

Corepoint User Conference

Evolution and future of contact center routing

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Corepoint User Conference

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Corepoint User Conference

Agenda

Methods of Contact

Buzzwords

Types of Routing

Technology

Benefits

Methods of Contact

- **Non-Electronic**

- Mail
- Face to Face

- **Electronic**

- Voice
- Fax
- World Wide Web
- Email

Methods of Contact

Non-Electronic Contact

- Mail

- Snail mail
- Telex/Telegram
- Overnight services

Methods of Contact

Non-Electronic Contact

- Face to face
 - Home
 - Customer's Place of Business
 - Seller's Place of Business

Methods of Contact

Electronic Contact

- Voice

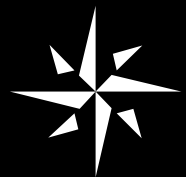
- Public Switched Telephone Network
- Internet Telephony
- Internet Conference

Methods of Contact

Electronic Contact

Public Switched Telephone Network

- Manual Distribution
- Automatic Call Distribution
- Skills Based Routing



Methods of Contact

Electronic Contact

Internet Telephony

- H.323 standard
- NetMeeting
- Navigator Conference Functions
- Integrated with PBX
- Multimedia PC integration

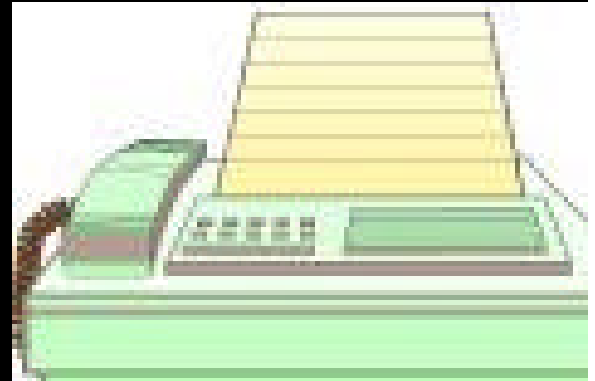


Methods of Contact

Electronic Contact

Fax

- Inbound
- Outbound
- Marketing Campaign Driven



Methods of Contact

Electronic Contact

World Wide Web

- Text Chat
- Joint Browsing



Methods of Contact

Electronic Contact

- World Wide Web

- Text Chat
- Joint Browsing

- Email

- Inbound
- Outbound
- Mail marketing



Buzzwords

- Internet
- IP Telephony (H.323, H.323 gateway, PCM)
- Email
- Text Chat
- Joint Browsing/Team Browsing
- Web Server
- ACD, PBX, IVR, ANI, DNIS
- Skill Group
- “Talk to Agent” or “Call Me” Button

Types of Routing

Pull Routing: Allows CSRs to "pull down" open contacts from one or more incoming queues.

Round Robin Routing: Distributes incoming contacts evenly.

Load Balance Routing: Sends incoming contact to the "open" resource by routing to the CSR or queue with the least number of open issues.

