

CTArchitect Inbound

Contact centre telephony.

Scripting.

Inbound & Outbound campaign management.

Monitoring & QA.

All within a single package.

myforce



Introduction



CTArchitect is the perfect solution for inbound & outbound contact centres. From the very first conception of the inbound IVR project & corresponding agent routings, over live management and monitoring: all the functionality you need is crammed into a single solution, complete with all the necessary contact centre telephony equipment.

In this brochure, we'll focus on CTArchitect's inbound functionality, specifically designed to cope with helpdesk/hotline & customer care campaigns.

Other available brochures:

- Outbound campaigns with CTArchitect
- Monitoring

Give your inbound contacts a **luxury treatment**



Guide your incoming contacts towards the best suited agent

CTArchitect features a whole range of features and modules, all flawlessly working together with a single goal in mind: delivering each incoming call towards the best possible agent. Here's an overview:

Uniform contact distribution: You can easily route different kind of contacts towards multiple targets, such as a specific phone set or agent, a group of agents, or rerouting towards an external number. These routes can be altered or completely changed in a matter of seconds, using CTArchitect's contact centre management module.

Create your own self-service flows with CTArchitect's powerful integrated IVR (Interactive Voice Response) toolkit. Guiding your incoming caller through the different menu options is as easy as dragging blocks onto the project builder interface and creating a path between them by drawing lines. Moreover, the tool's openness allows you to connect to external databases, or integrate scripts into your project. This way, CTArchitect can instantly recognise a caller's number or ID and present them with specific options.

Our Skill based routing engine picks up all information collected during the IVR flow, and then decides who to send the contact to. This routing mechanism can be very simple, such as automatically sending calls to agents that haven't had an incoming call for a while.

On the other hand, CTArchitect makes it possible to define an unlimited range of Skill criteria, enabling you to create routing flows that are much more precise & complex. Examples of skills can be "knowledge of French" or "knowledge regarding financial product X".

Once these skills are defined, you can attribute Skill points to each agent, and assign minimum Skill levels to each inbound project. As a final step, you can indicate which skill is more important by applying weights, eg: Is "knowledge of French" more important than "knowledge regarding financial product X"?

As different skillsets, weights and minimum skill levels can be set up per inbound project, your routing mechanism will become much more precise.

The sum is greater than its parts

Incredibly powerful: combining CTArchitect's routing tools with the openness of the IVR toolkit and the flexibility of the Skill based routing engine presents you with a wealth of configuration options. This level of customisation and precision will allow you to create inbound flows that dramatically enhance customer satisfaction.

Easy to use: having a ton of features at your disposal is great, but being able to change every setting in a quick and easy way is even greater. That is why we put a lot of thought into our intuitive user interface.



Take your customer satisfaction to the next level

When it comes to customer service, your incoming contacts have become extremely demanding: they are impatient, demand perfection, and voice their complaints on social media when feeling unsatisfied with your service. CTArchitect's inbound features as described on the pages above are a great help to boost your customer satisfaction.

For us, this is only a first step in the right direction: we are continuously working on a whole range of new tools and techniques to make your inbound contact even happier. We picked out a couple of examples:

Don't let your inbound contacts repeat themselves

When it comes to customer service, a common complaint is that inbound contacts have to repeat themselves several times during a phone call: after filling in certain information using the IVR-flow, they get asked the same questions when being connected to an operator, and again when being transferred to another operator. This can be avoided:

Use gathered information: From the moment someone enters the CTArchitect system, every single piece of information put in by the contact will be linked to the caller's ID. Combining this with any sort of historical information pulled from the database, and presenting this to the agent makes sure that the inbound contact does not have to say anything twice.

Last called agent: If an inbound contact has called before, CTArchitect can recognise the information and try to connect this person with the agent he or she has spoken to last time.

Integration: CTArchitect stands for openness and flexibility, allowing you to integrate your CRM tools directly within our Agent software. This way, the right CRM record will immediately pop up on the agent's screen: no more losing time looking up the right information, or asking "what is your client ID again?".

Don't let your inbound contact wait in line

Thanks to CTArchitect's **virtual queueing** technology, inbound callers don't need to wait in line any more:

Let's assume someone has called in and needs to wait in line for an agent to become available. CTArchitect allows you to play a message saying "press '*' to leave a message" if certain conditions are met (for instance: if the queue is longer than 10 persons).

After leaving a message, the inbound contact can simply hang up the phone. Meanwhile, the message itself will stay in queue instead of the actual person.

As the queue is moving along, the message will be played to the agent - who can then opt to collect all necessary information and call back with the right response to the caller's question.

Let them check up on you before contacting you

CTArchitect's API allows you to integrate live contact centre information into external tools, such as company websites or helpdesk portals. The benefits for the inbound contact are huge:

Inform: Integrate interactive dashboards into any external website, indicating how busy your agents are, how long the queue is, if an agent with a certain skill is available, and so on. This way, your contact can choose to call back later or even schedule a call at a later time.

Collect information: Integrate CTArchitect's API with your Product-, Help- or FAQ-web pages. People browsing for info on a certain website will be able to use a "call someone to get more information regarding this topic" button. This way, CTArchitect will not only be able to integrate this information into its Skill based routing mechanism, the agent will also immediately see which page the inbound contact has consulted right before calling. Once again, your incoming contact will be helped much faster, resulting in better call satisfaction.

