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CLOUD CALL CENTER
OVERVIEW

Nextiva Cloud Call Center Overview

The Nextiva Call Center enables enterprises to take advantage of immediate cost savings and flexibility that only a hosted call center can offer. Unlike existing enterprise solutions that are deployed on a premise, or hosted and managed by the service provider, Nextiva Call Center is a purpose-built carrier class solution. It is offered on a standard — compliant multi-tenant platform with advanced call center capabilities.

Nextiva Cloud Call Center Overview

The Nextiva Cloud Call Center fully enables the rapid delivery of full-featured hosted call centers, meeting the needs of the most sophisticated enterprise customers. Core call center functions include intelligent routing and distribution; web-based agent and Supervisor clients; and comprehensive reporting capabilities.

The open, standards-based architecture supports Web 2.0 application programming interface *(API's)*, allowing organizations to take advantage of Nextiva for the core call center functionality and use technology partners of their choice to complement and extend the solution. Alternatively, the enterprise may choose to use applications from leading third party vendors which are pre-integrated with Nextiva Call Center.

Hosted Call Center Advantage

- Financial Advantages — Minimal upfront costs and the "pay as you go" model, coupled with reduced maintenance fees and network costs.

- Flexible Work Options and Virtualization — Ease of provisioning and managing multi-site and remote agents, using a single, central queue which routes calls to agents regardless of their physical location.

- Enhanced Operational Flexibility — The ability to rapidly scale up and down and handle unexpected or fluctuating call volume quickly, without disrupting or changing infrastructure.

- Access to Latest Technologies— Low risk and cost to access cutting edge features, e.g. video call centers.

- Business Continuity — With hosted architecture, calls are queued in Nextiva's Carrier-Class network and can be re-routed to alternate locations in the case of service disruption.

Key Features

- **Distribution (ACD)** — Quickly route callers to the appropriate agent with the correct skills and in the right priority, using a flexible set of routing policies

- **Queuing** — Ensure that incoming callers never receive a busy signal or no answer, and are greeted with appropriate announcements and hold media *(audio or video)*

- **Virtual Queues** — Can include agents and supervisors that span multiple locations, allowing employees to work from anywhere

- **Web-based Agent & Supervisor Desk Clients** — Provide a next-generation look and feel for call center management and open up options for when, where and how users manage their customers, agents and queues

- **Powerful Reporting Engine** — Supervisors and Managers can monitor real-time queue and agent activity, as well as generate in-depth historical data and trends on queues and agents, allowing them to improve performance and ensure that calls are handled efficiently

- **IVR/Auto Attendant** — Guide callers through with self service applications, using voice or video prompts, to identify the appropriate queue or agent

Call Center Deployment Scenarios

Distributed Call Centers

Large, distributed call centers often have agent groups which span multiple sites across the globe. This type of call center needs to be able to handle hundreds of calls, and to route those calls to the appropriately skilled agent — regardless of location — as efficiently as possible.

With the hosted Nextiva solution, calls can be queued in Nextiva's Carrier-Class network and rapidly distributed to any available agent, allowing for much more efficient call distribution and agent utilization. Nextiva provides multiple call distribution policies and routing options, along with sophisticated agent and supervisory tools to assist with real-time call management.

Wholesale Call Centers

Wholesale call center organizations provide services for businesses that want to outsource their call center function. In this case, the wholesaler provides a pool of resources to handle calls for multiple customers – and may offer different SLAs depending on their customer's needs.

In order to support this type of deployment, priority queuing can be utilized to ensure that the different SLAs are enforced, as per agreements; and as agent knowledge likely varies on each different company's product, calls can be distributed to the highest skilled available agent for each product.

Greetings and announcements can also be customized for each customer, and individual reports generated in order to provide the required data on SLA compliance and other performance metrics.