Types of Routing

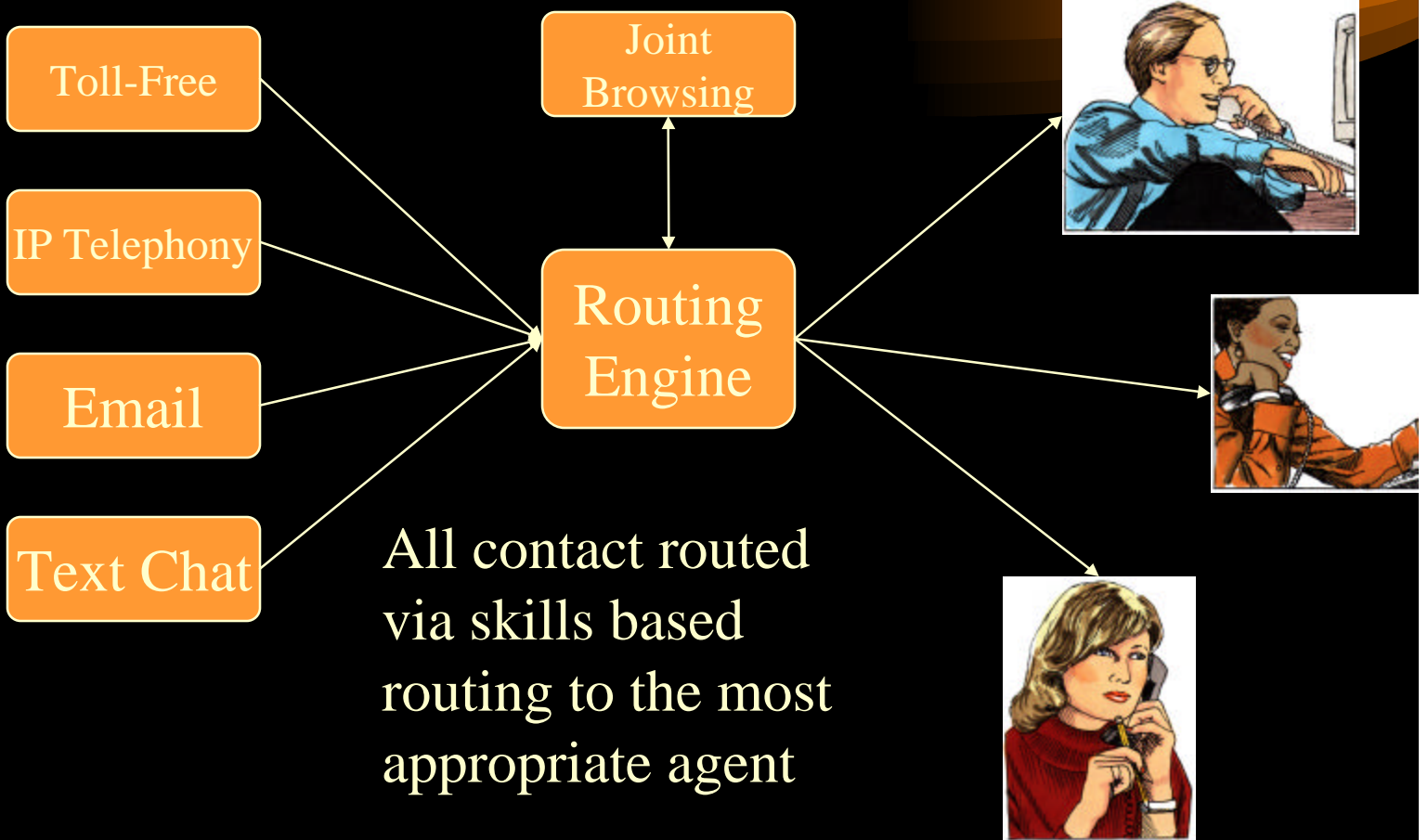
Skills-Based Routing: Routes contact to the most qualified department or person

Custom Routing: Custom routing rules are used to implement complex routing scenarios.

