CTArchitect
Outbound

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 outbound script, over live campaign 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 outbound functionality, specifically designed to cope with telemarketing/telesales campaigns.

Other available brochures:

- Inbound campaigns with CTArchitect
- Monitoring

Create powerful callscripts in a few clicks
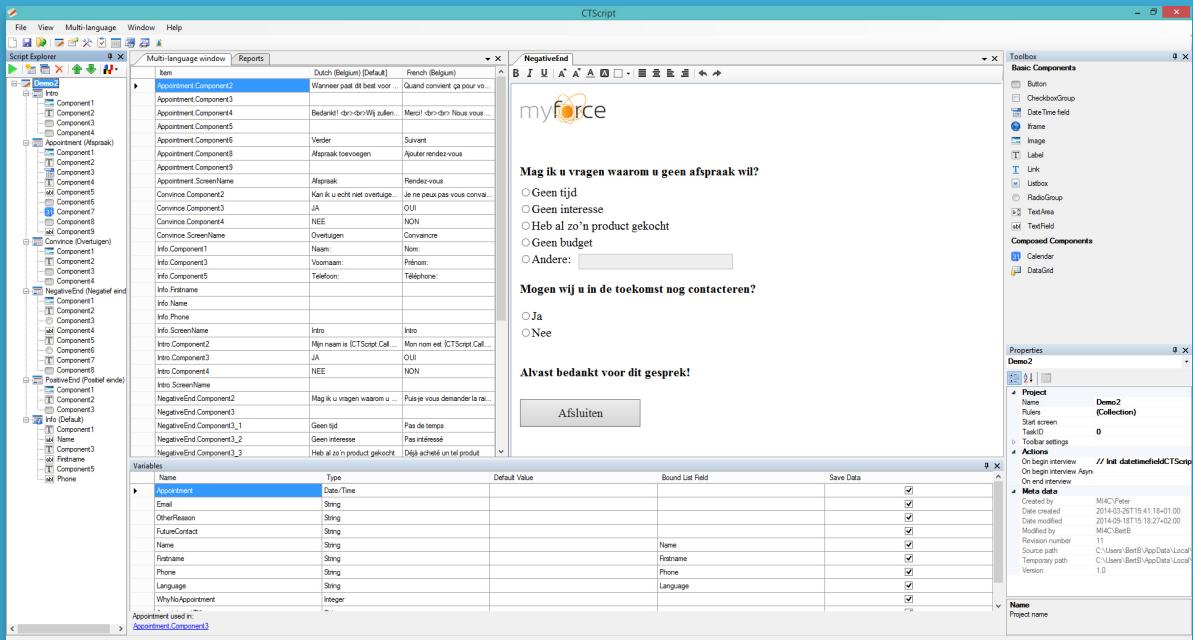
Kicking off your campaign starts with the conception of a callscript, to be used by your agents. CTArchitect offers you the flexibility of using any third-party scripting software (or other important software modules such as CRM tools) and link it seamlessly with the other modules of its contact centre suite.

As an alternative, we offer our own scripting tool CTScript, with a ton of great features:

Easy to use

Drag & Drop: Create your script quickly & easily by dragging & dropping script components into various pages. This way, a complete script can be created without any necessary HTML/JavaScript programming knowledge.

Integrated reporting module: create reports based on your campaign data within a few clicks.

Flexibility and openness

HTML & JavaScript: the entire callscript is created using open standards such as HTML & JavaScript. Moreover, you are not limited to certain default built-in components, as the entire code can be adapted to your liking.

Database integration: Your script data will be stored onto CTArchitect's main SQL database. From then on, you are free to build your own applications on top of our database structure – or link the acquired data with 3rd party software.

Tight integration

Telephony: access CTArchitect's telephony functionality directly from within your callscript: set predictive dialling triggers, steer your callback management...

Recording: it is possible to steer the recording management module from within your script – making it possible to record very specific parts of a conversation.

Get the most out of your outbound agents

A dialling mode for every situation

Letting your agents manually dial tens to hundreds of telephone numbers a day is tedious, time-consuming and expensive. This is why CTArchitect features a range of automated dialling algorithms, taking over this task from your operators:

Preview dialling: the agent is presented with a list of possible outbound contacts. Selecting a contact will automatically dial the number.

Progressive dialling: When the agent has finished a phone call, CTArchitect decides which number to dial next. The agent waits until someone picks up the phone on the other end of the line

Predictive dialling: using a complex context-sensitive algorithm, CTArchitect tries to predict when an agent will finish a call. Using this information, the platform can make sure that the next respondent will pick up the phone right after the agent has finished his/her call

These dialling modes can be mixed across agents and projects.

Call qualification and callback management

Next to dialling numbers, CTArchitect also takes care of handling callback rules and call qualification. More specifically, this means that agents will never have to listen to busy tones, "unknown number" messages,... again: the system will immediately detect busy tones, wrong numbers, no answer tones, and even voicemails and immediately call the next number. Moreover, CTArchitect will feed this information back towards the callback management engine.

