



DC-Net Call Center Solutions

Date: 1/7/2011

Version: 2.3



Table of Contents

- Table of Contents2
- 1 Overview3
 - 1.1 Key Features3
 - 1.2 Key Benefits4
- 2 Applications and Architecture.....5
 - 2.1 Call Management System.....5
 - 2.2 One X Agent/IP Agent6
 - 2.3 Voice Call Recording.....7
 - 2.4 PC Wallboard8
 - 2.5 IQ.....9
 - 2.6 Callback Assist.....9
 - 2.7 Dashboard9
- 3 Customer Highlights10
 - 3.1 Child and Family Services Agency10
 - 3.2 Office of the Attorney General11
 - 3.3 ITServUs.....12
 - 3.4 Office of Unified Communications.....12
- 4 Ordering a Call Center Solution.....14

1 Overview

DC-Net is an experienced provider of customized call center solutions, no matter what your call volume, purpose, and complexity. Our solutions leverage state-of-the-art technology to give you a full-scale, efficient environment for managing calls.

DC-Net provides a true end-to-end solution that includes customized design, implementation, and service support.

Since 2005, DC-Net has designed and implemented critical state-of-the-art systems in the District of Columbia Government's Child and Family Services Agency, Office of the Attorney General, and the Office of the Chief Technology Officer's ITServUs program. In addition, we provide full support to the District's 911, 311, and Department of Motor Vehicle call centers. Whatever your call center needs are DC-Net can help you meet them.



1.1 Key Features

DC-Net call center solutions include industry-leading Avaya and NICE Systems applications, enabling users to:

- Efficiently route calls through custom designed call flow based on your needs.
- Coordinate agent efforts and availability.
- Record and play back calls for quality monitoring purposes (using Voice Call Recording).
- Enable agents to control phone from PC, centralizing all activity on the PC (using One-X or IP Agent).
- Generate historical reports, enabling supervisors to analyze trends, establish performance benchmarks, and plan customer service (using Call Management System).
- View real-time call center reporting for any metrics (using PC Wallboard).
- Schedule the delivery of call center analytic reports (using IQ).

- Allow callers to get call backs and avoid waiting in the queue (using Callback Assist).
- View additional trend performance reports (using DC-Net Dashboard).

Flexibly designed, DC-Net solutions may also incorporate other applications, such as specialized reporting or interactive voice recognition, based on specific customer needs.

1.2 Key Benefits

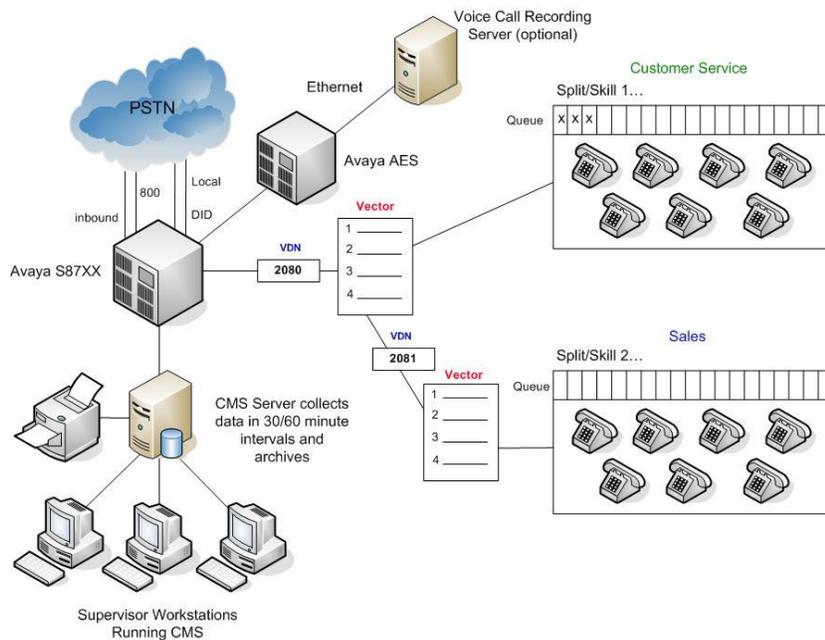
Key benefits of DC-Net call center solutions include:

- **Increase your call volume without adding staff.** Analyze call information—from average wait times to resolution rates. Use real-time data to make informed decisions on how to redistribute agents and thus reduce response times. View historical data (of up to a year or more) to see performance trends and improve processes based on these.
- **Enhance productivity while keeping close control on costs.** Costs pay for themselves in a short time through the system's reliability in successfully routing all calls, the ease of use for call agents, and improved call agent productivity. Use historical data to establish performance benchmarks and to plan more effective customer service campaigns.
- **Improve caller satisfaction.** Callers will notice the difference in efficiency, effectiveness, and quality of interactions as you use data and quality metrics derived from the system to improve staffing performance.
- **Recruit and retain top call agents.** Agents benefit by working in an environment where work is more equitably distributed and performance is based on measurable performance goals.