Control everything from within a single application



Work faster & more efficiently using Supervisor

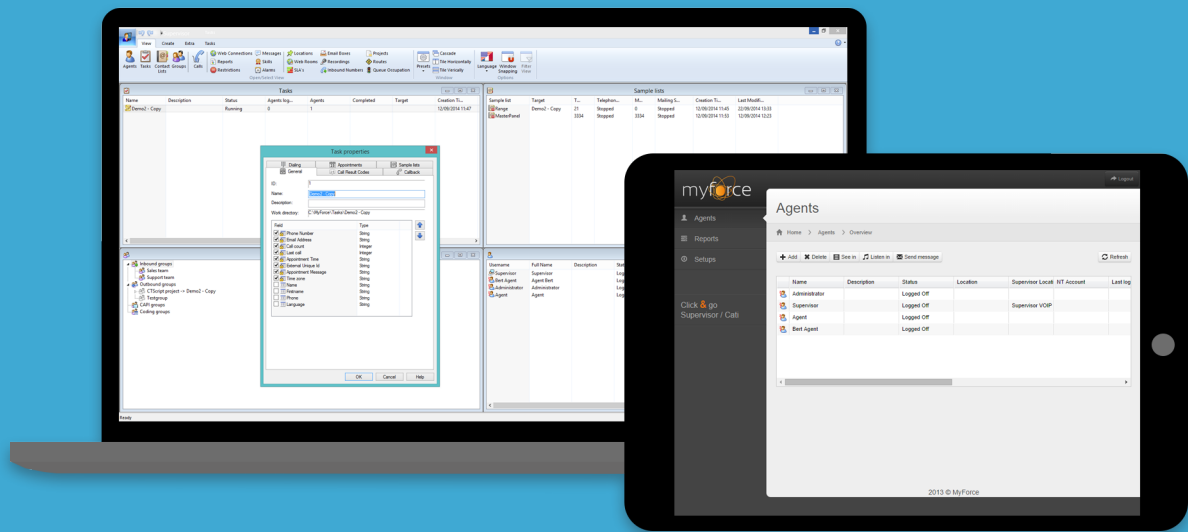
Managing your whole contact centre using a single piece of software becomes possible thanks to CTArchitect's "Supervisor" application: a powerful and flexible, yet surprisingly easy to use toolkit:

Flexible: Supervisor is available in many forms. Check the status of your agents in your office using our windows-application, or on the go using the browser-based On-line Supervisor on your tablet. Not flexible enough for you? Create your own software modules on top of our Supervisor engine using the API.

Powerful: A single application that lets you manage inbound helpdesk projects including all routing mechanisms, outbound calling projects + CTArchitect dialler settings, and agent QA management? Yes indeed.

Safe: Supervisor's extensive restriction module makes it possible to define a whole range of roles within your organisation. Defining who can view and/or make changes to certain projects, agent groups & other settings can be done differently for each person within your organisation.

User-Friendly: Define and save your favourite workspace presets. This way, your Supervisor environment won't be cluttered with the options you don't need or use. Next to that, a lot of thought has gone into the software's user interface: if you are familiar using Microsoft's productivity software (eg. Office), you will feel right at home in Supervisor.



Flexible inbound campaign management

Managing inbound campaigns using Supervisor is easy:

Roles: Apply different roles within your project leader team, and select for each person within your organisation who can view or change certain projects, agents,...

Agents: Quickly assign agents from one project to another by simply dragging & dropping them into the Project window – or even better: let your most experienced agents decide themselves which project they will be working on.

Status: Create a profile account & password for each agent, and check the status of each individual agent at a glance using the Agent window.

SLA & queue: Check your contact centre's inbound status using Supervisor's SLA & Queue occupation dashboards.

Call blending: Automatically switch inbound agents to outbound duty & projects if inbound traffic is calm.

On the go: Quickly check or change agent settings using the browserbased Online Supervisor application.



Streamline your agents' experience

CTArchitect agent toolkit

Thousands of contact centre operators rely on CTArchitect's Agent software to get their jobs done. This is why we put a lot of thought in designing the application they use every day:

Easy to use: Agents will feel right at home thanks to the intuitive and clever layout.

2-in-1: Our agent software module combines all the buttons your contact centre operator needs to get things done efficiently, and features an integrated software telephone ("softphone") as well. This way, hardphone investments are no longer needed – a USB headset, a PC and an internet connection suffice to start working.

Integrated messaging: In case of need, agents can contact their supervisor by starting up a chat session.

CTScript Integration: CTArchitect's own scripting software can be used for in-bound projects as well. More information about CTScript can be found in our separate "Outbound" brochure.

API flexibility: Integrate our agent & softphone functionality with your own agent software tools (CRM/Ticketing/other third party software...).

Save time: If you often rely on remote sites/subcontractors or home workers for certain projects, our Click&Go technology lets you set up a fully working agent PC instantly, without the need for running installers, configuring (soft)phones, and so on.

About MyForce

MyForce is a Belgian company, with its headquarters located in Merelbeke (near Ghent). While the firm's roots go back to 1991, the company as it is known today was established officially in 2002 after a management buyout.

Ever since 2002, the company's mission has remained the same: Providing the enterprise market with high-end, innovative ICT-solutions based on a combination of self-developed and third-party products. In order to attain this goal, everything that happens at MyForce is based on three basic principles:

Flexibility, Service and Dedication.

These values can be found in everything we do, such as the openness of our tools, our well-known support service, or the continued focus & specialisation field we operate in (contact centre & market research ICT solutions).

CTArchitect, MyForce's main offering, is used by thousands of users every day, spread across 14 countries.



Contact

Questions about CTArchitect?
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