



**Smart way  
to Manage  
Customer  
Interactions...**

**Net Relations™**

**Because good relations matter**

---

***A Whitepaper on NetRelations Contact Center Platform***

---

India Japan USA Australia  
◆ Telecom ◆ Datacom ◆ Embedded  
Onsite ◆ Offshore

Network Programs (India) Ltd.  
C-164, Sector 63, Noida-201301  
Tel: +91-120-402 2100  
Fax: +91-120-402 2111  
www.networkprograms.com

  
SEI-CMM Level 5  
ISO 9001:2000, BS 7799  
Quality Takes Us Ahead

## Contact Center Framework

The key contributing factors to an organization's success (or to say at least survival) in the existing times undoubtedly depends on its capability to manage relationships with existing and prospective customers. Stiff competition demands customer focused business strategies which in turn leads to customers seeking access to an organization's services 24x7.

In today's era, for all customer interactive services, consumers demand that their service providers support consistent, unified customer interactions across multiple communication channels, including voice, personal interaction, fax, web based e-mail, web etc. The need to increase profitability for each customer and optimising cost per customer interaction has created urgent requirement for effective contact center solutions. During customer interactions, it is possible to combine known customer information with data gathered through Automated Voice Response or human agent response. This confluence of information forms the basis for an enterprise to accumulate in-depth understanding of its business relationship with the customer. A successful contact center solution demands the integration of all types of customer interactions with enterprise wide business systems and various departments.

NetRelations Contact center solution provides unified Customer Interaction Mechanism and gathers the information pertaining to customer interactions in a meaningful way with a smoothly and tightly integrated front office call center applications and back office business systems.

NetRelations strives to provide the following :

### Unified Access Mechanism

Manages customer contacts from a variety of media and communication channels.

### Unified Customer View

Manages customer information & behaviour respective to various products and services

### Unified Information View

Integrates information from enterprise-wide database supporting customer interactions

### Unified Agent view

Routes customer to appropriate resources based on predefined rules and broadcast the real time status of available resources to other applications.

### Unified MIS & Reporting

Collate performance reports and makes available for evaluating enterprise wide business performance indicators.

**Core Components : NetRelations** contact center platform is based on open, scalable and modular architecture providing the following core components to address end to end contact center solution segment.

- ✓ NetRelations IVRS
- ✓ NetRelations ACD Middleware
- ✓ Voicelogger
- ✓ Screen PoP to present caller Profile
- ✓ SoftPhone
- ✓ Standalone Outbound Dialer
- ✓ Knowledge base
- ✓ Multi tier role based security mechanism
- ✓ MIS Reports Generator for cradle to grave reports
- ✓ Middleware database for call data recording
- ✓ Voice, fax, based channel interaction management

**Advanced Components :** NetRelations supports following components built onto the same unified platform.

- ✓ Preview/ Progressive dialer
- ✓ Automatic pop-up alerts on profile and usage patterns
- ✓ Dynamic Document generator ( e.g Duplicate bill generation)
- ✓ Scripting
- ✓ Alarm Management
- ✓ Web Chat Module
- ✓ Web Callback Module
- ✓ Collaborative Browsing Module
- ✓ Multimedia Interaction channel support ( i.e. Voice, Fax, Email, Web, SMS)
- ✓ Text to Speech and natural Language speech recognition

### NetRelations IVRS

NetRelations Interactive voice response solution enables enterprises to capture information from incoming callers, thus freeing human agents to process calls from customers who need to speak with a live person. Interactive Voice Response system takes off the load from live agents for mundane, routine queries by processing calls at its end, responding back to the caller by fetching relevant data

from backend business systems.

Interactive voice response scripts are developed with NetRelations Designer, a graphical user interface tool for rapid application development. One can easily design the call flow sequences that will prompt a customer for information and manage the call based on the customer's inputs. Just drag and drop the menu items/action items to create any call flow scenario.

Caller may be directed to the IVR, get the call back without the caller losing their place in queue and without losing important information about the call. An effective call management system benefits greatly from the efficiency of an IVR. NetRelations IVR facilitates customer delight by giving them total control over their call. It makes the agents or call-handling specialists more productive, relieving them of information queries and tasks that can be handled before personal attention is required.

