BROADSOFT

BroadWorks® Call Center

The BroadWorks Call Center solution provides an integrated, full-featured solution for managing customer contacts with all the benefits of the BroadWorks advanced voice and multimedia applications. Service providers can offer businesses a solution with the resiliency of a carrier-class platform, enabling businesses of any size to build a comprehensive, feature-rich call center anywhere in the world—with no hardware, software, or upfront capital expenditures.

Hosted Call Center

Service providers can deploy the BroadWorks Call Center solution to offer an on-demand, hosted service with unified front-end provisioning for administration of agent workforces. This hosted solution supports individual centers as well as distributed multi-site centers to act as a single call center, regardless of geographic location. The BroadWorks Call Center solution results in reduced operational costs and improved customer response for the enterprise.

KEY FEATURES

Automatic Call Distributor (ACD): Call priority and advanced queuing

Auto Attendant: Interactive voice response (IVR) and custom messaging

Agent and Supervisor Clients: Intuitive interface for greater agent productivity and management oversight

Call Detail Server for Reporting: Preset real-time and historical reporting in graphical and tabular form

Music On Hold and Comfort Announcement: Callers are provided with a greeting, followed by music or advertisements and periodic comfort announcements in audio or video format.

Monitoring and Recording: Pre-integrated third-party vendor solutions for real time monitoring and recording of agent calls.

Unified Front-End Web Provisioning: Single point of entry for provisioning all BroadWorks services and client applications, including BroadWorks Call Center Agent and BroadWorks Call Center Supervisor.

BroadWorks Deployment Studio: Tools designed to simplify branding, pre-configuration, and deployment of the BroadWorks Call Center desktop client
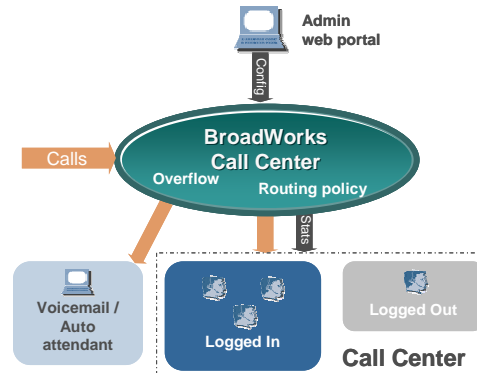
BroadWorks Call Center

Call Center also supports traditional call center features:

- **Overflow**: Incoming calls can be forwarded to an overflow phone number when queue is overloaded.
- **Agent Log in/Log off**: Calls are only presented to agents who are on duty, and agents can log into several call centers.
- **Hoteling for Extension Mobility**: Agents can log in at any available workstation while maintaining unique user settings.
- **Service Integration**: Any BroadWorks personal service, such as Call Forwarding, Call Notification, Call Screening, and Voice Messaging, can be assigned to a call center agent to customize the call center group.

KEY BENEFITS

Improve customer service: Ensure all incoming calls are serviced efficiently under any network condition and at any time

Create virtual call centers: Establish call centers anywhere in the world with PCs and a broadband connection—without additional hardware, PC-resident software, or traditional phone lines

Offer 24x7x365, *Follow-the-Sun* **customer care:** Ubiquitous services with a single number for distributed call center locations

Manage calls effectively: Choose from a range of call distribution policies including skills-based call distribution

Minimize costs: Provide the option for agents to work remotely with access to all call features— offering a smart way to increase staff without renting office space
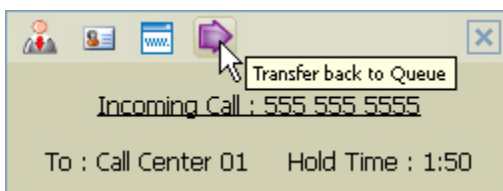
Call Center Agent

The BroadWorks Call Center Agent client application lets call center agents perform call-control and agent state control functions directly from their desktops for IP phones, analog phones, or BroadWorks Communicator softphones.

Simplified interfaces let call center agents answer, direct, and complete calls more quickly to increase productivity and improve the caller's satisfaction level.
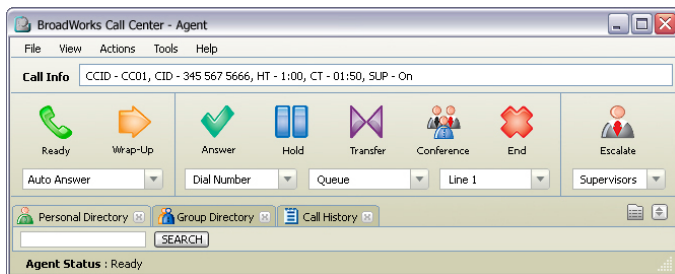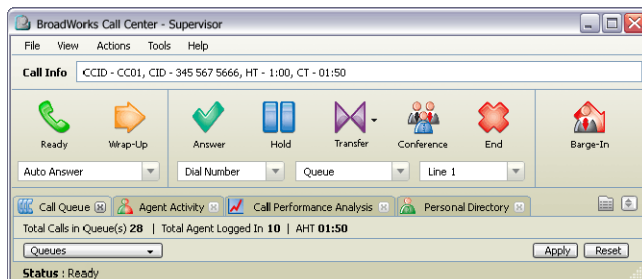

BroadWorks Call Center - Agent

Incoming Call Alert

Call Center Supervisor

With the BroadWorks Call Center Supervisor client application, supervisors gain superior management capabilities to monitor and record agent calls, to determine training gaps and requirements. With the advanced reports available through the BroadWorks Call Center solution, supervisors can determine appropriate staffing levels to manage costs while still effectively handling busy hours.

BroadWorks Call Center - Supervisor

Preset reports show agent availability, call duration, login/logout actions, and agent call close times. Other reports, some of which are available to agents as well as supervisors, show caller activity, such as call abandonment rates, and averages of time to answer, wait time, and call duration.

CALL CENTER AGENT FEATURES

Call Control functions: Auto Answer, Hold, Transfer, Conference, and Supervisor Escalation

Agent State Control functions: Agent Login/Logout, Ready, Not ready, and Wrap Up

Auto Screen pop-ups: Incoming calls pop up on a Web interface showing information associated with the incoming call

Auto Dialer: via Outbound Click-to-Dial and Outlook Directory Integration

Agent Activity Report: Agents can see real-time statistics directly on desktop

CALL CENTER SUPERVISOR FEATURES

In addition to all Call Center Agent features

Agent Monitoring

Supervisor Barge In

Queue Monitoring and Manipulation

Real Time and Historical Reports

Summary

BroadWorks Call Center delivers a comprehensive call center solution that lets service providers penetrate the underserved small and medium enterprise (SME) market. In addition, innovative features that are not available in legacy systems extend the opportunity to serve the broader enterprise market.

Integrated with the BroadWorks platform, BroadWorks Call Center simplifies service packaging, eases customer adoption, and speeds up service rollout—without the burden of customer premises equipment. Contact BroadSoft today to learn more about how to reduce costs and build revenue with BroadWorks Call Center.

www.broadsoft.com