



BroadWorks Call Center

The BroadWorks® Call Center application enables service providers to take advantage of the growing market demand for hosted call center solutions, as well as automatic call distribution (ACD) functionality to complement a business customer's hosted voice services. BroadWorks provides a highly scalable, multi-tenant platform for delivering high revenue, advanced call center capabilities to service providers' customers.

BroadWorks Call Center Overview

BroadWorks Call Center is an important component of the BroadWorks' Unified Communications solution, designed specifically to meet the performance and reliability standards of service providers.

The fully integrated call center application enables the rapid delivery of full-featured hosted call centers, meeting the needs of the most sophisticated enterprise customers and providing new revenue generating services for the service provider. Core call center functions include intelligent routing and distribution; web-based agent and supervisor clients; and comprehensive reporting capabilities.

The open, standards-based architecture provides application programming interfaces (APIs), allowing service providers to take advantage of BroadWorks for the core call center functionality and use technology partners of their choice to complement and extend the solution. Alternatively, the service provider may choose to use applications from leading third-party vendors which are pre-integrated with the BroadWorks Call Center application.

Automatic Call Distribution

Integrated ACD functionality is at the core of the BroadWorks Call Center solution. Call Center administrators can easily and quickly configure sophisticated distribution and routing logic from the web portal, and deliver calls to any user regardless of their location or device. Agent availability, historical reporting, silent monitoring and other functions work with agents at remote sites, home-based agents, or agents on mobile devices just as though they are located at the main call center office.

BroadWorks Call Center fully supports users in less demanding environments, where they can manage their availability using their phone device and use daily or weekly reports to monitor agent and queue activity.

Key Features

- **Automatic Call Distribution (ACD)** – Quickly route callers to the appropriate agent with the correct skills and in the right priority, using a flexible set of routing policies
- **Queuing** – Ensure that incoming callers never receive a busy signal or no answer, and are greeted with appropriate announcements and hold media (audio or video)
- **Virtual Queues** – Queues can include agents and supervisors that span multiple locations, allowing employees to work from anywhere
- **Web-based Agent & Supervisor Desk Clients** – Provide a next-generation look and feel for call center management and options for when, where and how users manage their customers, agents and queues
- **Powerful Reporting Engine** – Supervisors and Managers can monitor real-time queue and agent activity, as well as generate in-depth historical data and trends on queues and agents, allowing them to improve performance and ensure that calls are handled efficiently
- **Unified Communications** – Users can leverage the full suite of BroadWorks Unified Communications capabilities, including on-demand conferencing and collaboration
- **Group Chat & Presence** – Enhanced communications within a call center using group chat and presence tools.
- **IVR/Auto Attendant** – Guide callers through with self service applications, using voice or video prompts to identify the appropriate queue or agent
- **Open API** – Integrate third-party applications using the standards-based open BroadWorks APIs and interfaces

Call Center Reporting

The BroadWorks Call Center solution provides a comprehensive set of in-depth, real-time and historical data on agent and queue activity, utilization and performance.

Accessible on-demand via the web-based client or as scheduled reports delivered via email – BroadWorks provides a broad set of reports on key performance indicators and trends to help maximize the performance and efficiency of call centers. BroadWorks also provides the option for creating custom reports to support the unique business process and monitoring requirements of many call centers. A real-time dashboard provides information on queues and agents to help monitor activity and identify trends.

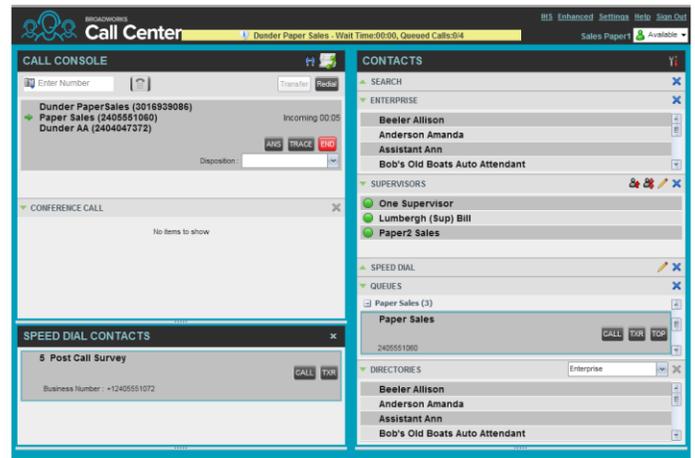
Call Center Web-based Clients

The optional web-based clients provide a feature-rich, easy-to-use interface that allows calls to be handled more efficiently, particularly in high volume call center environments. Agents can quickly identify and answer incoming calls, manage and move active calls, manage their personal availability and view their performance history. Supervisors can use the client to monitor agent and queue activity in real-time, manage active and queued calls and run real-time and historical reports on agent and queue performance.

Key Benefits

Call Centers are recognizing the benefits of a hosted, virtual call center service, including -

- Lower total cost of ownership - no capital expenditures; no on-site equipment; network-based queuing
- More flexibility – remote and home-based agents; on-demand, seasonal capacity; queues that span sites; remote monitoring
- Additional redundancy and availability options – automatic call rerouting; geographic redundancy; mobile integration
- Evergreen solution – application upgrades and updates are handled by service provider



BroadWorks Call Center Agent

Summary

Service providers are particularly well positioned to capitalize on the virtual call center market opportunity by providing an end-to-end bundled service to customers that includes Unified Communications, advanced Call Center functionality, broadband access, and other services.

Ultimately, every business customer can benefit from the BroadWorks Call Center solution – whether they are large and distributed formal call centers, in-house customer service centers, or small businesses that need to distribute calls to workgroups.