Enhanced Routing

Fact Sheet

Overview

Ensure that your most valuable customers receive faster, more personalized service every time they call. Enhanced Routing automates the routing of calls according to your organization's business rules and based on information in your own database. It also displays caller information from your database within the Zeacom Communications Center (ZCC) Desktop application, maximizing agent productivity and improving the customer's experience.

Business Drivers

First contact resolution is a key metric for many contact centers. Transferring callers around your organization to connect them with the most appropriate person and repeat calls due to unresolved issues result in:

- Degradation of customer satisfaction

- Increased operating costs

- Reduced opportunities to sell to that customer

- Low employee satisfaction due to the stress of dealing with highly irate callers

Enhanced Routing enables contact centers to increase first call resolution by delivering callers to the right person with the right information, the first time they call.
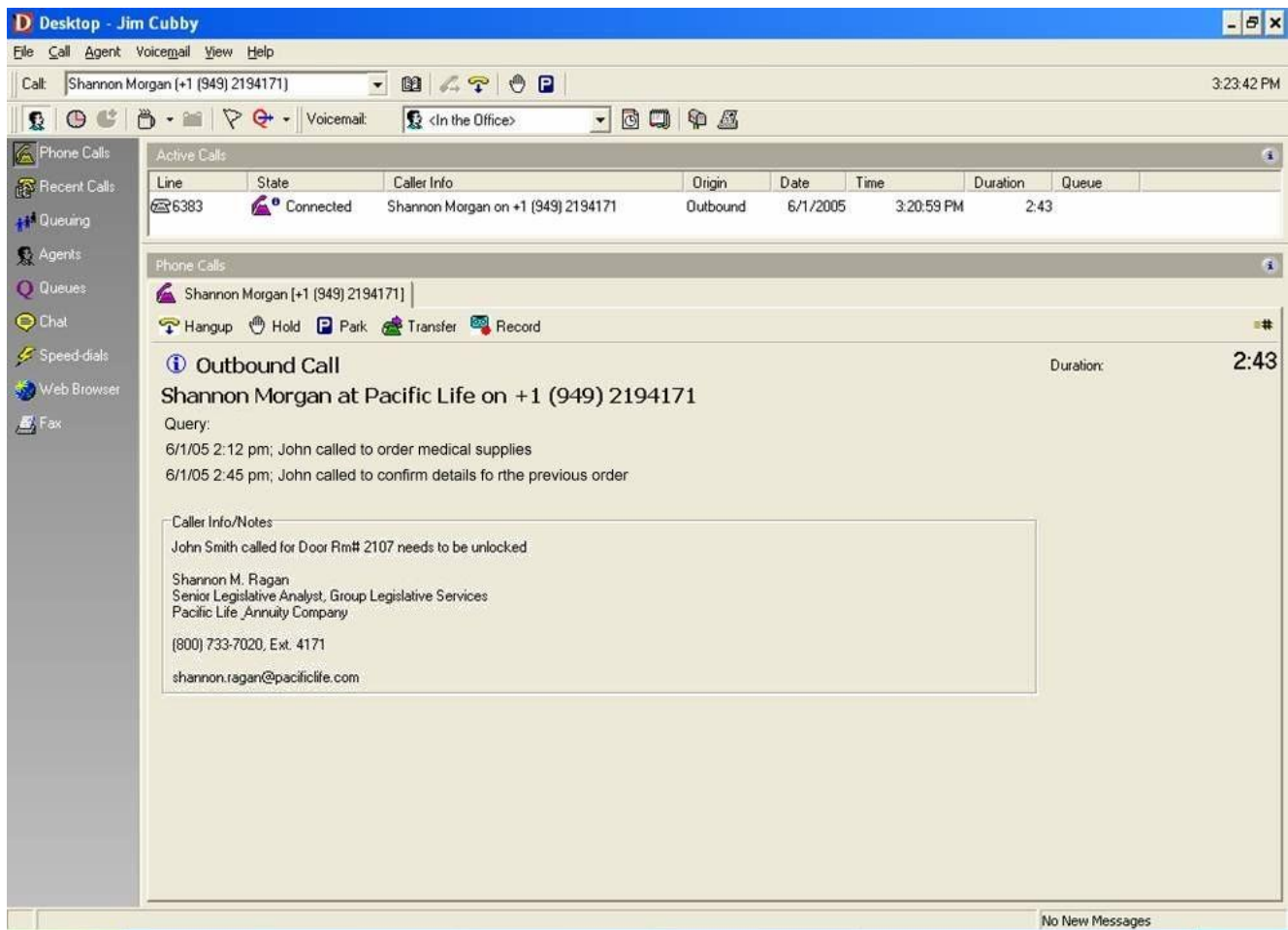
How does Enhanced Routing work?

The caller is identified using the Calling Line ID (CLI) supplied by the Public Telephone Network, or by the Customer Number which Zeacom Communications Center can prompt the caller to enter. Enhanced Routing uses this information to retrieve real-time, customer specific data from your ODBC compliant database and can change the priority of the call, transfer the caller to another queue or deliver the caller to a particular agent based on this information.

Enhanced Routing can also extract customer details from your database and display them within the ZCC Desktop application at the same time as the call is being delivered to an agent.

Benefits

- Deliver faster, more personalized service to your high value customers by giving them the most favorable call routing

- Reduce caller frustration created when transferring the call to another agent after it has already been answered

- Save valuable agent time by automating the process of directing callers to the most appropriate destination based on your organization's business rules and information in your own database

- Agents are better prepared and more confident when they have the customer's name and account details available to them as they answer the call

- Shorter talk time and reduced wait time in the queue improve customer satisfaction and decrease costs

Figure 1. Enhanced Routing can display information from your database in the ZCC Desktop application as the call is delivered to the agent.