizing most departments for the organization and process it through one call center which is computer aided. For example, simple instructions such as bank transfers to 3rd party accounts, bank balance enquiry and check transactions can be done remotely by phone. Interactive voice responses can be sent to customers announcing new promotions and discounts. The possible applications are endless.



CTAPPS's CT-CallCenter system is designed to be simple and effective. The controls are intuitive and user-friendly, built with the non-technical in mind. We run cutting edge smart customer priority routing & agent monitoring technology, guaranteed to improve customer quality of service and increase agent effectiveness.

The platform is proven and flexible, easily integrated to existing PABX and compliant databases. It is a cost effective solution to traditional call center management and provides an excellent return of investment. CTAPPS also provide expert free consultation to help each company with their requirements and services.

System Architecture



Module

In order to maximize the interactivity between customer and machine, CT-CallCenter system comes standard with 3 main modules:



- **CT-IVR :**

This module covers the Interactive Voice Response (IVR) of the system. When a caller calls in, the caller ANI is forwarded by the PABX (via in-band/DTMF) to CT-IVR. Once information regarding the call has been extracted, the system will play voice prompts that guide the user. For instance, the IVR will prompt the user to enter his ID and password, then prompt him to press 1 for account balance, 2 for billing enquiry, 3 for funds transfer and so forth. If the customer wishes to talk to a customer care agent, the system is also intelligent enough to transfer the call to the most appropriate agent to deal with the call (based on language preference/ VIP status etc...).

- **CT-ACD :**

The ACD is short for Automated Call Distribution. This module allows the system to juggle any incoming call between the most idle agent at any one time, ensuring that no agent is overworked and maximizing efficiency. The system can also be configured to route calls based on language preference, call importance levels and other customer requirements. The CT-ACD comprises of two applications: the Server and Client application.

- **CT- Reporting :**

Some of the standard reports that can be generated from the system are:

- **Abandoned Call Report** – This reports on the number of calls which were abandoned or dropped due to agent unavailability.
- **Customer Care Agent Productivity Report** – This report covers the number of calls that were successfully answered by the customer care agent, the number of unsuccessful calls answered and the total number of calls answered by the agent.
- **Call Traffic Report** – This reports on the system traffic, covering the total number of calls answered by the CT-IVR system and a peak hour report.
- **Menu Selection Report** – This reports on the number of times a menu selection was selected on the CT-IVR. For example, how many times the caller chose to press 1 for account balance selection, 2 for billing enquiry and so forth.



All the above reports can be viewed in daily, weekly or monthly format. The reports can also be viewed based on the period selected.

Features & Benefits

- Interactive Voice Response
- Self service IVR
- Service notification and announcement
- Voice Messaging
- Customer identification
- ACD based on most idle agent
- Agent Skill based routing
- Agent break aux out/in
- Call & Agent monitoring
- Call Center Report
- Support majors PBXs & Database
- Modularly designed
- Robust
- Flexible configuration
- Scaleable
- Proven Platform
- Excellent investment payback

Additional Solution

- IVR Dialer (outbound – for telemarketing)
- Billing Reminder
- Billing Enquiry
- Subscriber IVR
- Help Desk IVR
- Teleconferencing
- SMS Gateway
- Simple User Interface for Help Desk
- ASP Billing (for multi tenant billing)
- Value added mobile voice & SMS application.
- Value added voice, SMS and Web base application.