



Call Centre Terminology Explained

Call Centre

The Avaya Call Centre provides a fully integrated telecommunications platform that supports a powerful assortment of features, capabilities, and applications designed to meet all of your customers' call centre needs.

Automatic Call Distribution (ACD)

Automatic Call Distribution (ACD) is the basic building block for Call Centre applications. ACD offers you a method for distributing incoming calls efficiently and equitably among available agents. With ACD, incoming calls can be directed to the first idle or most idle agent within a group of agents. Agents in an ACD environment are assigned to a hunt group, a group of agents handling the same types of calls. A hunt group is also known as a split or skill with EAS.

A hunt group is especially useful when you expect a high number of calls to a particular phone number. A hunt group might consist of people trained to handle calls on specific topics. For example, the group might be:

- A benefits department within your company
- A service department for products you sell
- A travel reservations service
- A pool of attendants

Call Prompting

Allows the system to collect information from the calling party and direct the calls via Call Vectoring. The caller is verbally prompted by the system and enters information in response to the prompts. This information is then used to redirect the call or handle the call in some other way (taking a message, for example). This feature is mostly used to enhance the efficient handling of calls in the Automatic Call Distribution application.

Call Centre messaging

Call Centre messaging gives the calling party the option of leaving a message or waiting in queue for an agent. This may be used for an online order entry system or to further automate an incoming-Call Centre operation.

Call Vectoring

Call Vectoring is a versatile method of routing incoming calls that can be combined with Automatic Call distribution for maximum benefit and Call Centre efficiency. A Call Vector is a series of call-processing steps (such as providing ringing tones, busy tones, music, announcements, and queuing calls) that define how calls are handled and routed. The steps, called Vector Commands, determine the type of processing that specific calls will undergo.

Vector commands may direct calls to on-premises or off-premises destinations, to any skill or hunt group, or to a specific call treatment such as an announcement, forced disconnect, forced busy, or music. With combinations of different vector commands, incoming callers can be treated differently depending on the time/day, the Expected Wait Time (EWT), importance of the call, or other criteria.

Computer Telephony Integration (CTI)

Computer Telephony Integration (CTI) enables MultiVantage to be controlled by external applications, and allows integration of customer databases of information with call control features.

Avaya Computer Telephony (formally named CentreVu Computer Telephony) is server software that integrates the premium call control features of MultiVantage system with customer information in customer's databases. It is a local area network (LAN)-based CTI solution consisting of server software that runs in a client/server configuration. Avaya Computer Telephony delivers the computer telephony integration (CTI) architecture and platform that supports contact centre application requirements, along with new emerging applications programming interfaces (APIs).

Reason Codes

Reason Codes allow an agent to enter a numeric code that describes their reason for entering Auxiliary (AUX) work mode or for logging out of the system. Reason codes give Call Centre managers detailed information about how agents spend their time. You can use this data to develop more precise staffing forecasting models or use it with schedule-adherence packages to ensure that agents are performing scheduled activities at the scheduled time. You must have Expert Agent Selection (EAS) enabled to use reason codes.

What is Expert Agent Selection (EAS)?

Expert Agent Selection (EAS) helps call centre managers to provide the best possible telephone service to callers by matching the needs of the callers with the skills or talents of the agents. Caller needs and agent skills are matched using Call Vectoring. All the Call Vectoring features described in this guide can be used with EAS.

Matching the call to an agent with the appropriate skills reduces transfers and call-holding time. Accordingly, customer satisfaction is increased. Also, since an entire agent group need not be trained at the same time for the same skills, employee satisfaction is increased.

In addition to matching the skills that are required for a call to an agent with one of those skills, EAS provides other capabilities:

- Logical Agent associates hardware (the telephone) with an agent only when the agent is logged in. While the agent is logged in, calls to the Agent Login ID are directed to the agent.
- Direct Agent Calling allows a user to call a particular agent and have the call treated as an ACD call.

EAS requires ACD and Call Vectoring. All of the existing ACD features and Call Vectoring capabilities can be used within EAS applications. As with Call Vectoring calls, EAS calls are directed to VDNs, which in turn point to vectors. However, unlike Basic Call Vectoring, skills can be assigned in EAS to VDNs, or they can be associated with vector steps to represent caller needs. As for Call Vectoring calls, EAS calls are queued to ACD hunt groups. However, with EAS enabled, ACD hunt groups are called "skill hunt groups" instead of splits. Skill hunt groups deliver calls to EAS agents.

