



What is ACD?

Fluency's Automatic Call Distribution module is a powerful contact center solution that delivers enhanced functionality, previously only available to large enterprises, directly into small and medium sales and service centers.

Easily integrating into any IPPBX or Legacy telephone system, Fluency provides functionality far exceeding that of the PBX internal ACD. Through these added capabilities, Fluency's Communications Suite™ allows customers to gain a strategic advantage over their competitors.



What is ACD?

Automatic Call Distribution (ACD) manages incoming contact through intelligent routing to the correct department, team or agent, best skilled to provide "One Stop Resolution" for all customer's needs. Advanced ACD, through CTI (database integration), quickly delivers any relevant information to the agent, such as the caller's details or account information. Comprehensive live & historical business reporting, provides accurate documentation of performance and information critical to decision making.

Fluency ACD is designed from the ground upwards with three guiding principles in mind:

- 1] Increased staff productivity
- 2] Enhanced customer service and transaction management
- 3] Total accountability to senior business managers

How's it work?

For the ACD to manage incoming contact effectively, a powerful set of routing rules can be easily selected by the customer at the click of a button. These rules enable the ACD to understand each caller's needs and route the caller to groups of agents, which at that moment, based on skill level, can most quickly meet the caller's requirements. Agents can belong to multiple groups, and have different skill levels in each, so that routing is dynamically adjusted for maximum efficiency.

The ACD recognizes the callers requirements by examining information such as the phone number of the caller, the number the caller dialed, the account number, or by interpreting customer choices provided via touch tone or speech recognition. Customer data can be validated by utilizing information held within internal CRM or database products. All actions from the caller or internal agents and managers are stored within a powerful database, which in turn will provide in depth live activity displays and customizable historical reporting.

Why use Fluency ACD?

The Fluency ACD is designed to increase staff productivity while lowering overheads and resource. This is done by managing incoming contact intelligently and achieving single call resolution where possible. All of our modules, ACD, IVR,

outbound dialer and call recorder are uniquely designed to work with both legacy and modern VoIP platforms. This means you can enhance your customer service operation without the major expense of changing your whole telephone system. Also, when the time for upgrade comes, you can simply move Fluency onto your new voice platform. In either case you will be enjoying enterprise flexibility; lower business costs, and protect your existing infrastructure investment.

Where is ACD typically used?

- Financial Sector – delivering customer service and advice
- Outsourcing – provision of service or sales hubs on behalf of third party companies
- Local Government- ensuring a consistent service level for all callers
- Health- providing critical contact solutions to hospitals and health companies
- Retail- delivering product sales to supplement web strategy and after sales service
- IT Support –insuring that support calls, through filtering, are routed to correctly skilled agents
- Automotive- allowing consistency in sales/service departments

Number of agents - 4 – 250 per server

ACD services - 200

ACD Groups - 200

Agent ACD group skill levels - 999

Call queuing - completely configurable

DNIS number matching - Yes

Customizable greeting prompts - Yes

Prioritized customer services - Yes

Flexible routing rules - Yes

Position in queue - Yes

Estimated time in queue - Yes

Queue buster - Yes

Group overflows - Yes

Utilize customer database to effect routing decisions - Yes

Music on hold - Yes

Agent log On/log off - Yes

Remote agent - Yes

Agent bounce actions - Yes

Customizable agent status - Yes

Historical reports - Yes

Customizable reports - Yes

DR and business continuity options - Yes

Customer database screen popping -Yes

Embedding of ACD features directly into customer CRM application - Yes

Database integration - Any ODBC compliant software

PBX platform integration - Any ISDN or VoIP platform

Customizable dashboards - Yes

Supervisor/administrator tool - Yes

Live queue and agent performance display - Yes

Fluency ACD is utilized by large and small companies globally including leading financial institutions, retail organizations, outsourcing companies and many other businesses just like yours

UK / EMEA Office

Foxhall Business Centre, Foxhall Road
Nottingham, NG7 6LH, United Kingdom

Telephone: 0115-845-6500

E-mail: sales@braxtel.com Web: www.braxtel.com

US Office

99 Washington St, Melrose
MA, 02176, USA

Telephone: 1-800-589-2477

E-mail: sales@braxtel.com Web: www.braxtel.com