



## Using G3 NOVA Monitor Application with the Panasonic KX-TDA for Enhanced Call Distribution and Visibility

### Key Features

- Multiple Call Distribution Methods (Uniform Call Distribution, Priority Hunting, Ring)
- Advanced Queuing mechanism
- Call redirection to a pre-programmed overflow destination
- Busy on Busy and Hurry-up mechanism, VIP call mode
- Multiple Supervisors Support
- Automatic Visual and Acoustic Alerts
- Comprehensive real-time and historical tools for tracking Agent and Queue statistics
- Export Data to other Applications
- ACT/ Outlook database integration

### Target Customers

- Contact Centers
- Human Resources
- Customer Services
- Sales
- Education
- Medical Center
- Local government

### Key Benefits

- Help manage Call Center labor cost
- Improve the call center's performance, increasing productivity and profitability
- Offer competitive advantage by providing the right type of information at the right moment
- Help to enhance customer service quality
- Help to understand both existing and changing conditions in the Call Center activity
- Help minimize the Agent logged-out time, the number of Lost Calls, and the number of intercom and outgoing calls for Agents availability

The KX-TDA Hybrid IP PBX comes with built-in Advanced Call Distribution Methods and Call Traffic Visualization features that may become the key to increasing employee withholding, customer loyalty and Agent efficiency.

### The Challenge

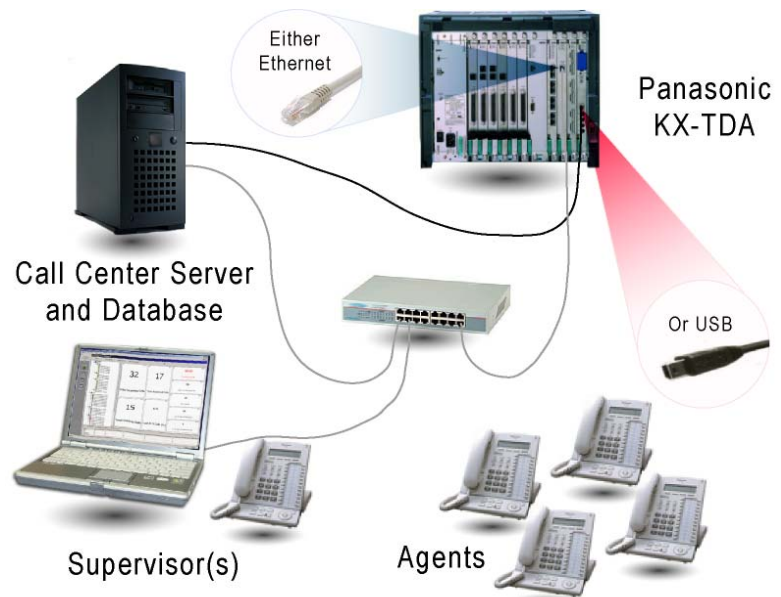
The management in today's Call Centers implies a diversity of responsibilities. Starting with resolving complicated customer service issues to handling problematic staffing problems, the Call Center Supervisor is required not only to know exactly what is happening in the System, but also to answer questions on both past performance and future enhancements.

And all these happening while both keeping an eye on the final result and managing Call Center activity for maximum profitability.

### The Solution

Companies looking for cost effective Call Center solutions can leverage built-in Panasonic Call Center functionalities such as Uniform Call Distribution (UCD), Queuing Time table, and Supervisor functions.

Additionally, MAP software application designed specifically for Call Center businesses, is engaged especially where optimizing Customer Relationship Management (CRM) process is a must.



## Call Distribution Features

### Call Distribution Methods

The ACD system provides three standard call distribution methods:

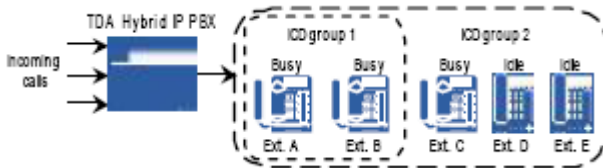
- **Uniform Call Distribution** - Calls are distributed to a different agent's extension uniformly each time a new incoming call is received. Extensions are hunted in a circular way in the pre-programmed order for the group, starting after the telephone extension that received the last call
- **Priority Hunting** - Upon receiving an incoming call, an idle extension is searched for -using the pre-programmed order for the group
- **Ring** - Upon receiving an incoming call, all extension members in the ICD group ring simultaneously. Delayed ringing or no ringing can be programmed for each extension in the group

### Busy on Busy

When an incoming call enters an ICD group and a pre-programmed number of agent extensions in that group are busy, the caller will hear a busy tone or enter the calling queue, even if there are idle extensions available in that group.

### Group Expansion

When all the members of an ICD group become busy it is possible to expand the group by using the overflow feature. The overflow ICD group will receive calls until a member of the original ICD group becomes available.

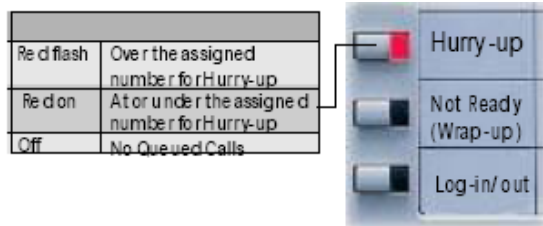


### Hurry-up Button

A flexible button can be programmed as a Hurry-up button. It is used to redirect the longest waiting call in the queue of an ICD group to the overflow destination.

This feature is also known as Hurry-up Transfer.