### NetRelations IVRS : Standard Features

- ✓ PABX Independent and supportive of standard international signalling protocols/interfaces
- ✓ GUI-based call flow development (Using NetRelations Designer)
- ✓ Fax interaction (sending & receiving) and E-mail communication support (MS-Exchange/ Lotus Dominos)
- ✓ Supports integration with ODBC-compliant database systems
- ✓ Supports ISDN/R2MFC/ Analog Signaling
- ✓ Supports SMS based interaction
- ✓ Inbound and Outbound Calls management
- ✓ Upgradeable to 120 ports per Server for enterprise requirements
- ✓ Multiple language support as default feature User Interface, administration and Reporting in Local Language
- ✓ Multiple Applications on Multiple Ports
- ✓ Text to Speech and Natural speech recognition functionality based on industry standard platform
- ✓ Detailed Reporting Module as default feature
- ✓ NetRelations provides typical features like Voice recording/retrieving, saving, deletion of voice mails and auto-purging of voicemails etc.

### NetRelations ACD

NR ACD is a middleware software platform which can be integrated with any PABX supportive of TSAPI or CSTA interface. NetRelations ACD supports wide range of routing algorithms to manage incoming call traffic to contact center

### NetRelations ACD : Standard Features

- ✓ PABX Independent Contact center

- ✓ Compatible with TSAPI and CSTA enabled switches
- ✓ Supports sophisticated Routing algorithm such as
- ✓ Time/Skill/CLI/DNI based routing
- ✓ Priority Queuing
- ✓ Screen pop based on database lookup
- ✓ Synchronized voice and data transfer
- ✓ Consult/Call Transfer/Call Conferencing
- ✓ Agent specific data logging
- ✓ ACW (I.e After Call work)support
- ✓ Preview/Progressive dialing support
- ✓ Wait queue/Queue Position announcement support
- ✓ Call Rerouting
- ✓ Web Chat/Web callback & web co-browsing support
- ✓ Agent Monitoring
- ✓ Simultaneous/ Selective recording of agents
- ✓ conversation
- ✓ Hot Stand-By feature

### Intelligent call routing

Pre-determined routing decisions may be altered by automatically routing calls based on routing rules, real-time telephony event information or on-line customer data base information. Calls may be routed to various destinations in the call centre, including ACD groups, individual extensions, off-site agents and IVR ports. Routing criteria includes time-of-day, day-of-week, dialled number, or caller ID.

### Intelligent call Distribution

NetRelations ICD provides a cost-effective solution for operating an “informal” call centre to handle workgroup telephony tasks.

With ICD, workgroup members can perform their telephony functions, including login/logout, from their PCs. Members of this workgroup can on their official workstations, at a remote branch, or working from their computers at home. ICD routes the incoming call to the member’s phone and launches the appropriate application at the agent’s desktop with the caller record as a screen pop. After handling the call, the agent simply returns to his or her regular business until needed again. The agents

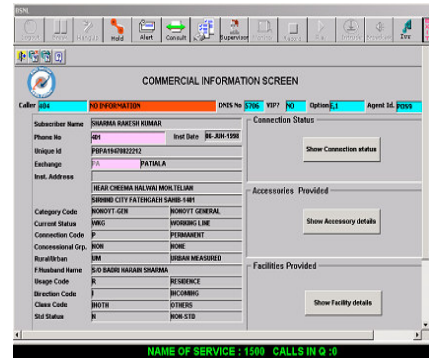
desktop may be customised so that several other agent telephony functions, such as request supervisor assistance and transfer call are also available from the screen. ICD makes CTI-based call distribution an affordable reality.

For example, as a call enters the incoming queue, you can use ICD to search for an agent with the appropriate skill set to handle the call. If there is more than one qualified member, the call will be routed to the group member with the least “talk time” in a specified period (last hour, last day, etc.). If all group members are busy the caller can be advised of their position in the queue and the expected time to answer so that they can choose to either return to the queue, request a callback and then hang-up, or leave a message and hang-up.

ICD allows a workgroup to include members of different ranks, wherein higher-ranking group members can be allowed to handle fewer telephone calls by allocating them a lower service priority. The entire NetRelations ICD’s activity is also tracked and monitored both in real time and for historical viewing with reports and graphs.

