

# CONTAQUE™

## REVOLUTION IN TELECOM



**CONTAQUE Call Centre**

**AVIS e Solutions**

# INTRODUCTION



- Today we are witnessing dramatic and sometimes revolutionary change in nearly every aspect of the traditional outbound call center, from its mission to its position in the enterprise.
- No longer a single-function (telephony-only operation), the outbound call center, like its inbound counterpart, is being transformed at an unprecedented rate into a multifunctional, multimedia, customer service contact center.
- Thus Predictive Dialer serves as a vital ingredient in laying foundation of the modern outbound contact center; making it an ultimate technology of choice for telemarketing, telesales, fundraising campaigns etc.
- The Dialer should have the flexibility of taking inbound campaigns and should also allow for the outbound agents to take inbound calls ( Blending).

**PREDICTIVE DIALER : *Changing Face of Outbound Calling***

# WHY SWITCH to: PREDICTIVE DIALING



- **Call Efficiency!**

The more prospects an agent speaks to, the more results he will see. Predictive dialing produces, on average three times the results of manual dialing.

In addition enhances call quality (particularly important when considering customer service issues)

- **Agent Retention Rate and Morale!**

Reducing the tediousness of telemarketing will greatly increase your agent retention rate as well as agent productivity.

Also, by seeing his own results, an agent's morale will increase dramatically, which will only add to his efficiency.

- **Profitability!**

Efficiency and agent morale and retention lead to increase in productivity and in turn profit. The fact is simple, if you talk to more people, you will get more leads.

**Predictive Dialing : *An ideal dialing pattern to be adopted or switched over for any outbound Contact Centre to survive today's cutthroat communications market.***

# MANUAL DIALING VS PREDICTIVE DIALING

Manual dialing phone numbers wastes over 75% of each hour.



# “CONTAQUE” OVERVIEW

- **CONTAQUE** is a comprehensive customer contact product that seamlessly integrates with your existing voice and data systems, whether VOIP or TDM or a mix of both.
- It delivers a world-class application that not only automates the handling of failed calls but also offers :
  - Campaign Development tools, Web Scripting , Call Popup,
  - Offers **Manual, Preview, Progressive** and **Predictive Dialing**,
  - Recording, **Chat Feature** (priced extra)
  - Call Processing facilities, **Ring** and **Non-Ring** Features (where music on idle and even mp3s can be played),
  - **Real-Time** statistics & reporting, **Graphical Reporting** (priced extra)
  - Remote **monitoring, Barging** etc
  - All designed to maximize agent productivity and enhance the overall efficiency of your contact center.
- It comes with a powerful, accurate, and flexible Answering Machine Detection, a must have tool to survive today’s cutthroat communications market.

# “CONTAQUE” HIGHLIGHTS

- **Run Multiple Campaigns Simultaneously!**  
Run separate campaigns on the server simultaneously.
- **Supports AMD & SIT Frequency Detection!**  
Auto Detection of Fax Machine, Answering Machine, Busy Tone and Telco Tones.
- **Supports Multiple Dialing Methods!**  
The flexible architecture allows the user to concurrently operate campaigns in: Predictive, Progressive, Preview or Manual Modes.
- **Sophisticated Call Processing features!**  
Dial Next Number, 100 % digital call recording, Park Call, Web Call Back, Call Transfer, Third party Verification ,Music or Message on hold etc.
- **Facilitates Calls Recording and Conferencing!**  
Supports 100% digital agent wise call recording and multi party call conferences.
- **“Real-time” Statistics and Reports (CDRs)!**  
The system displays both campaign and all agent statistics and reports easily. Facilitates remote (Web based) monitoring of real time traffic and statistics.

# “CONTAQUE” FEATURE LIST

- **Multiple Dialing Methods:**

The flexible architecture allows the user to concurrently operate campaigns in: *Predictive, Progressive, Preview or Manual Mode.*

The Predictive has the following categories:-

- 1) The normal dialing over a number of lines for Active agents as per the set *Pacing.*
- 2) Dial predicatively up to the dropped percentage and then not allow aggressive dialing once the drop limit is reached until the percentage goes down again.
- 3) Allows for running over the dropped percentage in the first half of the shift (as defined by call\_time selected for campaign) and gets more strict as the shift goes on.
- 4) Average method tries to maintain an average or the dropped percentage not imposing hard limits as aggressively as the other two methods.