The number of calls held in a queue before Hurry-up transfer may be performed is programmable.



### Intercept Timer (Day/Lunch/Break/Night)

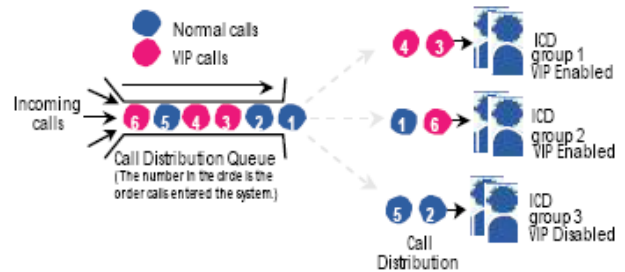
Intercept Timer function provides automatic redirection of incoming trunk calls to a pre-programmed extension after an Intercept time has been reached. The system provides four modes of Intercept Timer (Day/Lunch/Break/Night) for the entire system.

### VIP Call

By enabling VIP call mode, Call Centers using multiple ICD groups can give priority in routing calls to agents to give quicker response time to certain incoming calls e.g.

Calls to ICD groups for Sales, and Accounts can be given higher priority. Businesses can also use VIP call mode to provide faster call answering to VIP customers dialing into a certain ICD group.

When multiple groups enable VIP Call mode, the lowest number ICD group has the highest priority when receiving calls.



### Qualify Code (Account Code)

By implementing PBX Account Codes as Qualify Codes - Call Center Managers can have the ability to make detailed analysis about all incoming/outgoing calls.

Agents can enter a relevant 1-10 digit account code to qualify the type of call, customer, or inquiry - which gets displayed on the SMDR print out of the call.

The code can be entered as:

- **Option** - Allowing agents to enter the code at any time during the call
- **Forced** - Requiring agents to enter a code at the start (or end) of the call

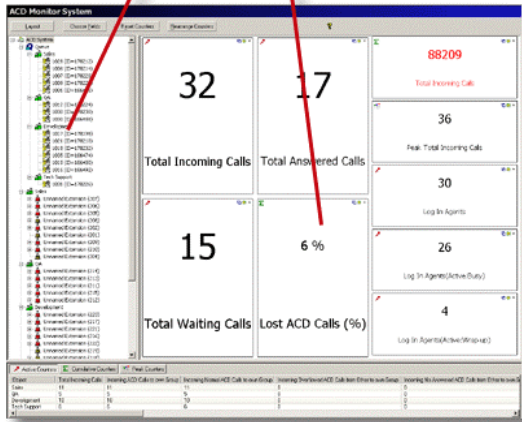
For ease of use, telephone DSS keys can be programmed with the Qualify Codes allowing agents to simply press the key when required.

## Queue, Group, Agent, and Call Visualization

### ACD Activity

Panasonic TDA allows the Manager/ Supervisor of the Call Center to observe real-time activity at System, Call, ACD Groups and Agent levels.

Check the Agent activity and verify metrics of interest



ACD Monitoring Window

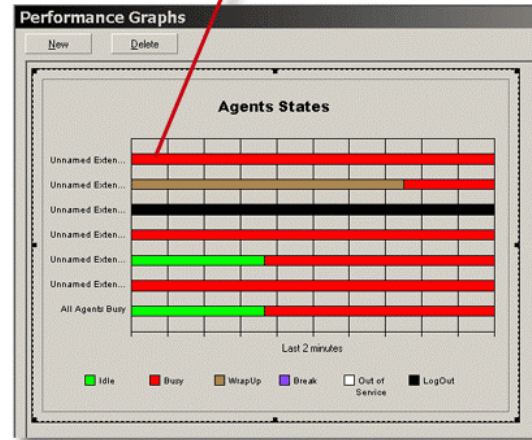
### Real-time Call Activity

Worldwide organizations need up-to-second information about the status of their business and are trying the most suitable mechanism to efficiently manage the contacts with their customers.

Panasonic TDA combined with the software tools implement real time alerting based on the counter/ timer thresholds defined:

- Real time monitored items: entire system, queues, ACD groups, agents and calls
- Up to nine predefined and user-defined counters with configurable name, threshold, alarm color and font may be displayed for each monitored item (i.e. total incoming calls, total waiting calls, answered/ lost ACD calls (%), average waiting time, busy/ break/ idle time, number of calls in queue)
- Active, cumulative and peak values for each monitored item
- Real-time predefined and user-defined graphs (i.e. pie charts, bars, lines) to quickly identify the agents, groups and system performance

Verify Agents performance



Performance Graphs

### Historical Call Reporting

Panasonic TDA provides advanced call logging and historical reporting capabilities to correctly evaluate the effectiveness of your call center operations.

The reports are customizable and track important indicators, such as agent availability, longest call waiting, calls answered and average talk time.

The reporting approach has two dimensions: *vertical* (at System, Group and Agent levels) and *horizontal* by combining the information extracted at different moments.

Panasonic TDA Reports present all relevant information regarding the Central Office calls, Agent calls, call results and lost calls at System, Group and Agent levels. The reports can be viewed directly, scheduled for printing, exported in different formats, and e-mailed.

### The Bottom Line

The Panasonic TDA Enhanced Call Distribution features combined with the software tool that brings real-time and historical call logging is a cost effective solution for SMB that are taking care of the bottom line: the Customer Experience.

The Panasonic solution offers all the features needed to improve the customer service, reducing the Call Center operational costs and improve the Agent retention.