## NetRelations Agent

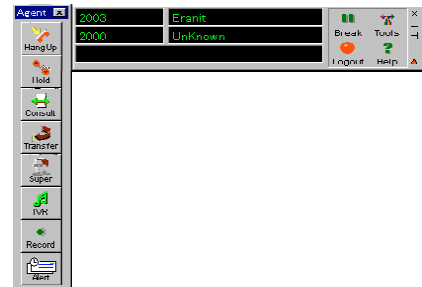
NetRelations Agent is a desktop telephony client that empowered call centre agents to manage calls through an easy to use full configurable GUI based user interface.



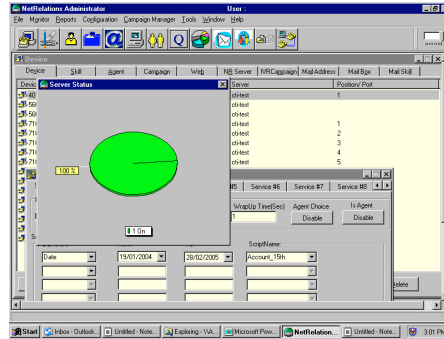
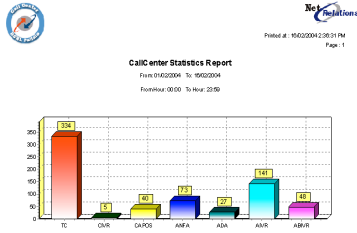
## NetRelations SoftPhone

NetRelations supports the following softphone features thus integrating telephony feature onto desktop

- ✓ Answer/Hold/Retrieve Call
- ✓ Login/Logout/Break/Wrap-up
- ✓ Screen Pop, CRM Utilities
- ✓ Supervisor Assistance Monitoring
- ✓ Transfer Call to Available Agents
- ✓ Consult Supervisor, Conference
- ✓ Alternate Login
- ✓ Dial Out/Callback
- ✓ Voice Pop (On-Demand Voice Response)
- ✓ Call Log (On-Demand Call Recording, Playback)



## Realtime Monitoring and Administration



NR Administration offers real time and historical reporting features, including a full suite of queries, graphs and reports on historical performance of groups and individual agents. Custom queries, graphs and reports may be generated by Administration with standard Windows database tools. This feature allows our clients to view the current status of the call centre's abandoned calls, agents, and traffic.

Following resources can be setup and defined within the call center:

- Devices** -- devices include PABX's, agent extensions, ACD groups and IVR channels.
- Skills** -- skill is the ability, expertise or knowledge that an agent possesses. Agents can be assigned to groups or campaigns based on their skills.
- Agents** -- agents are assigned to groups, campaigns or web services.
- Groups** -- two types of groups may be set up and monitored: ICD and ACD groups. An ICD group is a group of agents who handle incoming calls made to a particular number. An ACD group may be set up for call centres that use a hardware-bound automatic call distributor for incoming calls. The administration application is capable of monitoring both types of groups.
- Campaigns** -- easily set up outbound campaigns by creating the campaign, assigning agents and importing a call list. Set the dialing mode to either preview or progressive to begin outbound telemarketing.

## NetRelations Outbound Dialer

Marketing or customer support campaigns requiring agent interaction can be run using this component. Out bound campaigns are possible in three modes

