

Splice.com  **maximiser**
Free your Network

CallMedia4 **maximiser**

www.splice.com

Introduction

Callmedia 4 maximiser has been specifically developed to handle telephone calls between company representatives – sales, technical support, accounts, internal helpdesk, etc. - and their customers. Delivered as the result of a joint development by two UK market leaders – SpliceCom (Business Telephony) & Callmedia (Contact Centres) – **Callmedia 4 maximiser** combines advanced call routing with state-of-the-art reporting and management to enable your contact centre to work more effectively.

maximiser provides the perfect telephony platform on which to build a Contact Centre. Its distributed, highly scalable, Pure IP architecture allows system components to be placed exactly where they're required. This makes all Contact Centres, even those whose Users or Agents are spread across multiple-sites or working from home, both easy and cost-effective to deploy and manage. And there's no need for expensive, specialised "turrets" or phones – SpliceCom's PCS 410, PCS 100, PCS 50, PCS 10 or PCS 5 IP and analogue phones can all be used in a Contact Centre environment. maximiser also provides Call Recording as standard via its integrated Voice processing application. Use of SpliceLog Pro in conjunction with this facility allows recordings to be easily sorted on a wide-selection of criteria and then played back. Finally, maximiser's unique architecture allows system redundancy, through dual processing or load sharing, to be brought within the budget of smaller Contact Centres for the very first time.

Callmedia 4 maximiser makes all the decisions on where calls should be delivered - and when – in-line with your specific business requirements, whilst providing Real-Time information and Historical Reports to your Supervisors, Administrators and Business Managers **Callmedia 4 maximiser** enables you to deliver enhanced productivity, lower costs and better levels of customer service by automatically selecting the most important call to be answered and ensuring it is handled by the most effective available person.

Callmedia 4 maximiser is the perfect all-in-one solution for all businesses – irrespective of size - as it delivers both advanced Contact Centre functionality and business telephony, simultaneously, across a single system. For large Enterprise requirements where a PBX is already in-use, Callmedia 4 maximiser can be connected to the existing telephone system via DPNSS. This allows a full Contact Centre solution to be implemented without disruption to existing business telephony users.

The **Callmedia 4 maximiser** suite consists of 4 major components:

- The Task Engine at the heart of the system provides call routing, assigning calls to users based on their skills and call priorities defined by the operating business rules.
- The Supervisor Statistics application enables up-to-the-second monitoring of activity within the call centre. All relevant information is immediately visible, and the system automatically alerts supervisors if something needs their attention.
- The Management Console enables administrators to make changes in real time, and pull historical reports on any aspect of the contact center's operation.
- The User Desktop enables the contact centre user to handle calls efficiently and effectively. It operates as a toolbar, leaving the agent free to use any preferred business application.

Advanced Call Routing

The **Callmedia 4 maximiser** Task Engine uses a highly sophisticated set of algorithms to ensure that business criteria are met whilst making the most efficient and effective use of the available agents, based on their skill sets and capabilities.

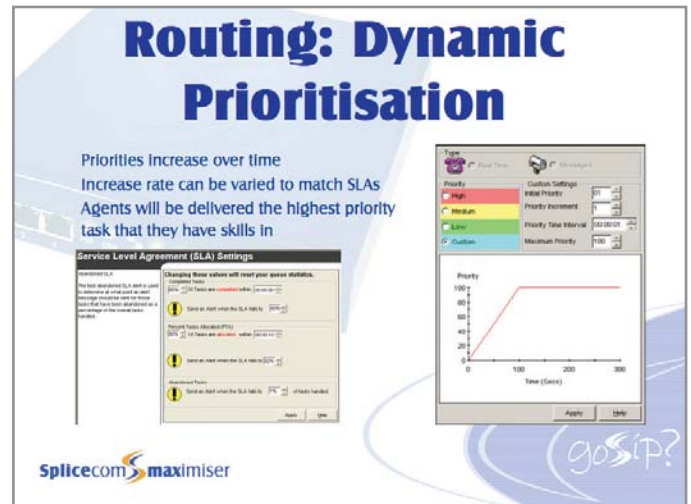
Each call in each queue is assigned an initial task priority that is determined by the queue it is assigned to, and the length of time it has been in that queue. This allows the priority of a call to escalate at a defined rate over time.