Cont...

- **Seamless Predictive Dialing:**

- Most advanced dialing system capable of connecting to the agent at the shortest time.
- Optimized to minimize the wait time of agents between live calls,
- Supports *Answering Machine and S.I.T. Frequency Detection* enabling Auto Detection of Answering Machine, Busy Tone and Telco Tones.

- **Multiple Campaigns:**

- Runs *multiple campaigns simultaneously*.
- Each campaign can be assigned its own unique set of agent scripts and call disposition codes that agents use when calls are completed.
- It also supports **Broadcast Campaign** for **Outbound** Solution that plays an **IVR** to the customer and if the customer is interested he can go ahead with the call or else can disconnect it.
- Also facilitates **Lead churning** and automatic **Lead Recycling** within a campaign

Contd...

- **PC-Based Telephony, Call Processing features :**
  - Facilitates basic telephony functions such as *dial, answer, transfer, hold, conference, auto-wrap-up and record calls* – all from the PC workstation and without using the telephone.
- **Call Recording, Monitoring and Conferencing:**
  - Manages *100 % digital recording* of conversations between call center agents and contacts.
  - Monitor calls discretely, agent wise calls recorded to the database for real time and future reporting and analysis.
  - Supports *three party call conferencing* or agents can *transfer calls*.
  - Apart from this there is a *TPV* option available that automatically connects to the pre-feed number for conference purpose.
- **Database Integration:**
  - The software is controllable by, and can be integrated with, host or legacy *database systems* and *CRM's* via its flexible interface.

Contd...

- **Real Time Call and Agent/Campaign Reporting (CDRs):**
  - Displays both campaign and agent wise *reports and statistics*.
  - Monitors *call progress in real-time* as well as dispositions and results simultaneously.
  - Keeps *track of multiple events* as it dials, including agents log in/log out, online reports, agent wise reports, campaign wise reports, disposition reports, etc.
  - *Provision of Carrier Switch CDR Reconciliation Reports*
  - Supports *Remote (Web based) monitoring* of real time traffic and statistics.
  - Facilitates basic telephony functions such as *dial, answer, transfer, hold, conference and record calls* – all from the PC workstation and without using the telephone.
  
- **24/6 “NOC”:**
  - Provides 24x6 tech phone and chat support to customers .
  - Our technical staff actively monitors your online calls, bandwidth and carrier Gateway status remotely, and assists you in sorting our configurations and problems.

# Answering Machine Detection (Outbound)

- **Call Detection Algorithm:**

- *Cadence Detection* refers to the identification of patterns that are created by the alternation of sound and silence in the detected signal.
- *Frequency Detection* refers to the frequency or pitch of the signal.
- *Voice Detection* refers to the identification of live or recorded human voice characteristics in the signal.

**Thus, CONTAQUE provides the powerful, accurate, and flexible Answering Machine Detection (AMD)**

# Inbound Solutions:

## ● Inbound Calling:

- *CONTAQUE supports complete **Blended** (Inbound/outbound) solutions.*
- *CONTAQUE inbound solution is an industry standard solution, complete with configurable **IVRS**, Automatic Call **Distribution** (ACD)*
- ***Advanced call handling** features and easy integration with client **CRM***
- *System generated **Call Details**.*
- *Records with details like **Calling Number** (Needs CLID support by the phone line provider), **Called Number**, **Called Extension**, **Call Start Time**, **Duration of the call**, etc.*

**Thus, CONTAQUE provides the powerful Inbound solution with inbound call identification in case of blended structure and all that is required by today's competitive communications market**

# SOFT PHONE: VALUE ADDED FEATURE

- An extremely thin end point PC Software Plug n Play device.
- Makes a PC or laptop computer to operate as a regular extension of the phone system, with the ability to switch easily between modes of communication.
- It enables your agents to call via Soft Phone from their respective PCs.