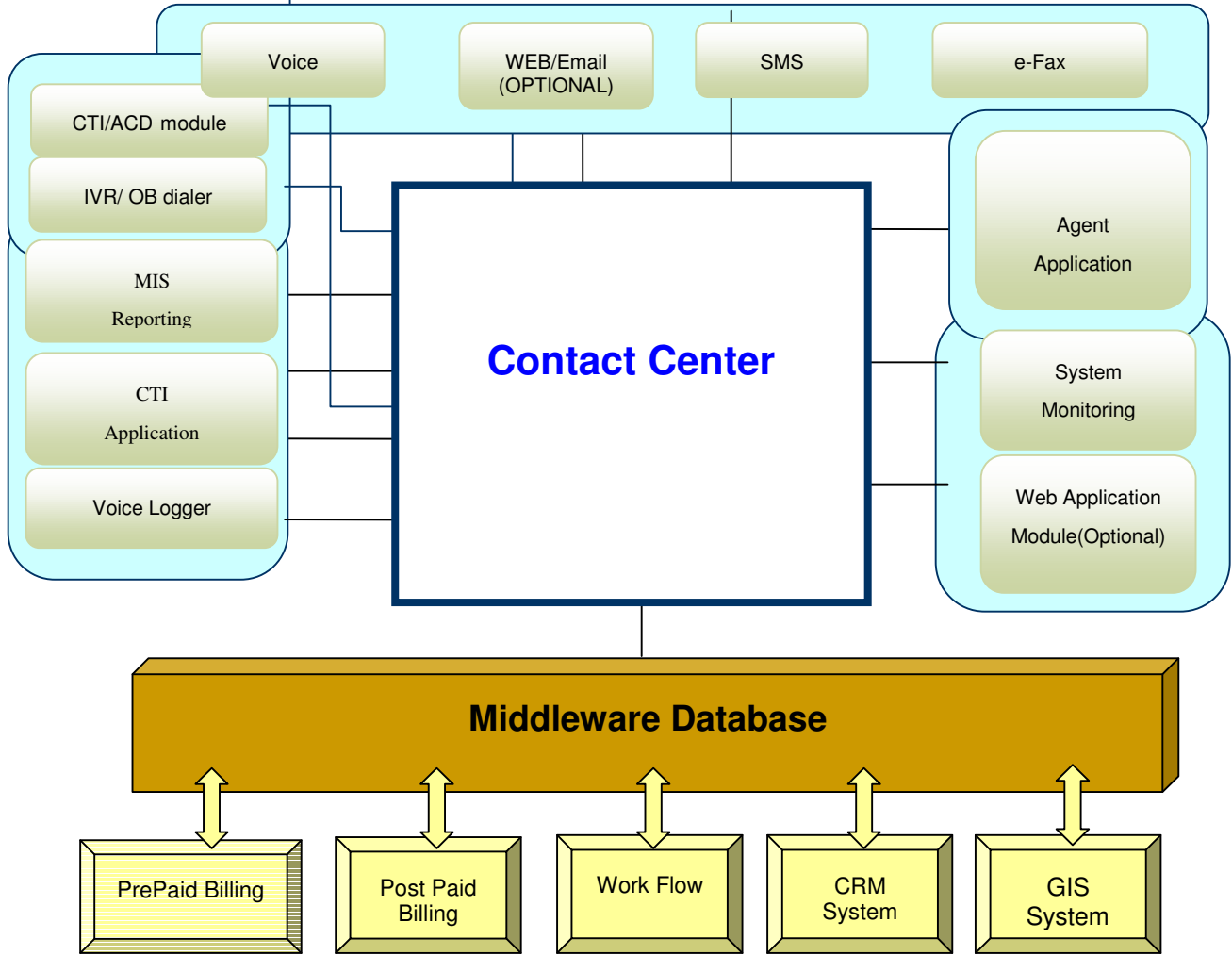
**Manual Dialing:** Using the dial button, an agent shall be able to enter a telephone number and instruct NetRelations to dial the number.

**Preview Dialing:** A free agent is empowered to make a choice whether to call or not before the NetRelations server actually dials the customer number. The list of numbers to be dialed is populated before the campaign starts.

**Progressive Dialing:** Campaign calls are made only if there are free agents available. Agents are not given the option to accept or reject the call. The list of numbers to be dialed out is populated before the campaign starts.



**NetRelations : Conceptual Overview for Telcos Environment**



**Intelligent recording System/Voice Logger**

Voice Logger is an integral part of NetRelations contact center suite, meant for recording ongoing conversations in a contact center which are used for evaluating existing performance levels of agents vis a vis defined SLAs, identifying training needs etc. recorded files also serve as powerful evidence for dispute resolution purpose.

Voice Logger component is built on Microsoft Windows platform and supports following key features.

1. Voicelogger is capable of capturing and archiving conversations across following modes of communications.

- Telephone
- Radio
- GSM (Mobile)

Radar

2. CTI independent and compatible with following PABX systems

Siemens

Philips

Lucent

Nortel

Ericsson

3. Support for selective/continuous/on-demand recording

4. Live agents monitoring

5. High Voice Compression ratio allows thousands of hours of recording on onboard hard disk, 80 GB default hard disk stores 12,000 hours of recording.

6. Archiving

– Manual

– Auto Archiving

– FTP based Remote Archiving

CD

DVD

DAT

MO Disk

7. Scalability : 4 channel to 128 channel per server, Daisy chain the servers to achieve 1000s of channel capacity per system.

8. Multilingual support

9. Voice, data and screen capturing features built-in

10. Modules for agents performance, skills measurement

11. Multi-Tier security and alarm management mechanism

12. Available in standard desktop, midrange and industrial grade server options having 100% redundancy.