

TFB Multimedia Applications

“The combination of NEC’s PBX/ACD product platform and TFB’s solution suite offers call centers the opportunity to integrate media such as the Internet and email.”

Deployment of web chat, Internet callback, web collaboration, and integrated email and fax, utilizes the in-place PBX/ACD, agent telephone, and agent PC without the need to replace equipment or re-train agents or supervisors. TFB’s applications and integration software is the “middleware” which glues these media together, and transforms the Call Center into the Contact Center.

TFB’s CTI Server™ acts as a gatekeeper for integration of media to the call center. Requests for an agent come not only by inbound telephone calls but also via the web site, email, or fax services. In each instance, CTI Server receives a request to access or deliver information to an agent. The request is routed and prioritized via “virtual queue positions” in the ACD. CTI Server establishes the Internet or other connection. The agent’s telephone is automatically placed into a designated “break mode” to ensure no interruption of the session. ACD reporting accurately reflects each break mode, and thereby reports on multimedia contacts.

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BENEFITS

- **Evolution** — Call Center evolves to Contact Center via utilization of Internet media, which in turn expands customer contact options
- **Investment Protection** — In-place voice, data and desktop systems are enhanced not replaced
- **Call Center Efficiency** — Agents and supervisors increase contact handling without retraining
- **Integration** — Provides close integration of voice, data and Internet systems
- **Future Growth** — NEC/TFB integration strategy ensures continual viability of in-place systems and staff and later deployment of new technologies

INTEGRATION OF OTHER MEDIA PRODUCTS

The plethora of Internet, email, and fax products is an opportunity for call centers. The NEC/TFB strategy also allows easy integration of third party solutions such as CRM, web chat, and web collaboration. In every case, whether NEC, TFB, or a third party manufacturer provides the solution, it can be integrated to the call center. The call center benefits through the ability to choose “best of breed” in each technology.

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AGENT CHAT

Agent Chat allows customers to get immediate assistance from an agent by clicking an icon on your web site. The chat request is automatically routed to an agent designated to handle the topics related to that web page. The customer and agent then chat via text messages. If no agents are available, the "estimated time to agent" (ETA) is displayed. One-touch replies to frequently asked questions and other built-in tools help streamline the agent's workload. Agents can handle up to 6 simultaneous chat sessions, and can chat in conference with other agents and supervisors.



AGENT COLLABORATION

Agent Collaboration lets the agent and customer simultaneously view and interact with the same web page. Agents assist customers with web navigation, completion of on-line forms, and other web-based transactions. Additional tools allow agents to "push" web pages, graphics, and files directly to the customer's desktop.

Interactions

Multimedia features benefit from interaction with other TFB Solutions.

- Screen "Pop" displays relevant customer information in conjunction with any Internet, email or telephone connection.
- ETA (estimated queue time) informs Internet or telephone callers of their expected wait time.
- Enhanced Call Center Routing greatly expands the criteria that can be accessed to route and prioritize multimedia connections.

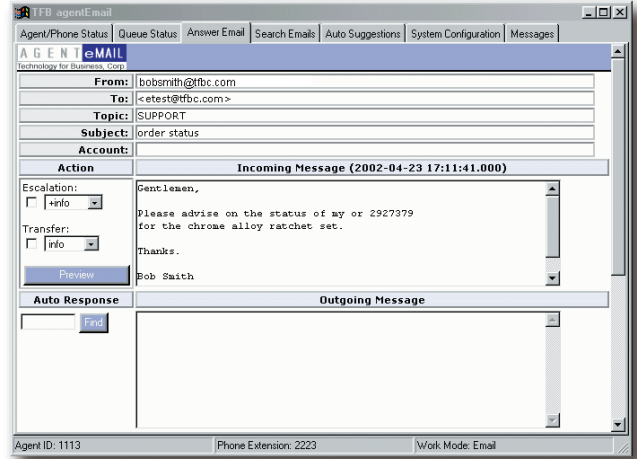
Multimedia Integration to the Call Center

AGENT EMAIL

Agent eMail helps contact centers manage inbound email traffic by directing email messages to designated agents for quick response.

Built-in tools let agents refer to previous contacts from the same customer, escalate to supervisors, track a series of emails associated

with a single issue, and consult a knowledge base of pre-configured FAQs for prompt, accurate responses.



INTERNET CALLBACK

Internet Callback allows customers to request telephone "callback" from an agent by clicking an icon on the web site. The request is routed to the relevant agent group, based on which

section of the site generated the request, and the next available agent returns the call. Web users can also request a specific time for the callback. Straightforward implementation allows Internet Callback to integrate easily with existing web pages.

