

LG CALL CENTRE SOLUTION

The telephone has always been an important business tool. To many companies, it has become an indispensable marketing discipline, and the most cost-effective outlet to their customers. Call Centre applications can encompass a number of roles, such as telesales, telemarketing, customer services, helpdesks and credit management. They are also a powerful source of customer intelligence.



BENEFITS

Customised Solution

The performance of your call centre is paramount. It can determine the success of your company's business strategy, whilst inefficiency, downtime or lack of capacity can spell disaster. The LG portfolio (NEXER, IPLDK) can offer end-to-end call centre solutions, tailored to your business.

Faster Call Answering

Calls can be routed using Automatic Call Distribution (ACD) to queue and route incoming calls to agents according to, for example, which agent has been waiting the longest since their last call or route by expertise of agents. All LG systems have an in-built Automatic Call Distribution (ACD) facility which is designed to increase efficiency in areas that handle a large volume of incoming calls and reduce call answer time in environments such as, sales departments, customer service organisations, call centres and any other area that has a large volume of incoming calls. As well as improving response times, the flexibility of the LG Systems' ringing patterns ensure that the call is routed to the answering point by following a procedure that best suits the operational requirements of your organisation.

Statistics

The LG systems also provides incoming call statistics that can be used to monitor performance and determine areas for further improvement in service quality: The statistics can be shown on the display (7016D, 7024D, 7024LD) at the supervisors' position. Available stats are as follows:

- **Total Calls** - Shows the total calls presented to the group
- **Average Call Time** - This is the average conversation time for calls within the group, shown in minutes and seconds
- **Average Ring Time** - The average ringing time for calls presented to the group, before they are answered
- **Busy** - A count of how many times all agents have been busy, and how long they were all busy for
- **Calls in Queue** - How many calls are queuing within the group at the present time.
- **Average/Long** - This shows the average and longest ringing time for calls, before they are answered within the group
- **Unanswered Calls** - The number of calls that have not been answered within the group or the caller has hung up

Further enhance the **IPLDK/NEXER** in-skin solution by implementing the **Advatel QMC** range of **Call Centre Displays** (Wallboards) and Real Time/Historical reporting packages (See the **Advatel QMC** datasheet for more information)

No Lost Calls

VMIB* can be added to provide specific company or department greetings to incoming callers. The greetings can be set to cut in after a programmable period (primary announcement) which means that a personal service can still be given and calls will not go unanswered and business lost, also callers that have been answered automatically can be played a message (secondary announcement) encouraging them to continue holding and informing them that their call will be answered shortly. *For more information on VMIB please refer to the VMIB Datasheet.

Computer Telephony Integration

Complement this 'In-skin' solution with New Media Software or OAK CTI applications to deliver a complete call centre solution. We will work together to integrate your existing systems with your call centre. This means, for example, that call centre agents can be supported during calls by having access to information about customers, or to product databases or stock control systems etc. Progressive and Predictive diallers can also be implemented for outbound calling.