2 Applications and Architecture

At the core of the DC-Net call center solutions is Automatic Call Distribution (ACD) functionality in the Avaya phone switch that routes and distributes incoming calls to agents. Coupled with this, Call Management System (CMS) software—a standard component of the solution—lets you view agent performance in real-time and to generate time-based reports.

ACD/CMS is a scalable system that helps ensure caller satisfaction in the face of high call volume. The ACD server routes incoming calls to available call agents. CMS tracks agent activity and provides reports. CMS also captures agent availability and other information as they work. This data is then available in real-time and stored in 30-minute increments for historical reports.



Additional applications that enhance the capabilities of your call center include:

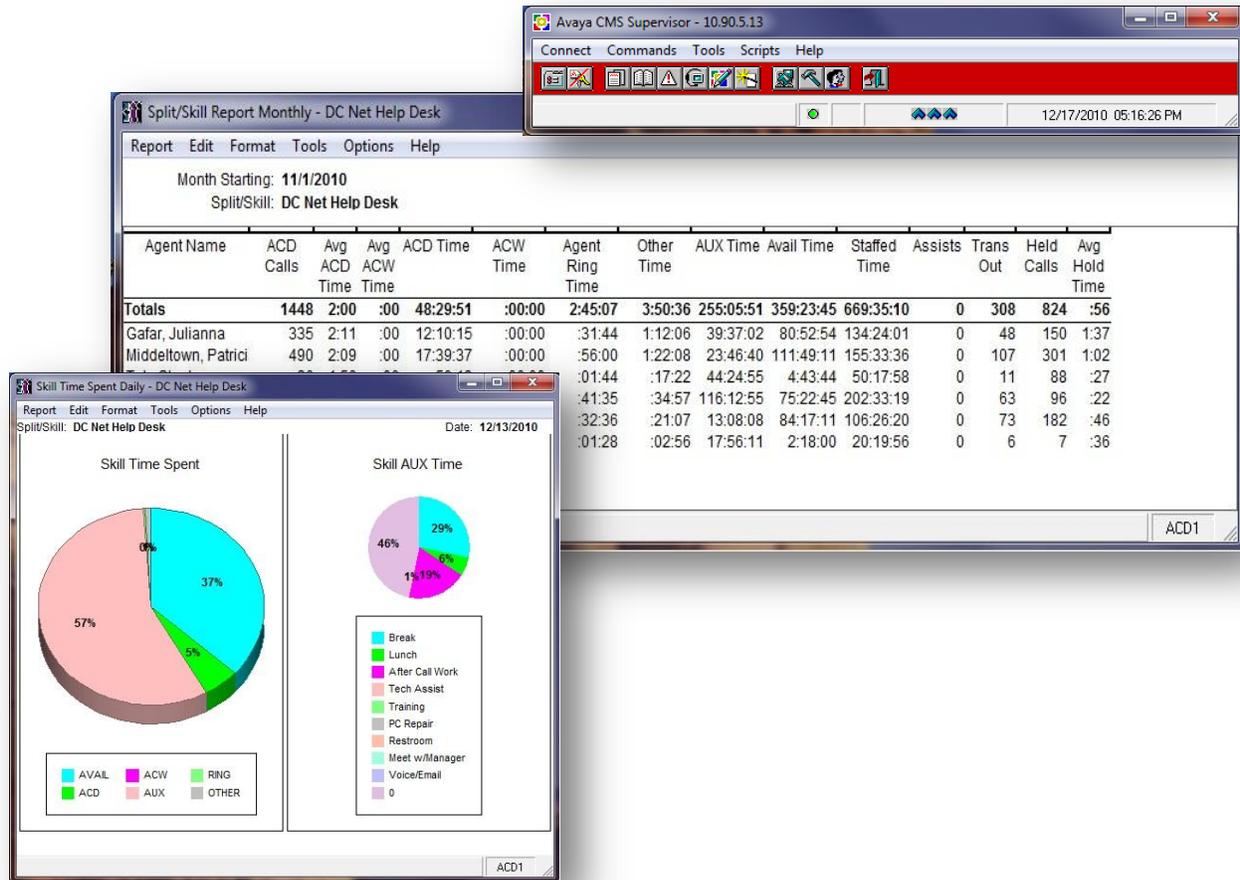
- One-X Agent/IP Agent – centralizes all of the call agent’s activity on the PC.
- Voice Call Recording – records and play back calls.
- PC Wallboard – displays call statistics on an on-screen banner.
- IQ – lets you schedule the delivery of call center analytic reports.
- Callback Assist – enables callers to receive a call back to avoid waiting in queue.
- Dashboard – provides customer-specific trend and performance reports.