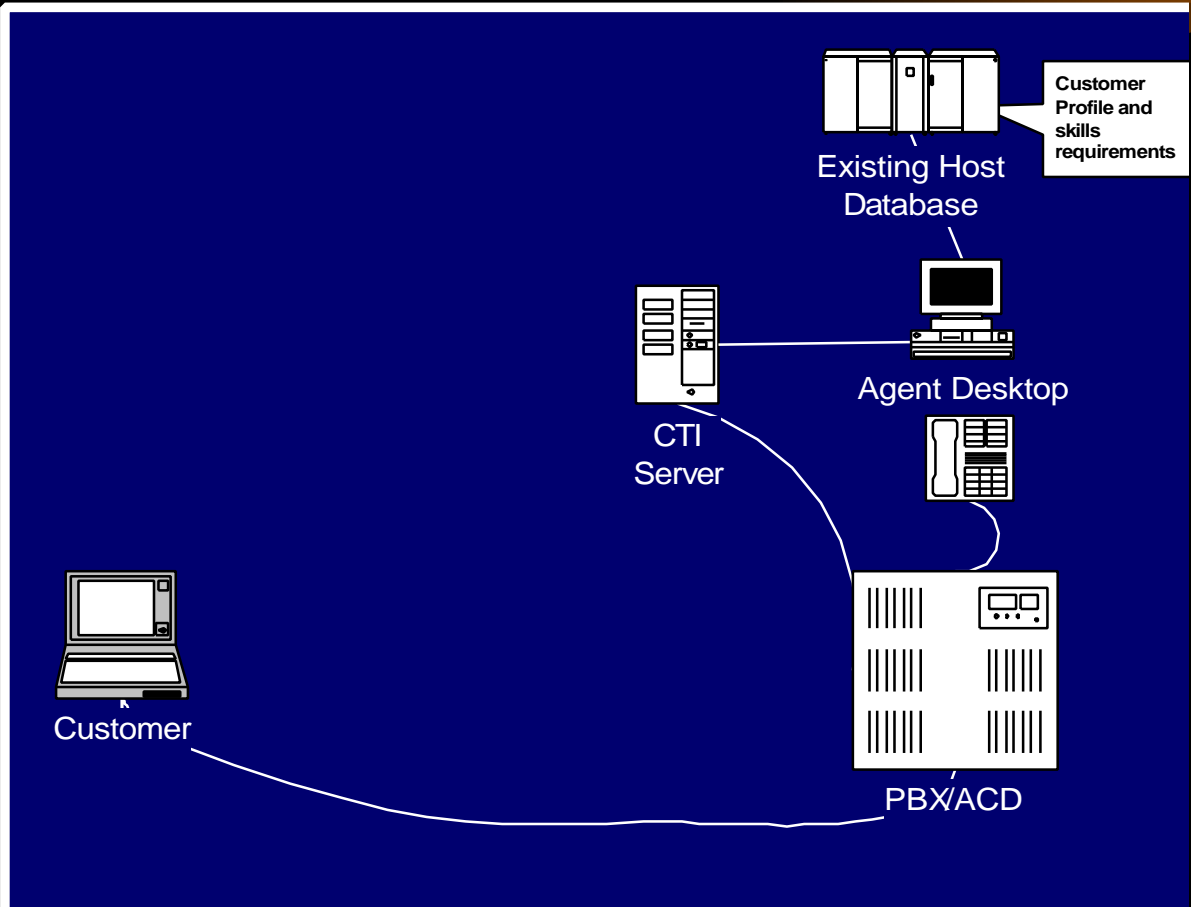
Purpose of Contact Routing

- Route all sources of contact with one engine
 - Computer Telephony Integration
 - IP Telephony
 - Email
 - Text chat
 - Joint Browsing