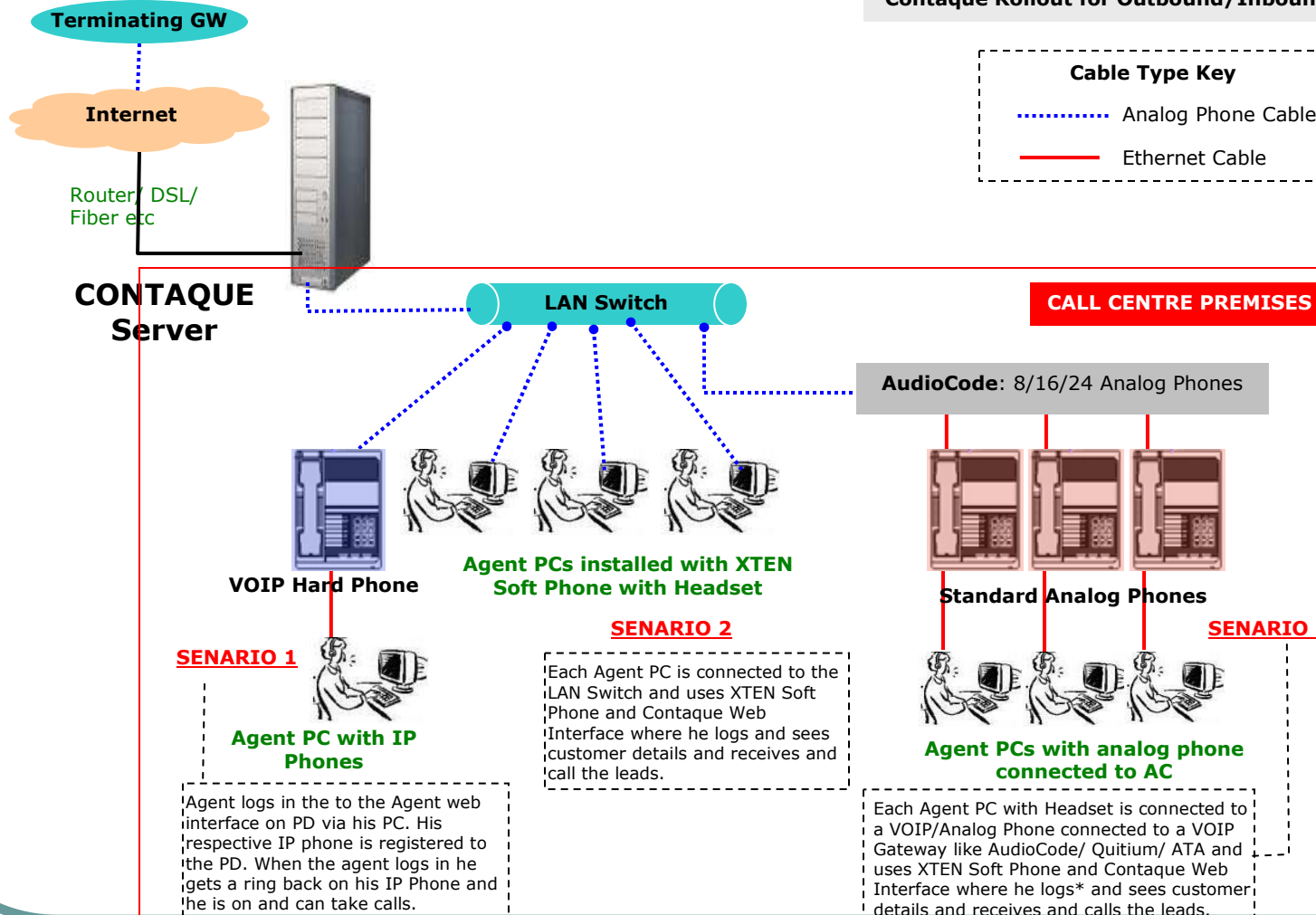


# CONTAQUE: Network Deployments



# International Call Centre

## Contaque Rollout for Outbound/Inbound Calling



# Outbound Domestic Call Centre

Contaque Rollout for Domestic Outbound Calling



No Internet Connection



AudioCode / Quitium / ATA

E1/Analog Connectivity

PSTN

CONTAQUE Server

LAN Switch

CALL CENTRE PREMISES

AudioCode: 8/16/24 Analog Phones

VOIP Hard Phone

Agent PCs installed with XTEN Soft Phone with Headset

Standard Analog Phones

**SENARIO 1**

Agent PC with IP Phones

**SENARIO 2**

Each Agent PC is connected to the LAN Switch and uses XTEN Soft Phone and Web Interface where he logs\* and sees customer details and calls the leads and receive calls. SoftPhone replacing the IP Phone in this case.

