

Intelligent Contact Routing – Integration

Features

Third-party call control/call interrupt

Quiet out-of-band signaling

Dynamic messaging and data exchange

Intelligent queuing for carrier-grade, secure, network call parking

Benefits

Intelligent call routing and call integration

Customized routing plans

Intelligent in-network queuing

Network announcements and application-specific messages

Quiet agent call transfer capabilities

Enhanced Call Routing Is Even Better With ICR – Integration

Need a more effective customer relationship management solution—one that integrates your carrier with your enterprise Intelligent Call Router? Act today to upgrade your Verizon Enhanced Call Routing (ECR®) service and reap the benefits.

Use ICR – Integration with ECR to permit third party call control/call interrupt with out-of-band signaling, dynamic messaging and data exchange! For even greater potential savings, add Intelligent Queuing for carrier-grade, secure network call parking. Ask us how we can improve your peak call capacity without costing you more for capital improvements. Extend your enterprise ICR by seamless integration with our carrier-grade network. With ICR – Integration, you can experience improved customer service, higher customer retention rate, advanced features, decreased costs, and increased earnings.

Intelligent Call Routing

With ICR – Integration, network-level routing decisions are driven by enterprise-defined rules and parameters for your inbound toll-free services. From the most basic ICR – Integration, using call routing based on Automatic Number Identification (ANI), Dialed Number Identification Services (DNIS), caller-provided input, time, and date—to more advanced dynamic messaging and routing, ICR – Integration will answer your need for flexible and affordable solutions.

As an industry leader in contact center solutions and advanced applied telecommunications technology, Verizon Business collaborated with leading third-party enterprise routing engine and Computer Telephony Integration (CTI) vendors to derive ICR Integration. Call routing decisions are dynamic and based upon customer specified database entries, agent skills, current agent activity, scheduled workforce availability, and current workload distributions. Enterprise databases used by an enterprise ICR can be extended to carrier routing with ICR – Integration. Enterprises can achieve optimal balance between meeting caller needs with contact center expertise, work activity, agent-specific domain expertise, agent availability, and service objectives among geographically dispersed call centers using Verizon Business's network facilities.

Verizon Business has pre-certified two leading ICR vendors for ICR – Integration using a generalized, but proprietary, application programming interface to permit future integration with other leading enterprise solutions providers, subsequent to a comprehensive certification program.

An enterprise with multiple contact centers can leverage Verizon's ICR – Integration to screen and route calls, collect caller-entered information, associate caller needs with specific center expertise and agent skill sets, determine best available agent, perform intelligent network-level call routing, and intelligent out-of-band call transfers, thereby creating a virtual contact center among geographically dispersed enterprise assets.

ICR – Integration can be used to coordinate delivery of caller voice and enterprise data wherever agents take calls, either from within a contact center or remotely. Incoming calls can be quietly transferred anywhere within the organization's dialing plan, without losing the benefit of CTI. By treating multiple and geographically diverse customer service locations as an integrated enterprise resource, with specialized centers of expertise, our ICR – Integration maximizes efficiencies of an enterprise's virtual resource pool.

In-Network Queuing

Our optional Intelligent Queuing allows calls to be held (queued) within our secure network while awaiting available enterprise agents—permitting enterprises to save time and money by reducing trunk and switch capacity requirements. This alleviates the necessity for enterprises to overbuild premises equipment to

accommodate peak call volume when agents are busy. Verizon Business allows the enterprise ICR application to identify the best available agent for each incoming call and when necessary, permits calls to be held in our network-based call parking queues. While securely parked within the Verizon Business network, awaiting next available or best available agent, callers can listen to and/or respond to custom, caller-specific enterprise messages, special announcements, promotions, or music.

Network queuing applications are carefully reviewed and developed by experienced application engineers. Each queuing application is designed to support business seasonality and unexpected fluctuations. Very large applications are also reviewed by capacity engineers who work with customers to plan for unexpected, exponential queuing volume growth—serving both the application owner and other customers.

Because premises Automatic Call Distributor (ACD) resources are not tied up queuing calls, there is reduced need for trunks and ACD ports. Calls can be placed in Verizon Business's network queue instead of a premises ACD queue, then transferred by the network to the best available agent anywhere in the organization, reducing hold times and saving per-call costs. Calls will arrive immediately at the most appropriate service point, minimizing call transfers, reducing the need for enterprise tie lines between service locations, and reducing enterprise ACD peak capacity port requirements for peak call volume.

