

**Case Study**  
**of**  
**Contact Centre Solution**  
**with**  
**Multiple Remote Agents**



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## **Client Profile**

A Leading BPO provider who is an innovative, global technology leader in the BPO market provides ITES services to customers around the world.

## **Business Situation**

To reduce agent wait time and increase customer satisfaction, our client is looking for an intelligent call routing solution that enables priority customers to reach agents swiftly.

## **Technical Situation**

Our Client's current environment does not allow intelligent routing, web call back, allow virtual hold, and scheduled call back features. Additionally, our client would like to provide a secured environment to their customers by automating the payment gateway interaction without any manual intervention.

## **Solution**

Bay Talkitec's Customer Interaction Management (CIM) platform provides intelligent call routing, scheduled agent call back, web call back, and allows virtual hold and pop up. It also provides an independent IVR to collect Credit card information, interact with payment gateway for Credit approval and then charge the credit card through payment gateway.

The following Functionalities are provided:

- a. IVR
- b. Call Routing
- c. CTI Interface
- d. Pop-Up
- e. IVR Auto Call Back
- f. Web Auto Call Back
- g. Payment Gateway Integration
- h. Reports

Baytalkitec's IVR is based on Dialogic telephony boards, which are housed in a PC based server. Dialogic board can support T1/E1 lines and different flavors are available like single span, dual span and quad span. The line side T1 is extended from the Nortel PBX to BTT's IVR server. The call initially lands on the PBX and gets routed to the IVR. Based on the customer selection, IVR instructs the CTI server to transfer the call to the corresponding ACD group. This helps the preferred customers to choose different services based on their requirement and BTT's IVR facilitates intelligent call routing. It also sends the information tag to the CTI server for providing agent pop-up

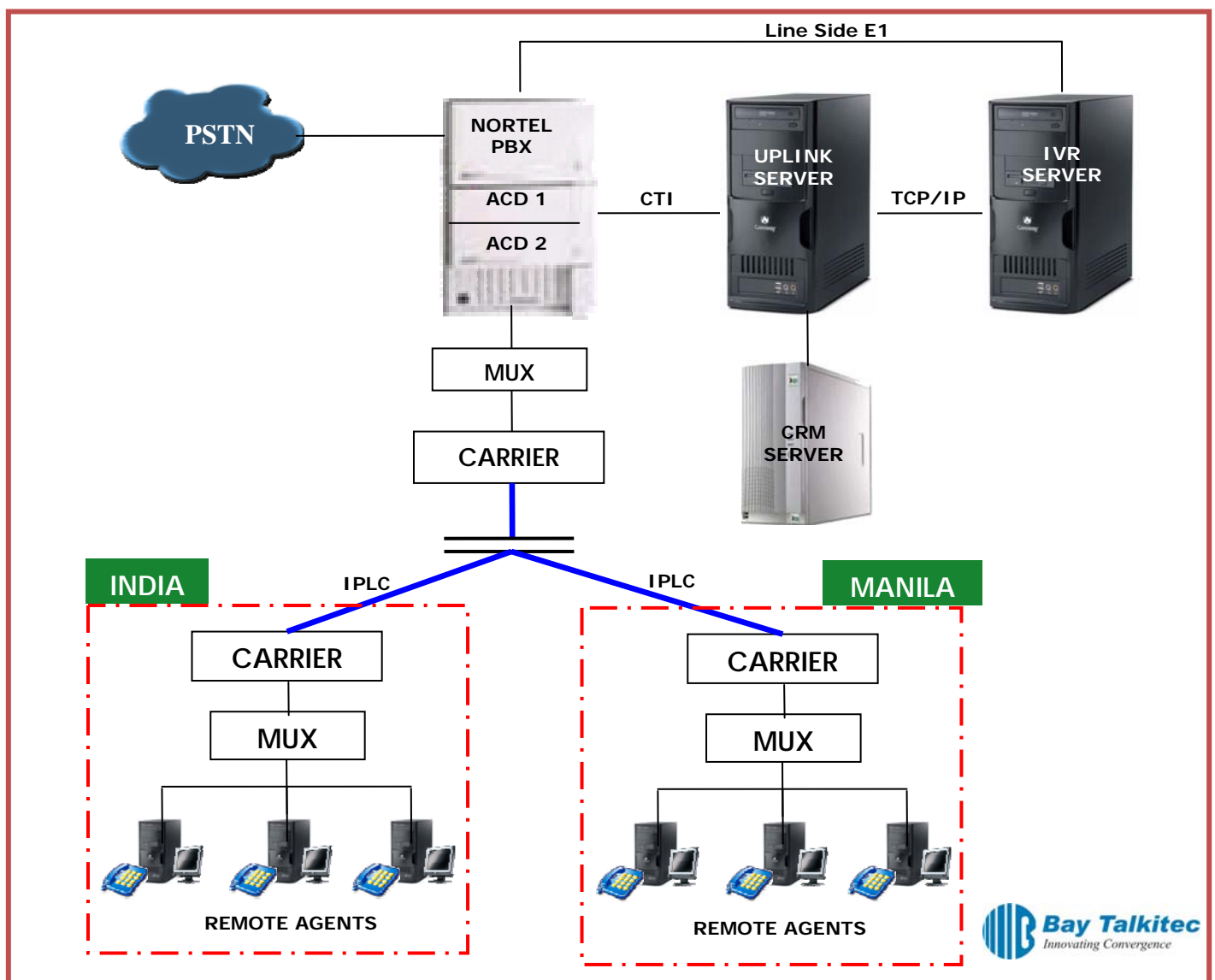
BTT's solution provides an option to the customer to stay on the queue virtually without really holding the line. The system will call back and connects to the agent on their turn. It also provides a facility for the callers to schedule agent call back either through web or through IVR if the call holding time is high. Agent call back can be scheduled as per customer's convenient time, preferred time zone and language skills.