**SENARIO 3**

Agent PCs with analog phone connected to AC

Each Agent has a PC and a phone/headset connected to a VOIP Gateway like AudioCode/ Quitium/ ATA. He uses Web Interface where he logs\* and sees customer details and calls the leads and receive calls. Individual SoftPhone/IP Phone being replaced by a multi port gateway.

Agent logs in to the Agent web interface on PD via his PC. His respective IP phone is registered to the PD. When the agent logs in he gets a ringback on his IP Phone and he is on to call the leads and receive calls.

# Inbound Call Centre

Contaque Rollout supporting Inbound Calling

## PSTN from outside India

(Toll Free Number is dialed by calling Party)

E1/Analog Connectivity

**Digital/Analog Gateway FXO**  
AudioCode / Quitium / ATA

Contaque can be installed with **IVR system**

Supports **CTI**

CONTAQUE provides you with an Interface that enables your agents to view details of the calling party (incase the party has called previously).

**CONTAQUE Server**

**LAN Switch**

**CALL CENTRE PREMISES**

**AudioCode: 8/16/24 Analog Phones**

**VOIP Hard Phone**

**Agent PCs installed with XTEN Soft Phone with Headset**

**Standard Analog Phones**

**SENARIO 1**

**Agent PC with IP Phones**

**SENARIO 2**

Each Agent PC is connected to the LAN Switch and uses XTEN Soft Phone and Web Interface where he logs and sees customer details and receives and call the leads.

**SENARIO 3**

**Agent PCs with analog phone connected to AC**

Agent logs in the to the Agent web interface on PD via his PC. His respective IP phone is registered to the PD. When the agent logs in he gets a ring back on his IP Phone and he is on and can take calls.

Each Agent PC with Headset is connected to a VOIP/Analog Phone connected to a VOIP Gateway like AudioCode/ Quitium/ ATA and uses XTEN Soft Phone and Web Interface where he logs\* and sees customer details and receives and calls the leads.

# “CONTAQUE” APPLICATION: AGENT

- **Agent Interface:**

The Agent Interface allows agents to easily view Customer Information clearly and quickly on their monitor. It also shows the call status, time, channel details and recording status. This "one-click" interface allows the agent to maximize time efficiency and maximize call volume. It also allows agents to select from **Multiple themes** for appropriate look and feel during login time.

- Agents *take and disposition calls, schedule callbacks, capture contact information and notes, and update legacy databases.*
- They have access to sophisticated call processing features such as *Start Recording (Record Call) & Transfer – Conf (Call Transfer). Agents can park (pause) a call, with Music or Message On Hold facility.*
- They can set up *conferencing of calls to third parties* as well as receive inbound calls and "make" *predictive or automatic calls*. All this can be done from a single, simple user interface.

# SCREEN SHOTS: Agent Interface

The screenshot displays the Contaque agent interface. At the top, a banner features the Contaque logo and a kayaker on a wave. Below the banner, a status bar shows: User : 301 Phone : 301 Campaign : TEST 2007-06-04 12:24:53. A 'LIVE CALL' indicator is in the top right. The main interface has a blue background with a repeating 'REVOLUTION IN TELECOM' watermark. On the left is a vertical toolbar with buttons: Break, Hangup, Hold, Park Customer Dial, Send Dtmf, and Dial. The central area is divided into sections: 'Web Form' and 'CRM' tabs, call details (Phone: 12127773456, Customer: Stephen Sisko, Address: 11950 Marburger Rd SW, City: Stoutsville, State: OH, Zip: ), and a large text area. The text area contains the following content:

Dalvir -Test

Contaque is built over Asterisk IP/PABX technology which supports following features Asterisk-based telephony solutions offer a rich and flexible feature set. Asterisk offers both classical PBX functionality and advanced features, and interoperates with traditional standards-based telephony systems and Voice over IP systems. Asterisk offers the features one would expect of a large proprietary PABX system such as Voicemail, Conference Bridging, Call Queuing, and Call Detail Records Contaque Call center solution is an ideal for small and medium sized call centers handling large call volumes. It has all the features of a modern call center providing inbound call handling for customer care as well as outbound for telemarketing; debt chasing and customer follow up applications.

