

MITEL

Intelligent Queue

Intelligent Call Processing with Remote Database Verification and Advanced Routing

Mitel® Intelligent Queue enables contact centers to efficiently handle and retain callers in queue. It provides callers with flexible alternatives to waiting in queue and sends them to the employees best qualified to handle their requests. Intelligent Queue ensures your customers are well-informed and assists them in quickly finding the right information, enabling first call resolution.

Advanced Routing Options

Intelligent Queue is an optional application that works with Mitel Contact Center Management and provides intelligent call routing. It considers call properties, assesses current contact center conditions, and efficiently guides callers to available resources. Intelligent Queue enables you to extensively customize call handling instructions based on: call properties (ANI / CLI, DNIS, digits dialed), the date and time of day, queue conditions, and the original call destination. You can identify customers by their phone numbers, by the toll-free numbers they dial, and by the digits they enter to reach specific departments.

Customer Profiling

Intelligent Queue uses a customer relationship management tool to assist you in making policy based decisions on how to serve customers. Using remote database lookup and verification, Intelligent Queue verifies the digits customers dial against database information and either plays a message or interacts with and routes callers. For example, Intelligent Queue identifies key customers, verifies their phone numbers against database records, and routes them to high priority queues or specific extensions. Intelligent Queue enables you to optimize queue and employee resources and customer service.

Setting Customer Expectations

Intelligent Queue enables you to increase the probability that customers will stay on the line. It keeps customers well informed, providing estimated wait time messaging and continuous position in queue updates. Pre-recorded announcements, music on hold, queue condition updates, and time / day exception messages provide essential information, manage customer expectations, and help customers determine if they should stay in queue or seek other options.

Providing Flexible Alternatives to Waiting in Queue

With Intelligent Queue updated position and wait time messaging, customers know immediately if a queue is experiencing heavy call volume. Instead of waiting in queue, a customer can leave a voice mail message or complete a voice / web call back request that is handled by the first available employee. Voice mail and voice / web call backs reduce caller frustration by providing customers with flexible alternatives to waiting in queue. They enable customers to initiate contact, while saving employee and trunk costs.

Configuring Incoming Call Handling Options

The screenshot shows the 'Interactive Tree' configuration page in a web browser. The page title is 'Interactive Tree Actions * Mitel Intelligent Queue - Microsoft Internet Explorer'. The user is logged in as 'tracy'. The navigation menu includes 'Administration', 'Configure', 'Manage', and 'Status'. The current view is 'Manage > Actions > Interactive Tree'. There are buttons for 'New', 'Save', and 'Delete' at the top left. Below these are tabs for 'Construct a Tree' (selected), 'Configure DTMF Option', 'Copy Plan', 'Delete Action', and 'Delete Actions'. The main area is titled 'CONSTRUCT A TREE' and contains a note: 'Each DTMF Action must be configured before saving the tree plan. A DTMF Action that has not been saved is displayed in red. A DTMF Action that has incomplete selections is displayed in orange.' Below the note is a table mapping digits to DTMF actions:

DIGIT	DTMF ACTION
0	Transfer
1	Verified Collect Digits
2	Not Used
3	Sub Menu
4	Not Used
5	Transfer
6	Transfer
7	Not Used
8	Management
9	Transfer
*	Not Used
#	Replay Greeting

To the right of the table is a tree diagram for 'Auto Att Afternoon (Main Menu)'. The tree structure is as follows:

- 0 Dial 0
- 1 Verified Collect Digits
- 3 TS Sub Menu
 - 0 Dial 0
 - 1 Transfer 6110
 - 2 Transfer CA
 - 3 Transfer 6120
 - 4 Transfer 6150
 - 5 6160 Sub Menu
 - 0 Dial 0
 - 1 Transfer 6160 V2
 - 2 Transfer 6160 V3
 - 9 Replay Greeting
- 5 Transfer to Sales
- 6 Transfer to Training
- 8 Management
- 9 Company Directory
- # Replay Greeting

Return on Investment

Not all customers are created equal, and not all customers impact your bottom line in the same way. Robert S. Kaplan, a professor at Harvard Business School, in his study "A Balanced Scorecard Approach To Measure Customer Profitability" states that, "The shape of the curve in Figure 1 occurs in virtually every customer profitability study ever done ... 15 percent to 20 percent of the customers generate 100 percent (or more) of the profits. In this case, the most profitable 40 percent of customers generate 130 percent of annual profits; the middle 55 percent of customers break even, and the least profitable 5 percent of customers incur losses equal to 30 percent of annual profits."

So what does that mean for contact centers? Everything. It makes sense that your top customers receive a higher level of service than your bottom customers. For example, in the airline industry, top customers are allowed on the plane before other customers and get better seats.

