

# Advanced Call Handling

The ability to effectively route, queue and message customer calls dramatically reduces the occurrence of failed calls.

We are all aware that quick and appropriate response to customer phone calls can increase customer satisfaction, enhance sales and reduce the rate of call failure. Unfortunately, the traditional telephone systems common in the retail industry were not designed to meet the challenge of managing incoming traffic in a large, multi-store enterprise. The solution is to merge telephony with computer intelligence and real-time access to network resources, guided by deep domain knowledge of the retail industry.

## The value of call management

If managed and handled efficiently, incoming customer calls provide rich, multi-level opportunities to earn your customers' business – and much more. When aggregated and analyzed, call data can also reveal valuable business intelligence and diagnostic information about the allocation of your voice-handling infrastructure. However, the successful management of the voice channel requires prompt, flexible response to each and every call. The challenge for large, multi-store enterprises is far from trivial and poor call management is more common than one might expect within otherwise highly successful businesses. Studies of retail calling data show that 20% to 30% or more of all inbound customer calls fail. Of this amount, 40% hang up without completing their call, eroding potential revenues – and potentially impacting the reputation of a business.

## What's the problem?

High call failure rates are typical within the retail industry because voice-handling systems in common use are made up of point solutions that are not capable of meeting the challenge of managing incoming traffic in a large, multi-store environment.

Voice channel "architecture" commonly consists of key system components, a small PBX, auto attendant, line

sharing devices to support a number of analog endpoints, call boxes, IVR, a fax server and a voice mail server all cobbled together.

Such systems typically have limited call routing capabilities and offer few or no reporting options. Their management is difficult and expensive and they are likely to require multiple vendors to support operation and maintenance. Moreover, they cannot support next generation Voice over Internet Protocol (VoIP) network services and can't be integrated with application servers that are the key to advanced call routing.

## What's the solution?

Vertical Wave IP® is built with a clear focus on the voice sales channel. It offers advanced call routing, queuing and management capabilities in an integrated solution that provides all the capabilities you need to deliver and manage superb voice services across your entire network of stores.

Robust and proven, this platform is being deployed by a growing number of the nation's leading retailers including grocery, discount, pharmacy, healthcare, home improvement, restaurant and more in thousands of installation sites.

The Vertical Wave IP platform integrates IP telephony, data networking and voice applications. Voice runs on the data network so that powerful, voice-enabled, call-handling applications can be implemented that provide unprecedented performance benefits.

## Maximizing the value of the calling experience

With Wave IP, customers benefit from a pleasant, productive calling experience and employees spend less time handling routine or misdirected calls and more time helping instore customers. Some examples:

- Instead of busy signals or extended waits on hold, the customer is greeted immediately by a customized Automated Attendant. Greetings, prompts, paging and voice messaging can be tailored for specific departments, and callers quickly find their way to the right resource.
- The caller is provided the opportunity to respond by speaking naturally, using Interactive Voice Response (IVR) and Speech Recognition, or by default DTMF response.
- The call is forwarded by a customized Automated Call Distribution (ACD) scheme that routes the call based on multiple criteria such as specific caller input data, time of day and department requested.
- Optional integrated voice messaging, Text-To-Speech (TTS) and fax management services provide supplemental opportunities for communication.
- Employees can also use the voice interface for clock in/out and schedule verification.
- Best of all, powerful centralized reporting and management applications enable you to continually improve the caller experience.

## Keep your business open 24x7

Vertical offers a suite of standards-based, packaged applications, custom-built applications and tools for retailers to build their own solutions that let you deploy secure, voice enabled self-service options to your customers. Using our applications, customers can make and track purchases from any phone at any time. Deployed examples include:

- Prescription Refill – a highly successful application that allows patients to securely order prescription refills via any phone at any time.
- Customer Order Automation – enables customers to check for items in stock, place single or multiple orders over the telephone, request order for pick-up or layaway, and access information such as order status and warranty information by speaking naturally and without requiring human assistance.
- Automated Callback – notifies customers via an outbound voice message, text message or fax when an order is ready for pickup.
- Service Response – enables in-store customers to request assistance with the press of a button and ensures the responding associate is directed to the correct department.

## A solid foundation to build on

Vertical's Wave IP Business Communications Systems deliver business telephony and applications that can increase employee productivity and reduce operating costs for businesses of any size – from small single-site businesses to larger multi-site enterprises.

Wave IP's unique *Applications Ready* Architecture means its portfolio of business applications are included "in-the-box", including the award winning ViewPoint Desktop Client application.

For more information or to place an order, contact your Authorized Wave IP Business Partner, call Vertical at 1-877-VERTICAL (1-877-837-8422) or visit [www.vertical.com](http://www.vertical.com)