**Introduction**

- . Today we are witnessing dramatic and sometimes revolutionary change in nearly every aspect of the voice communication.
- . Traditional TDM technology and paved way for IP Technology and all the R&D efforts are going in VOIP only.
- . Every Small and medium size business needs way to reduce costs and improve the way it operates.
- . Like every business, you are looking to keep your existing customers, and new ones and grow at a pace that's right for you.
- . We know that the right solution for your business is one that helps you increase profitability , improve productivity and gain competitive advantage.

**WHY SWITCH to : IP**

**Productivity!**  
It reduces infrastructure costs while improving productivity . There is a unification of data applications and the voice network.

**Mobility!**  
Voice Mail and IVR features allow you to be mobile and still remain in touch with your office and make sure that any customer contact is able to reach you.

**Upgradeability!**  
Not only the solution acts like a PABX . it offers you ungradability to add proactive call management ( predictive dialer).

At the bottom, a footer bar shows: Contaque Version : 5.1 Incoming: 2127773456 TEST\_2127773456\_301\_20070604-122448.WAV



- Break
- Hangup
- Hold
- Park Customer Dial
- Send Dtmf
- Dial

Customer Information

Script

Title :	<input type="text"/>	First : Stephen	Middle :	<input type="text"/>	Last : Sisko
Address1 :	11950 Marburger Rd SW		Vendorid :	2440	
Address2 :	<input type="text"/>		Dial code :	1	
Address3 :	<input type="text"/>		Phone :	2127773456	
City :	Stoutsville		Altphone :	<input type="text"/>	
State :	OH		Show :	<input type="text"/>	
Postcode :	<input type="text"/>		Email :	<input type="text"/>	
Province :	43154				
Comment :	<input type="text"/>				



Break

DON'T WANT PD CALLS

CALL DISPOSITION

A - Answering Machine

CALLBK - Call Back

CONF - CONFERENCE

DNC - DO NOT CALL

FAX - FAX Machine

LL - Local Language

N - No Answer

NI - Not Interested

NotAVA - Not Available

**SALE - Sale Made**

TEST - Testing

WRONG - Wrong Number

CLEAR FORM | SUBMIT | WEB FORM SUBMIT

# Admin Interface

The screenshot displays an administrative interface with a navigation bar at the top containing the following items: User Setting, Campaign Setting, List, In Group, Remote Agents, Campaign Monitoring, Script, Filters, Call Times, Download Voice File, and Reports. On the left side, there is a sidebar menu with the following options: User List, Add New User, Add User Group, User Group List, and Group Hourly. The main content area features a table titled "USER LISTINGS:" with the following data:

ID	NAME	STATUS	ROLE	ACTIONS
1001	1001	9	ADMIN	<a href="#">MODIFY</a>   <a href="#">STATS</a>   <a href="#">STATUS</a>   <a href="#">TIME</a>
1002	1002	9		<a href="#">MODIFY</a>   <a href="#">STATS</a>   <a href="#">STATUS</a>   <a href="#">TIME</a>
6666	Admin	9	ADMIN	<a href="#">MODIFY</a>   <a href="#">STATS</a>   <a href="#">STATUS</a>   <a href="#">TIME</a>



### Agents Report

Summary Report

Performance Report

Disposition Report

Detailed Performance

Park Report

Agent / Dialer

Campaign Report

Systems Report

Database Utility

### Agent Summary Report :

Start Date : 19-01-2007

Start Time : 23 13 54

End Date : 19-01-2007

End Time : 23 13 54

Submit

[Back](#)