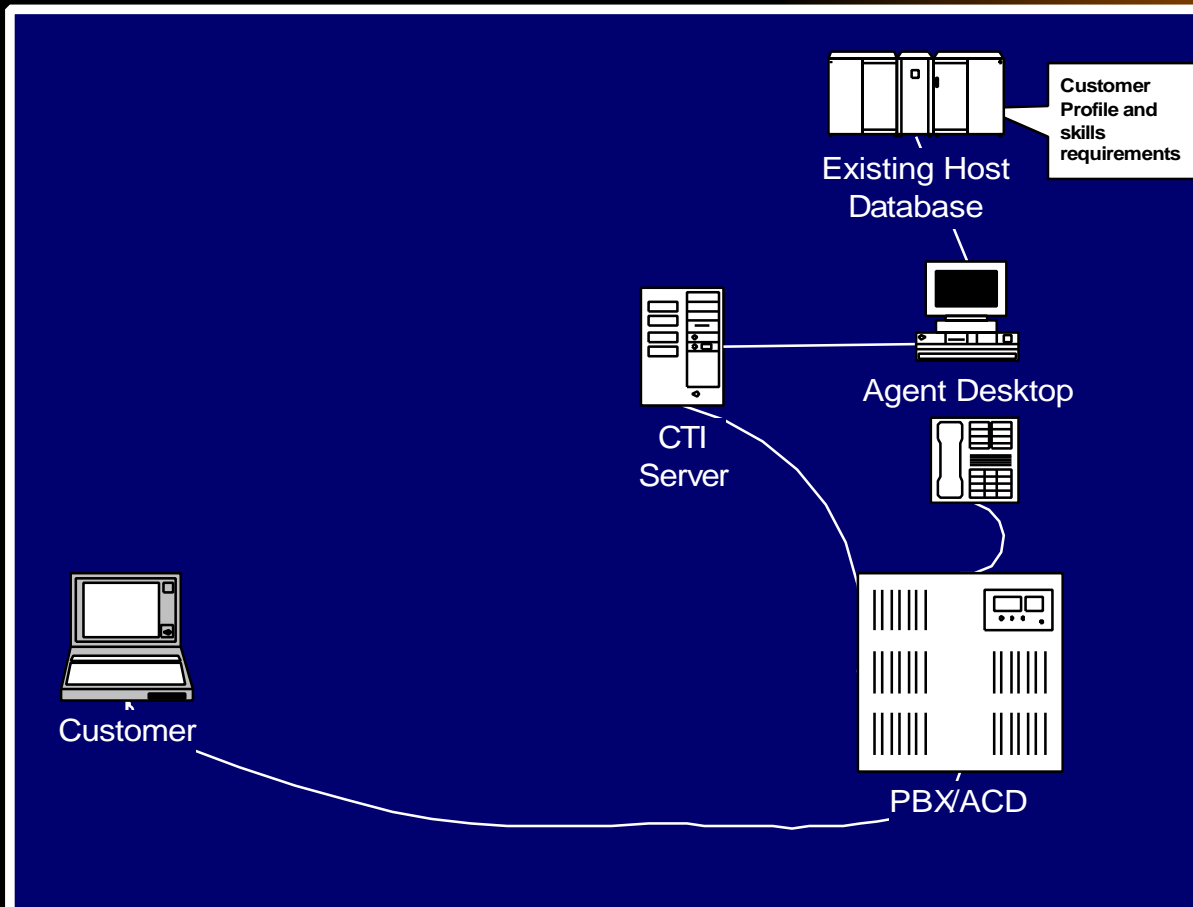
Technology Requirements



Technology Requirements



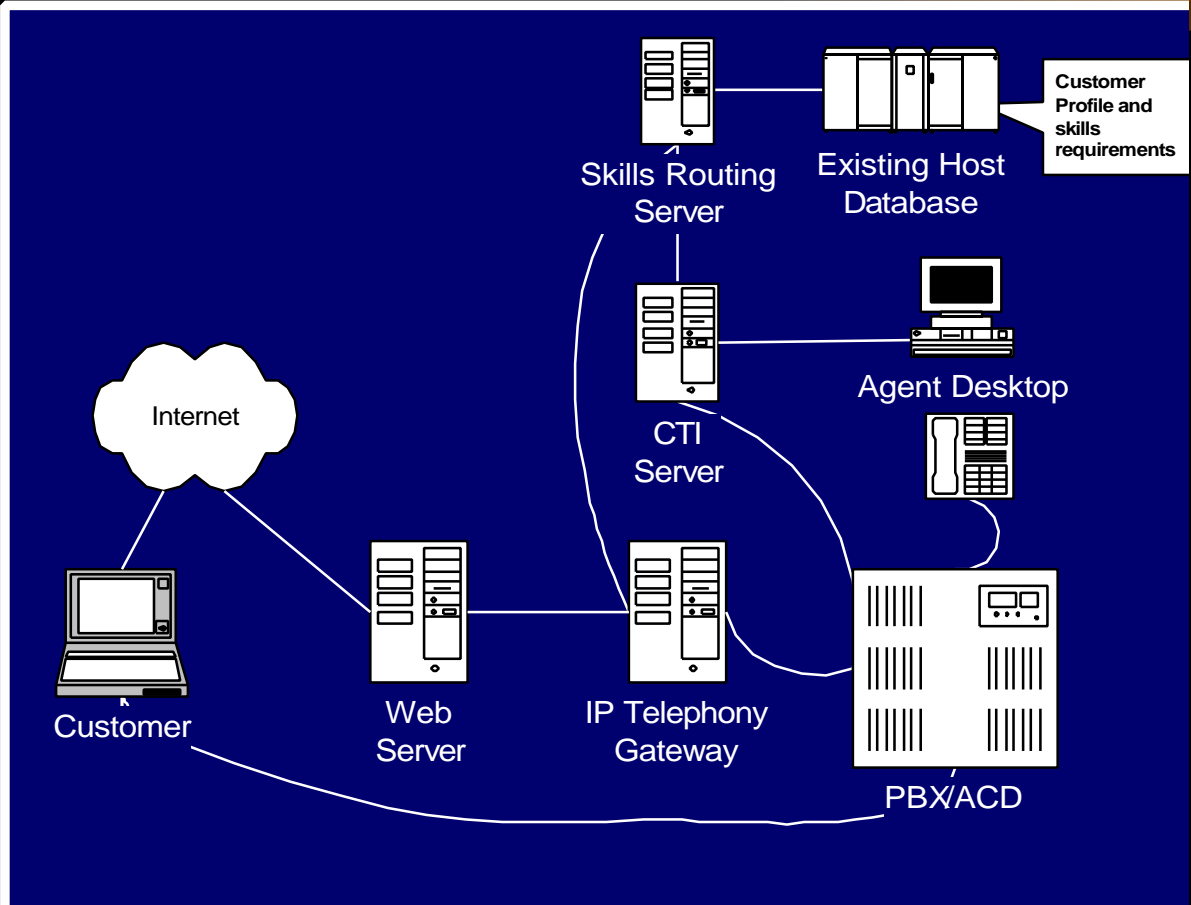
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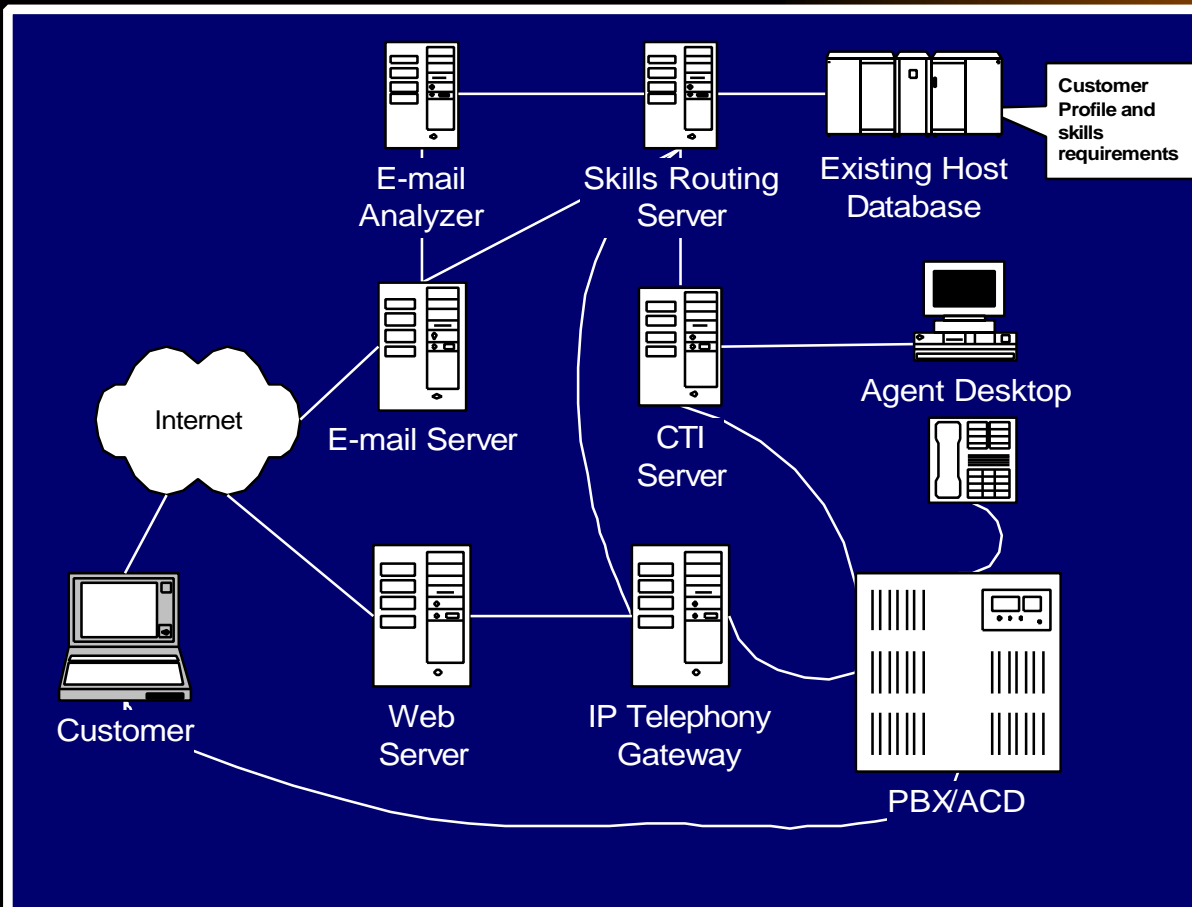