CTArchitect's powerful callback management module gives you a vast array of options for each unsuccessful call:

Next attempt: decide when CTArchitect needs to retry calling the same number, with the option to define different callback times based on the previous call result. For instance: let CTArchitect call back a number with status "busy" after 2 minutes, but let the dialling engine wait for a full hour if the status was "no answer".

Number of attempts: for each call result, decide how many times CTArchitect needs to retry calling the same number before giving up.

Shifts: using this option allows you to mix attempts + the number of attempts with a third variable: time. This way, it is possible to set up different callback options based on which day it is, or have CTArchitect behave differently during the evening than during daytime.

Time zones: CTArchitect is fully UTC-compliant, making it easier for you to handle multiple time zone projects.

Advanced callback scripting: if combining the options described above isn't enough, we offer the possibility to create your own scripts using VBScript. This way, it is possible to combine callback behaviour with any variable available in the system, giving you unlimited freedom to create the most complex callback scenarios.

CTArchitect clients measure efficiency gains of up to 30% when compared to manual dialling

Agent-based predictive dialling

In the past, predictive dialling has always been associated with large callfactories, deploying hundreds of agents at once calling in group-based predictive mode. This meant that the dialling algorithm was always based on average group numbers: if it takes a group of agents approximately 20 minutes to finish each call, this is the value that would be used to calculate the algorithm for each individual agent as well.

In our opinion, this was not precise enough. That is why we decided to take the idea of predictive dialling a step further: we created an agent-based predictive algorithm:

CTArchitect continuously calculates dialling speed for each individual agent instead of a group of agents

This way, CTArchitect's predictive dialling is much more precise and can be used for very small groups of agents

Traditional predictive dialling negatives such as situations where a respondent picks up the phone before the agent has finished an ongoing conversation are limited to a minimum.

Combining the excellent efficiency gains of predictive dialling with the possibility to deploy this to smaller groups of agents makes for very favourable ROI numbers.

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, ànd 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.
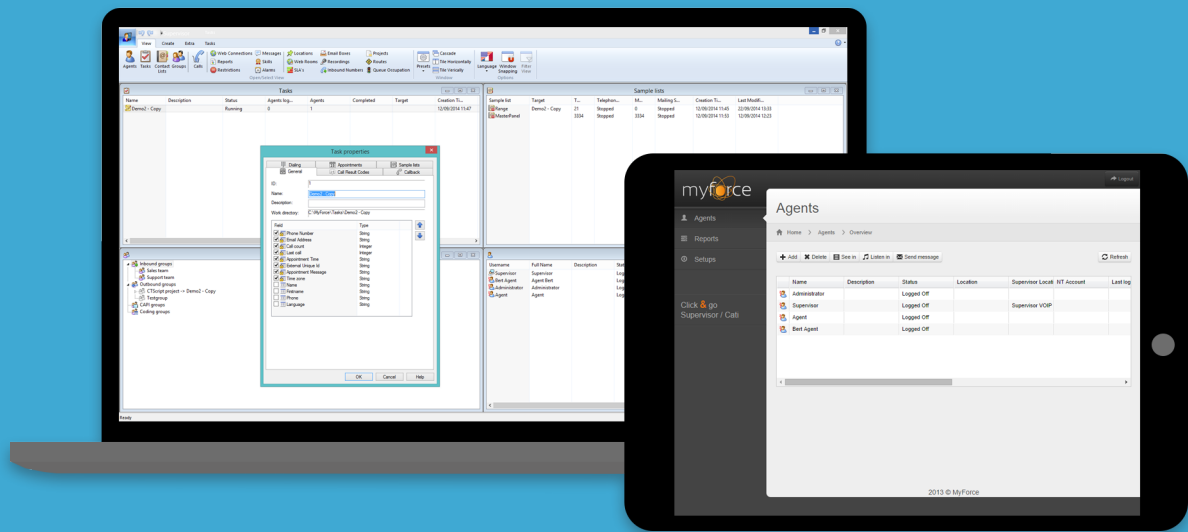
Flexible outbound campaign management

Managing outbound 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.

Lists: Upload lists of contacts, or connect to an external database using the import & filter menu.

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, ànd 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 Agent view: Naturally, CTScript is fully integrated into the agent view as well.

API flexibility: Integrate our agent & softphone functionality with your own agent software tools (CRM/ERP/other third party software...). More on this topic can be found in our separate "Integration" brochure.

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.

Cati - In pause (0'39")

Inbound group: Agents: Queue: Time:

In pause (0'39")

Call	Group	Total time	Queue t...	Sender	Destination	Type	Status

Outsource menial and respondent-sensitive tasks to your Virtual Agents.

CTArchitect's Virtual Agent technology allows a contact centre operator to hand over an ongoing conversation to a "virtual agent". This way, the person on the other end of the line will be transferred to an IVR project in order to respond to certain questions. Examples could be: filling in credit card information using the phone's dial pad, or responding to questions of a sensitive nature. Meanwhile, your "real" agent is already talking to the next person.

Call-out agents: outbound call campaigns can also be set up using virtual agents only, thus eliminating the need for actual agents altogether. This is particularly effective in short phone calls such as reminders, status information, etc.

More on CTArchitect's IVR technology is explained in our "Inbound" brochure.

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

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