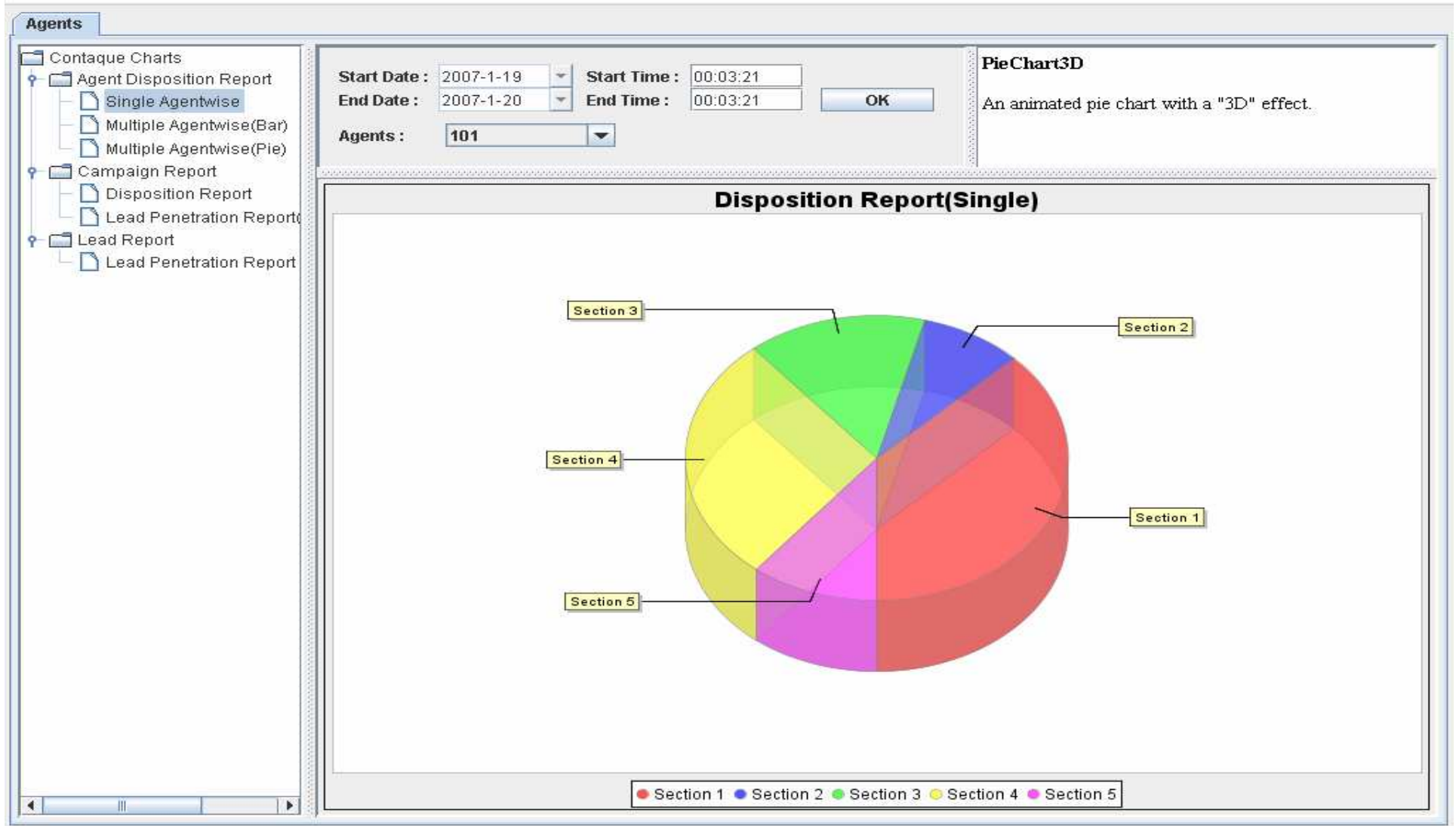
http://192.168.0.22 ...