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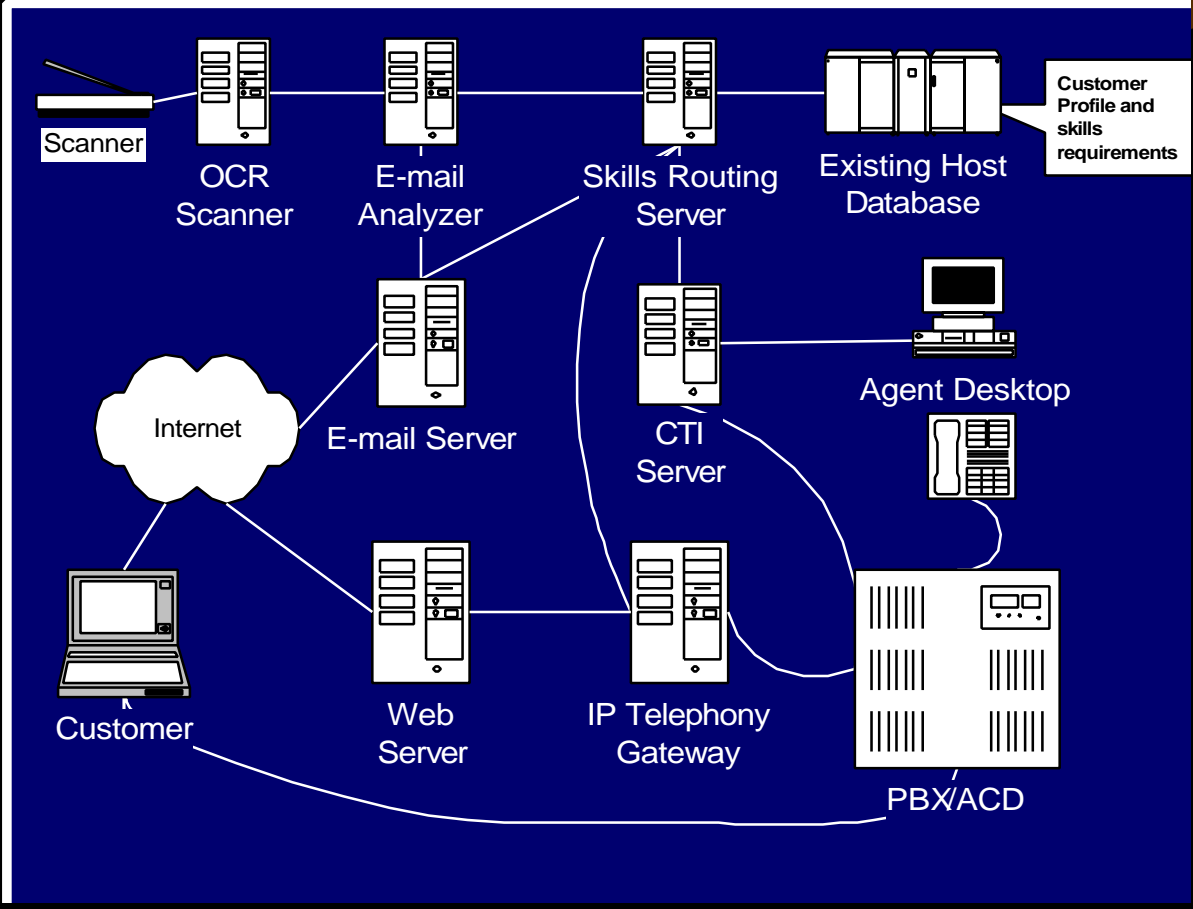
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Technology Requirements

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Summary

Benefits of Integrated Contact

- Consistent Customer Interaction
- Route Across Contact Types
 - Route Call Based on Last Email
 - Route Email Based on Call
- One Set of Rules
- Customer Differentiation
 - Platinum, Gold, Silver, etc.