With Intelligent Queue, it is possible to identify elite customers and either prioritize their position in queue, or ensure they are handled by your top agents. Given that it is considerably more expensive to obtain new customers than to maintain current ones, investing in your customer interactions can generate an excellent return on investment.

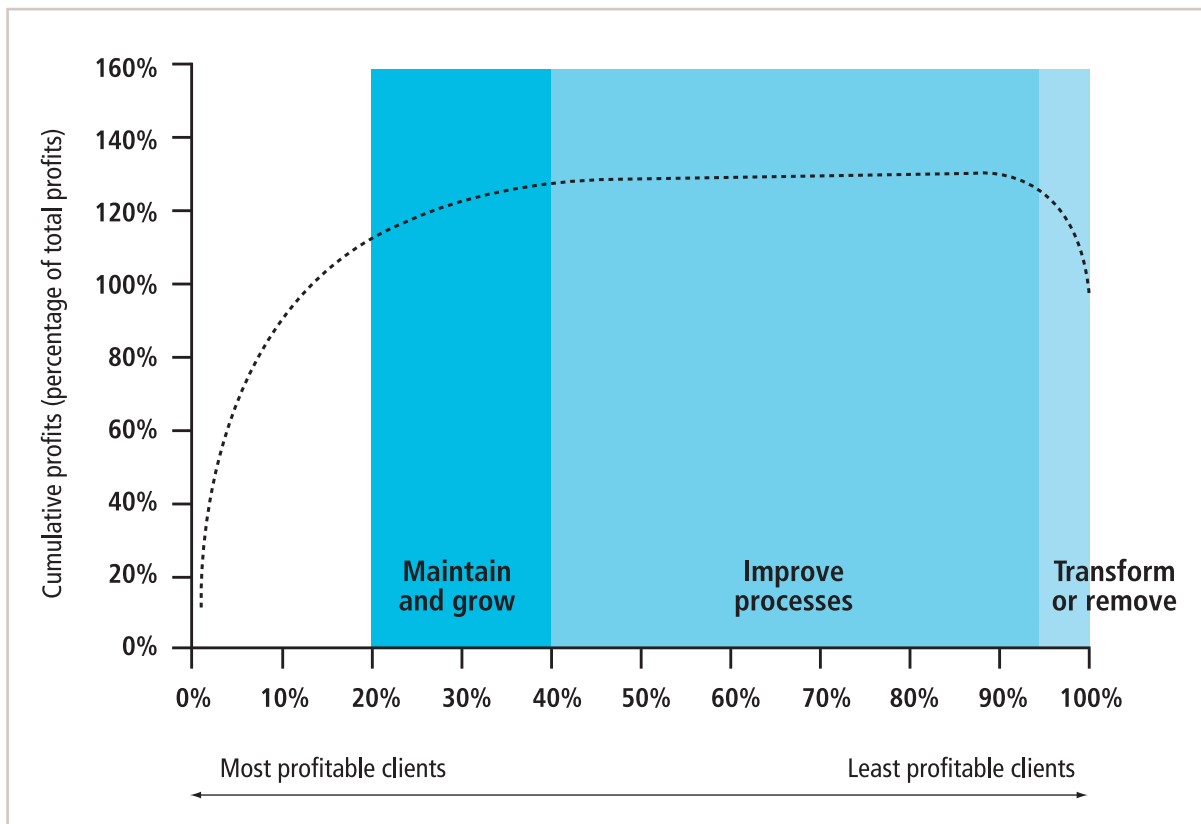


Figure 1: Profitability of your customer base.

Features

Intelligent Queue enables contact centers to:

- Provide callers in queue with custom recorded announcements and music on hold
- Provide callers with updated position and wait time messaging
- Use remote database verification and guide callers to information, extensions or ACD queues based on the number they are calling from (ANI / DNIS), the time of day / date, or current queue conditions
- Verify collected digits and provide advanced routing, such as routing preferred customers to priority queues or extensions
- Provide callers with voice read back
- Enable callers to leave voice mail messages or request queued voice / web callbacks
- Record calls for quality monitoring
- Generate reports on Intelligent Queue activity
- Configure and manage multiple PBXs on the same server, from one location
- View real-time data collection and verify if the Intelligent Queue server is reporting any alarms
- Compress voice data at a rate of 1/8 with G729 codec

Benefits

Intelligent Queue enables contact centers to:

- Keep customers well-informed and increase their tolerance to wait
- Optimize customer service by matching callers with appropriate employees based on database information
- Provide premium service to premium customers
- Provide efficient call routing through verified user input
- Provide callers with flexible alternatives to waiting in queue
- Monitor employee calls in an unbiased systematic way and provide feedback
- Gain a better understanding of the caller experience and plan for future approaches
- Scale up and help lower the cost of ownership
- Detect when the server is not functioning optimally and when messaging is interrupted
- Optimize network bandwidth so networked branches of the company can communicate quickly and efficiently

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