January 2007

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Done

# Graphical Reporting



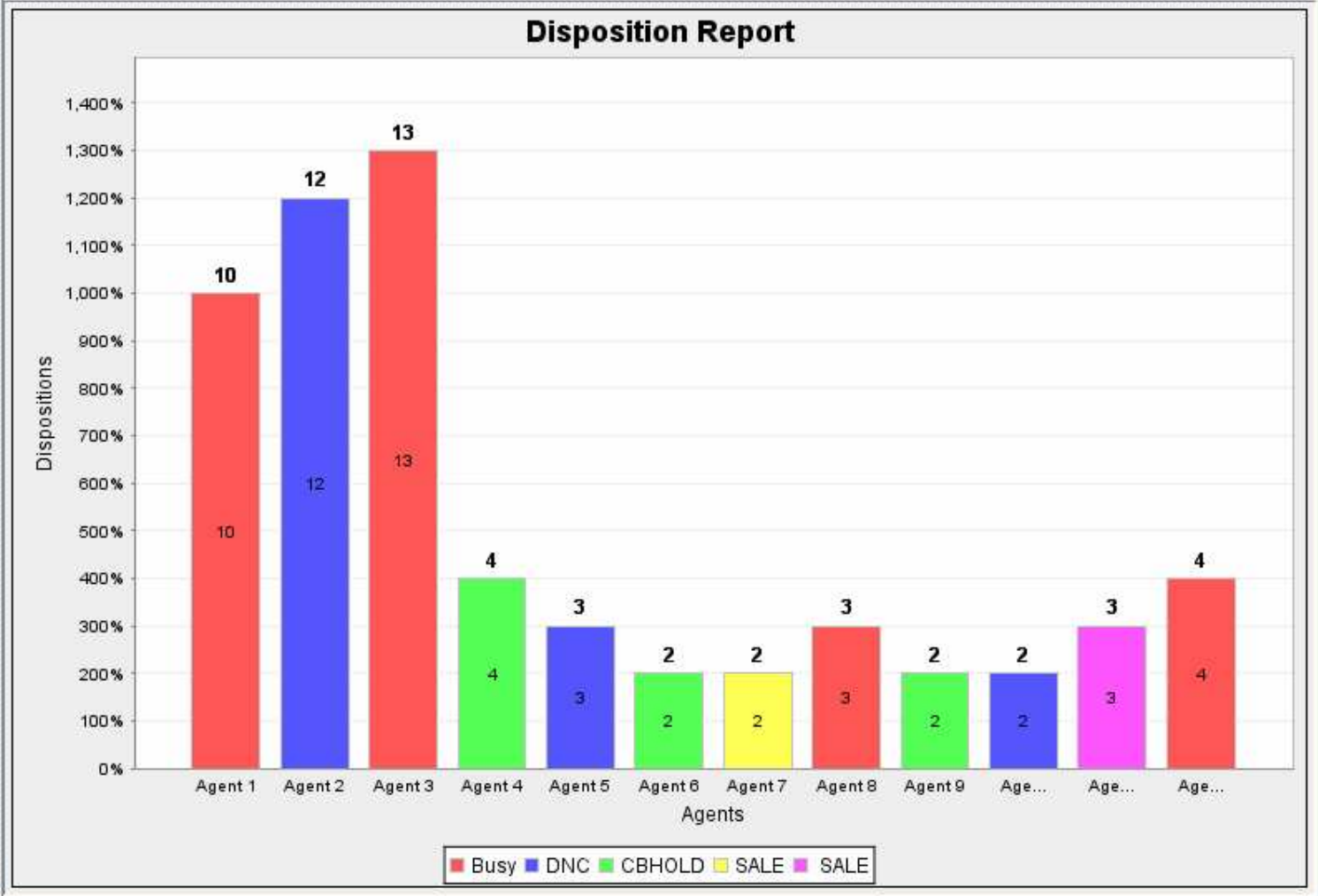
Agents

- Contaque Charts
  - Agent Disposition Report
    - Single Agentwise
    - Multiple Agentwise(Bar)
    - Multiple Agentwise(Pie)
  - Campaign Report
    - Disposition Report
    - Lead Penetration Report
  - Lead Report
    - Lead Penetration Report

Start Date : 2007-1-20 Start Time : 00:05:35  
End Date : 2007-1-20 End Time : 00:05:35 OK  
Agents :

StackedBarChart

A stacked bar chart that uses a custom renderer to show the totals at the top of the stack for each category.



# “CONTAQUE” BENEFITS

- **Engage in personalized, efficient interactions** that produce a positive experience and promote future sales opportunities.
- **Maximize productivity** and provide premium service to customers using predictive dialing and sophisticated call processing tools.
- **Effectively manage campaigns** using flexible, robust list management & decision support tools.
- **Improve agent efficiency and Reduced idle time** - Significant reduction of unproductive agent time.
- **Leverage existing investments with Computer Telephony Integration (CTI)** and third-party product integrations.
- **Increase productivity** by ensuring agents spend their time talking to customers and prospects, rather than non-live contacts.
- **Employ security measures** that support adherence to corporate and industry regulations.