In House Call Centers

Businesses who provide their own call center function, typically for customer service and support, want to maximize the caller's experience by answering and resolving issues quickly. With Nextiva hosted call center, businesses of all sizes now have access to sophisticated yet cost effective services. As an example, for smaller businesses that previously used an on-site PBX to queue calls for local agents; incoming calls can be answered more quickly by expanding the pool of available resources to include remote or home-based agents. In addition, intelligent routing options and on-demand reporting can be utilized, allowing the business to better utilize resources and handle customers more quickly. As requirements grow, enterprises can quickly access more advanced features and functionality from Nextiva.

Call Center Reporting

The Nextiva Call Center solution provides a comprehensive set of in-depth, real-time and historical data on agent and queue activity, utilization and performance. Accessible on-demand via the web-based client, or as scheduled reports delivered via email — it provides a broad set of reports to help maximize the performance and efficiency of call centers.

Nextiva also provides the option for creating customized reports to support the unique business process and monitoring requirements of many call centers. Supervisors and managers can quickly access the data necessary to analyze and ultimately modify call center operations as necessary to reach optimal efficiency.

Key Features

Greetings & Announcements
- Entrance Greeting
- Estimated Wait Time/Location
- Configurable Comfort Message
- Customize Music/Video on Hold

Multiple Call Distribution
- Policies
- Ordered
- Circular
- Uniform
- Weighted and Simultaneous

Inbound & Outbound ACD Calls

Routing Options
- Priority Queuing
- Overflow – time/size based
- Bounced call handling
- Stranded call handling

Alternate Routing Policies
- Night Service
- Holiday Service
- Forced Forwarding

Mobile & Remote Agents

Agent Tools
- Whisper message
- Automatic state transitions
- Configurable Unavailable Codes
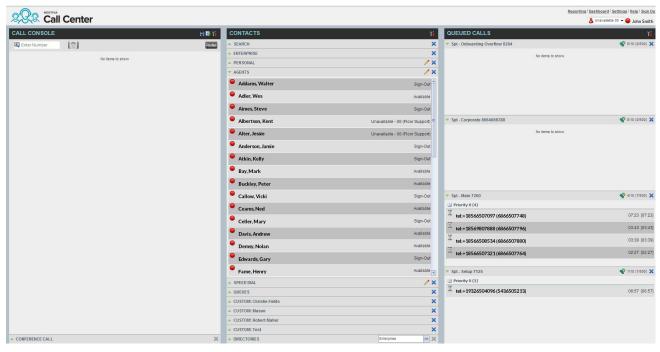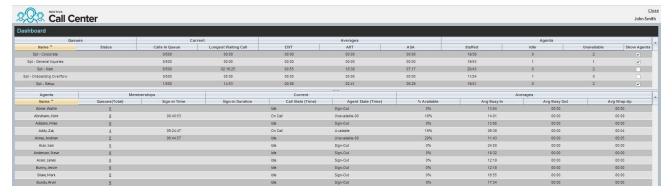- Disposition Codes
- One-Click Call Escalation

Supervisor Tools
- Silent Monitoring/Barge-In
- Real-Time Agent/Queue monitoring
- Queued call management

Call Center Web-based Clients

The optional web-based clients provide !a feature-rich, easy-to-use interface hat allows calls to be handled more efficiently, particularly in high volume call !center environments. Agents can quickly identify and answer incoming calls, manage active calls, manage their personal availability and view their performance history. Supervisors can use the client to monitor agent and queue activity in real-time, manage active and queued calls and run real-time and historical reports on agent and queue performance.

(Above) Nextiva Supervisor Client

(Below) Supervisor Dashboard - Shows real time data on Queues and Agents

Summary

The Nextiva Cloud Call Center enables enterprises to quickly capture immediate cost savings and flexibility that only a hosted contact center allows. A comprehensive and sophisticated feature set, the Nextiva Call Center solution can be tailored to fit the needs of any organization, from large and distributed formal call centers to smaller in- house customer service centers.