For secured payment processing through IVR, call initially lands on the IVR and gets transferred to an agent. Based on the caller requirement, the agent collects the sale information like product, its cost, attaches the collected information to the CTI server, and then takes the IVR line into conference. When the call lands on IVR, it will fetch the attached information and then collects the credit card details like credit card number, expiry month, year, and security code.

The IVR will send all collected information like Credit Card Information and other billing information to Credit card processing application. The credit card processing application communicates with the payment gateway and completes the transaction. The transaction result is passed back to the IVR and IVR attaches the same as call attachment to the CTI Server. After completion of transaction the IVR disconnects from the conference and the agent will be active in the call.

During the conference, the agent will not be able to listen to the IVR or caller punching digit, but he/she will get screen notification of each activity of caller. For example, after collecting credit card number, IVR will attach the status as **“Credit card number captured”**. If the caller fails to enter a valid 2 digit expiry month then the agent will get screen notification as **“Dialed invalid Expiry Month”** etc. This type of information transfer between IVR and agent will ensure more security and the agent will be aware of each activity of caller.

### DEPLOYMENT DIAGRAM



## Benefits

Our BPO Client achieved the following benefits by quickly deploying Bay Talkitec's innovative CIM suite:

- IVR preprocessing reduces agent wait time – improves customer satisfaction
- Web call back – callers can choose their convenient time, utilizing their precious time
- Centralized IVR, ACD, and distributed agents – Agents can be geographically apart based on the time zone, skill set, and language skills
- The automated payment through IVR increased Client's services revenue directly.
- It also helped to reduce the agent training cost on collecting credit card information.
- Client's customers are comfortable in providing credit card information to IVR rather than giving the same to human agents thus helping to improve customer satisfaction. This is more secured because the information is not stored.

## Products and services BTT used

- Windows 2003 Server Standard Edition with service pack 2
- Dialogic – D480 JCT (Dual T1 card)
- BTT IVR
- BTT Virtual Queue Manager (VQM)
- BTT Credit Card Processing Application
- Cybersource Payment Gateway DLL.