When a user becomes available (either by completing a previous task, or by returning from a break), the Task Allocation Engine assigns the highest priority task that the user is qualified for.

Tasks are allocated on a longest waiting basis, so if there is more than one user available with the necessary skill, the task will be given to the user that has been available for the longest. This means that the workload is shared fairly amongst users of equal skill.

The Task Allocation Engine implements a number of unique features that dramatically improve the Contact Centre's ability to maintain high levels of service, even in periods of heavy traffic:

- Dynamic Priority Boosting
- Skills Based routing
- Skill Blending
- Interruptible tasks
- Longest Waiting User Selection
- Least Busy User Selection
- Queue-Specific Allocation



Routing: Dynamic Prioritisation

Priorities Increase over time
Increase rate can be varied to match SLAs
Agents will be delivered the highest priority task that they have skills in

Service Level Agreement (SLA) Settings

Splicecom maximiser

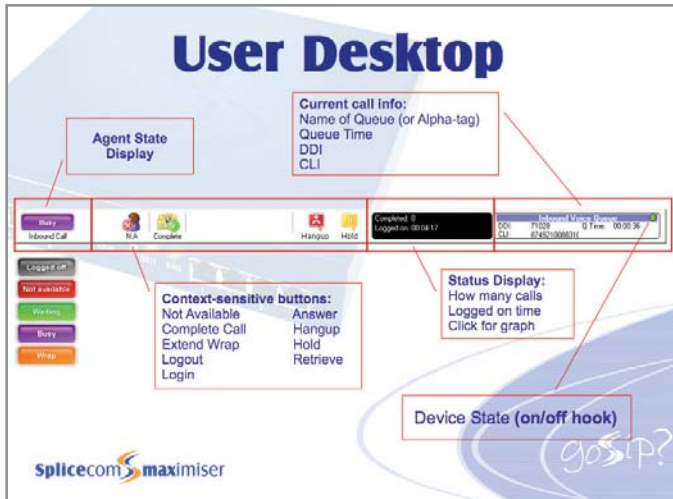
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The Supervisor Console

This enables supervisors to configure the system as well as providing real-time information on the status of queues and users on the system. Password protected, to ensure supervisors only have access to their particular areas of responsibility, the **Callmedia 4 maximiser** Console is flexible enough to support fully configurable views of the contact centre and yet simple enough to be fast, reliable and easy to use.

The User Desktop

Callmedia 4 maximiser provides the User Desktop for easy interaction with the system. It can either run alongside existing CRM applications or provide a complete front-end to enable the agents to handle the call in as efficient a manner as possible.



Real-Time Statistics Viewer

The Real-Time Statistics Viewer is the tool used by the supervisor to manage the performance of the contact centre through the real-time reporting views. These configurable views enable the supervisor to monitor.

User Activity

The current status of every user, what they have achieved today, breakdown of calls handled and performance metrics such as average time to process tasks and average wait and wrap times.

Queue Activity

The current status of every queue – number of tasks handled and the number waiting, longest time to respond and average time to respond.

Historical Reporting

The real differentiator in the **Callmedia 4 maximiser** reporting capability is its open system of reporting. User, task and queue activity are all stored in published database tables to enable user defined reporting in the reporting tool of choice. Over 1,400 standard reports are also provided, which are driven from the supervisor console. These include:

Category	Report	Report on	
Completion Results	Queue Outcomes Per User Per Queue	Users & Queues	
	Completion Results By Queue	Queues	
Queue Activity	Queue Outcomes Per User By Outcome	Users & Queues	
	Queue Activity	Queues	
	Queue Activity Summary	Queues	
	Queue Traffic	Queues	
Service Levels	Service Levels By Queue	Queues	
	Team Activity	Teams	
Team Activity	Team Queue Activity	Teams & Queues	
	Traffic	All Queues	
Trends	Traffic By Media Type	All Queues	
	Queue Activity Trends	Queues	
User Utilisation	Detailed User Activity	Users & Queues	
	Detailed User Utilisation	Users	
	Graphical User Utilisation Summary	Users	
	Not Available Time	Users	
	User Activity	Users	
	User Queue Activity	Users & Queues	
	User Queue Summary	Users & Queues	
	User Utilisation Summary	Users	
	Voice Specific	Abandoned Calls	All voice queues
		Abandoned Calls Summary	All voice queues
	Calls to Voicemail	All voice queues	

SpliceCom – Understanding Your Business

In the world of Business Telephony, SpliceCom are unique. A modern, competitive & privately funded British company, our founders were responsible for the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. Most notably, SDX were market leaders in the deployment of Small & Medium sized Call Centres. SpliceCom's maximiser "Pure IP PBX" product family converges voice, video and web enabled IT applications at the desktop within a single system, providing tangible business benefits for all types of companies, irrespective of their size. Having commenced shipments in early 2003, maximiser was voted the "Most Innovative Product" at one of the UK's premier communications trade events, Comms Channel Expo 2004, whilst SpliceCom's PCS 50 for Mac OS X IP Softphone/Phone Partner application picked up the award in 2005. You can find out more about SpliceCom by visiting our web site; www.splicecom.com



A Contact Centre Solution to Meet Every Need

Callmedia 4 maximiser delivers advanced Contact Centre working and benefits for organisations deploying up to 50 Users or Agents to handle their in-bound telephone calls and queues. For those wanting to utilise more Users/Agents, or to provide a multi-media Contact Centre by mixing telephone calls with responses by Email, Web Chat/Callback and SMS, Callmedia Enterprise is the answer. Callmedia Enterprise includes Callmedia Professional, an easy to use application integration toolkit, providing screen-popping and integration with any desktop application. In addition, Callmedia Enterprise can be utilised in combination with Callmedia Advance to provide advanced blending of in-bound, outbound and multi-media Contact Centre functionality. Starting small but thinking big? SpliceCom provide a transparent upgrade path between Callmedia 4 maximiser and Callmedia Enterprise. The following table outlines the major features of the two applications:

Features	Callmedia 4 maximiser	Callmedia Enterprise
Up to 50 Users/Agents	●	●
More than 50 Users/Agents		●
Media Types:		
Telephone Calls	●	●
Email		●
Web Callback		●
Web chat		●
SMS	●	●
No limit on Queues	●	●
No limit on Supervisors	●	●
Skills based routing	●	●
Full real-time statistics for supervisors	●	●
Over 3,500 standard reports	●	●
Open and published Database, for easy custom reporting	●	●
Plasma and PC-based wallboards	●	●
Advanced Routing options, ensuring that service levels are met consistently on all queues	●	●
Service levels defined and managed separately on each queue	●	●
Route tasks to least-busy user	●	●
Route tasks to longest-waiting user	●	●
Installed by Callmedia Professional services		●
Fully integrated with Callmedia Advance to provide advanced blended inbound, outbound, and multi-media contact centre functionality		●
Includes Callmedia Professional, the world-leading and easy to use application integration toolkit to enable screen-pop and other integration with any desktop application		●

Callmedia 4 maximiser supports the following operating systems:

	WebView Server	User
When required	For WebView wallboards on Enterprise	For Client PCs
Windows 2000 Professional		●
32-bit Windows XP Professional		●
Windows 2000 Server		●
32-bit Windows 2003 Server	●	●
Windows Vista (32-bit Business, Enterprise and Ultimate Editions)		● ^{1*}

^{1*} - Windows Vista is supported for all user and supervisor components, including Callmedia Client, Callmedia Desktop, Callmedia Real-Time Statistics and Callmedia Console. Please Note: a. 64-bit Windows operating systems are not supported. b. Minimum specifications will vary depending on the number of users deployed.