Personalized Call Treatment

Your enterprise can provide a personalized caller experience with ICR – Integration and Intelligent Queuing. These enhanced features make a difference in increasing customer service satisfaction. An enterprise database can be mined by the enterprise ICR to identify caller interests, preferences, transaction history and buying behavior and transmitted to ECR—permitting individually personalized caller treatment on Verizon's ECR. For example, a caller who recently placed an order can be immediately presented with options for changing or tracking that order. With Intelligent Queuing, callers can be repeatedly advised of queue length and expected wait time for an agent, can be presented with informational announcements, specific to their buying patterns, and then transferred quietly from one ECR application to another, permitting caller interaction, when desired. For instance, a caller wishing to transfer money from savings to checking could listen to announcements for newly added banking features, be offered special promotions for waiting, and be permitted to enroll in a free offer while awaiting their customer service representative. Or, a caller could be given a choice of music genre while waiting. When an agent becomes available, the caller can be immediately and quietly transferred to the agent or given the opportunity to complete their promotional transaction and await another agent. Caller preferences can be captured by ECR, transmitted to the enterprise ICR, and stored in the enterprise caller profile database for future use. Verizon Business supports innovative and customized caller treatment for many applications with ICR – Integration and Intelligent Queuing.

Functional Summary

Intelligent Call Routing and Call Integration

ICR – Integration enables an enterprise ICR to be integrated with the Verizon Business intelligent call network, provide advanced IVR features, and permit dynamic routing based upon customer-defined rules and real-time statistics. Our ECR platform can be seamlessly interfaced with leading premises based and pre-certified routing engines to provide for dynamic call control, intelligent call routing and data lookups. Enterprise customers can take advantage of built-in CTI functionality from pre-certified ICR providers, such as the ability to simultaneously deliver caller voice and associated caller data to an agent desktop over the Verizon Business carrier-grade Toll Free network.

Customized Routing Plans

Several distinct sets of routing instructions can be maintained from single or multiple locations, making enterprise call routing changes simple, quick, and easily managed. Verizon Business technical consultants and implementation engineers stand ready to assist customers with our network based ECR applications. ECR applications are customized by Verizon Business to work with each enterprise ICR application, according to enterprise needs.

Intelligent Queuing

Callers are held securely in network queues, and can be permitted to interact with our ECR interactive voice response menus, respond to surveys, or listen to music, general announcements, or personalized voice

messages until a customer service representative or agent becomes available. Intelligent Queuing saves money, since enterprise peak call capacity premises resources can be reduced or leveraged to handle greater average call volume for business expansion.

Network Announcements and Application Specific Messages

Enterprises can easily update ECR call flow messages or general announcements including special announcements, emergency messages, or application-specific messages for special or personalized promotions.

Quiet Agent Call Transfer Capabilities

With ICR Integration, incoming calls are routed intelligently to specific agents, to a contact center Automatic Call Distributor (ACD), or to self-service Voice Response Unit (VRU) applications using out-of-band signaling. Enterprises can reap the benefits of routing calls to a self-service VRU, either centrally located or dispersed across multiple enterprise locations using Verizon Business's expansive IVR network with ECR. If a caller's needs cannot be met by the self-service application, no need to drop the call—just have the Verizon Business network transfer the call to the agent of choice or place the call into a network queue to await the next best available agent. Our ICR Integration provides effective interactive voice response through ECR, allowing enterprise customers to forego purchasing and maintaining expensive premises-based VRU(s). Or, if capital has already been expended for premises VRU(s), ICR Integration fully supports customers with premises-based enterprise solutions. Verizon Business supports split call flows, requiring both ECR interactive voice response and premises VRU applications.

ECR can collect pre-route caller information using either DTMF touch pad or Automatic Speech Recognition, perform in-network queuing, play static voice messages or dynamically compose and play constructed voice messaging, permit DTMF or speech enabled customer surveys, and dynamically exchange caller and enterprise data between ICR Integration applications and enterprise ICRs.

ICR Integration supports Network Call Transfer (NCT) capabilities, including call interrupt, optional release-link-trunk (RLT), out-of-band signaling, and intelligent transfer functions. Blind NCT (unattended transfer) is fully supported where an agent does not attend the call transfer or conference with the caller or second agent after the transfer. Attended NCT is also supported where an agent attends the transfer to a second agent, alerting the second agent of the nature of the call, then dropping from the call, leaving the caller with the second agent for service. Conference NCT capabilities will be supported in upcoming releases.

Contact Us Today

For more information about ICR – Integration, please contact your Verizon Business account manager or visit us on the web at www.verizonbusiness.com for more information on this and other Verizon Business contact center products and services.