EAS benefits

Because you can match caller needs to an agent who has the appropriate skills to handle the call, your call centre can achieve the following:

- Maximum profitability.
- Greater customer satisfaction, because the caller reaches, on the first call, an agent with the necessary skills to handle the call.
- Greater responsiveness to customer needs because you can base call distribution on either skill level or greatest need.
- Improved agent performance and satisfaction because agents handle calls they are most familiar and most comfortable with.
- Improved agent performance because supervisors have the option to have agents handle calls based on either skill level or greatest need. For agents, it offers an opportunity to learn new skills.
- Ability to track the number of calls that are handled by particular skills from the VDN perspective. You can see whether vectors are performing as expected.

Skill-based call distribution

With EAS, call distribution is based on agent skills. Caller needs are determined by the VDN called or by voice prompting. An agent who has at least one of the skills that a caller requires is selected to handle the call. You assign skills and skill levels to agents to determine which types of calls go to which agents and to determine the order in which agents serve waiting calls.

Greatest need call distribution

With EAS, you have the option of basing call distribution on greatest need level. You can distribute the highest-priority, oldest call waiting to an agent appropriate skill, even if that skill is not the agent's highest-priority skill.

Expert Agent Selection (EAS) terminology

The following terms have special significance in the EAS environment.

Agent skill	The type of call that a particular agent can handle. With EAS, an agent can be assigned up to four skills each, with a primary (level 1) or secondary (level 2) skill level. With EAS-PHD, an agent can be assigned as many as 20 skills.
Caller needs	The reasons why customers call your call centre. Caller needs are determined by the VDN number that the caller dialled, by Call Prompting, or by Automatic Number Identification (ANI) database lookup. You define caller requirements in the vector in order to route calls to an ACD agent with particular skills to match the needs of the caller. These caller needs, which translate to skills, become active for an ACD call whenever a queue to the main skill or check backup skill vector command is executed and the threshold condition is met.
Skill	A specific caller or business need of your call centre. You define your skills based on the needs of your customers and your call centre. You specify skills by skill numbers, which are assigned to agents and are referenced in vectors to match caller needs with an agent who is skilled to handle those needs. When configuring your call centre for skills, a particular skill number always has the same meaning, whether it is an agent skill, VDN skill, or skill hunt group.
Skill hunt group	Calls are routed to specific skill hunt groups that are usually based on caller needs. Agents are not assigned to a skill group; instead, they are assigned specific skills that become active when they log in.
Skill level	For each agent skill, a skill level may be assigned. With EAS-PHD, skill levels can range from 1 to 16, with 1 being the highest skill level (also known as the highest-priority skill). Without EAS-PHD, skill levels may be defined as primary (level 1) or secondary (level 2), with the primary being the highest-priority skill. When calls are queued for more than one of the agent's skills and the agent's call-handling preference is by skill level, the agent receives the oldest call waiting for the agent's highest level skill. If an agent's call-handling preference is by greatest need, then the agent receives the highest-priority, oldest call waiting for any of that agent's skills, regardless of skill level.
Top agent	An agent in a given skill who has the skill assigned as top skill.
Top skill	For EAS-PHD, an agent's first-administered, highest-priority skill. For EAS, an agent's first-administered primary skill (or first-administered secondary skill if the agent has no primary skill assigned). With call handling preference by skill level, this is the skill for which the agent is most likely to receive a call.
VDN skill preference	Up to three skills can be assigned to a VDN. Calls use VDN skills for routing based on the preferences that you specify in the vector. VDN skill preferences are referred to in the vector as 1st, 2nd, and 3rd.

EAS-PHD — 20 skills/16 skill levels

EAS-PHD is a feature that allows an agent to be assigned to as many as 20 skills. For each skill, one of the 16 skill levels can be assigned, with 1 being the highest skill level and 16 being the lowest skill level.

If calls are waiting for some of the agent's skills and the agent's call-handling preference is by skill level, the agent receives the call that requires the agent's highest-priority skill. For an agent, the first-administered, highest-priority skill is known as the agent's "top skill." The top skill represents the skill for which the agent is most likely to receive a call. If an agent's call-handling preference is by greatest need, the top skill is not useful, because the agent receives the highest-priority, oldest call waiting that requires any of the agent's skills, regardless of skill level.