INTELLIGENT CALL ROUTING

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Reduced wait times = happier customers

Real-time intelligent call routing for today's modern contact center

Every call is an opportunity to make a great impression.

Connect customers to the right agent at the right location to provide the best possible experience. Every time.

Intelligent call routing (ICR) evaluates and optimizes inbound calls to match customers with agents based on:

- Available skills required to handle each call
- Call queue size
- Workload distribution
- Distribution per certain schedules
- Status of networks and systems
- Contractual obligations such as traffic distribution

ELIMINATE CUSTOMER FRUSTRATION FROM DELAYS AND TRANSFERS WITH INTELLIGENT CALL ROUTING

Route customer service requests to the right service center on first contact at the first step of the Customer Journey

Capture and unify data for better first call resolution

Intelligent call routing can access all systems engaged in customer service programs and retrieve user-defined KPIs that are critical for evaluating the performance of agents and locations to determine their ability to process service requests.

The system collects, aggregates, and unifies raw data to deliver consistent, categorized information that is usable for the next stage of processing. The unified data is organized for optimum presentation and use by network administrators.

Decision-making made easy

The AI-driven decision-making engine analyzes all KPIs and data against user-defined rules to automatically route calls to the best location. Actionable knowledge generated throughout the customer journey is used to further analyze and improve routing decisions.

And it just gets better over time as rules are continuously calibrated using Machine Learning.

Maintain the exact amount of control you want

Sometimes you want systems completely automated and sometimes you want to maintain greater control. Intelligent call routing gives you the option to automate the entire process or set manual controls to verify and approve the decision and routing actions. A complete audit trail of actions performed is available through historical records.

Standard and customized actions at your fingertips

Access a full library of standard or customized interfaces with network routing devices, ACDs and other networks and systems in order to implement routing changes.

ICR utilizes actionable knowledge created during the customer journey to make better decisions

A deeper dive

Accurate Routing is Critical to CSAT

Accurate routing of customer calls with no or minimal transfers and delays is critical to overall customer satisfaction. No matter how well customer calls are handled by agents, if a customer is on hold for too long or transferred multiple times, most likely they are already dissatisfied with their experience related to the service.

At the same time, and when multiple service centers are engaged in handling customers calls, routing customer calls to the center that is best positioned to provide the service with no or minimal delays and transfers is a complex task as it requires capturing and analyzing in real-time a range of Key Performance Indicators (KPIs) (such as available skills required to handle the calls, call queue sizes, workload distribution, distribution per certain schedules, status of networks and systems, etc.), followed by automatically launching routing actions.

Routing is even more complicated when companies who outsource their service centers to multiple business process outsourcers (BPOs) must comply with contractual obligations such as traffic distribution.

Using KPIs to Determine Next-Best Actions

Users can provide ICR with extensive KPIs and a broad range of associated rules and conditions. ICR's automated capture capabilities interface with all entities for which the KPIs are defined and captures those KPIs on a periodic basis as determined by the user.

ICR utilizes an AI-driven decision-making engine in real time to analyze KPIs against dynamic rules and select the next-best-available service center. It then launches network-level communications to network routing systems. ICR also updates the status of KPIs and maintains historical data for the next round of decision-making actions.

ICR can create a knowledge base for each major segment of the customer journey beyond routing, using multichannel capture, unification and analytics. Results are then provided to a decision-making engine to determine the best next decision and automatically launch an action. A library of standard and custom action modules is used to automatically execute selected actions.

Although some capabilities of ICR are supported by Automatic Call Distribution (ACD), ACD offers only a subset of ICR capabilities and operates mainly on a local basis while ICR operates at the carrier and network service provider level.