2.1 Call Management System

CMS is a database, administration, and reporting application to help supervisors identify operational issues and take immediate action to solve them.

Using a familiar Windows interface, call center managers can view historical reports to help them analyze trends, establish performance benchmarks, and plan customer-service. These

reports can be easily customized to suit the needs of the business. With easy access to real-time and historical data, managers can make faster, better informed decisions, for more effective contact-center operations.



2.2 One X Agent/IP Agent

Avaya One X Agent and IP Agent software enable a call center agent to control his or her desk phone from the PC, centralizing all activity on the PC and enhancing efficiency in call responses.

One-X Agent is the latest version of IP Agent software; it provides the same features as IP Agent plus Presence and Instant Messaging—enabling agents to quickly reach out to an available expert anywhere in the enterprise.



One-XAgent gives call agents the tools they need to provide a superior customer experience, whether they are working in a headquarters location, in a branch site, or home office. It provides one-touch access to functions such as answer/release, hold/unhold, conference and transfer, and click-to-dial or instant messaging from the contact list, contact log, or from Internet Explorer or Firefox.

Avaya one-X Agent provides easy access to agent automatic call distribution states, call acceptance, follow-up work, and auxiliary work modes.

2.3 Voice Call Recording

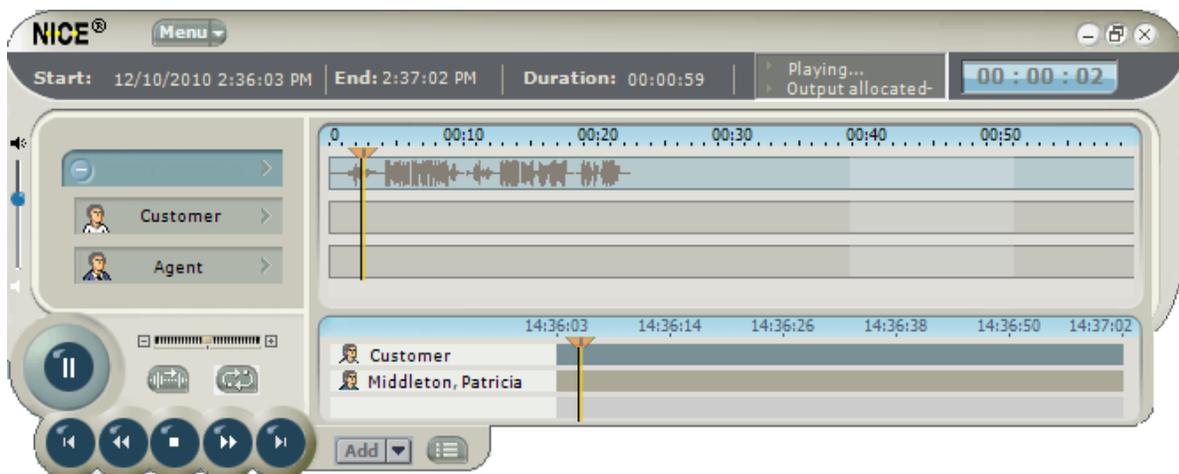
DC-Net Voice Call Recording uses the NICE Perform suite of tools for call agents and supervisors. Ideal for call centers where calls must be monitored, such as 911 and other emergency call centers, DC-Net Voice Call Recording gives supervisors the capability to record and review telephone conversations and agent desktop application screens during a call. This powerful toolset includes:

- **Monitor** – Lets supervisors listen to the voice and view screens of live agent interactions in real time. From your workstation, you can see when an agent is interacting with a customer. You can choose to listen to the voice or play its screen in real-time, and/or record and play back the interaction later on.
- **Business Analyzer** – Lets supervisors search past calls and sample calls for quality.
- **Reporter** – Lets administrators and supervisors create dashboard templates and set up reports.
- **Universe** – A customizable, template-based dashboard for users.

By capturing, storing, and managing customer telephone, chat, and email interactions in the form of voice, text, and screen activity, Voice Call Recording enables agencies to comply with regulations and internal policies, mitigate risk of litigation, monitor quality of service, and leverage recorded calls to gain business insight.

Voice Call Recording provides reliable and resilient multi-channel capture for call centers, remote branches and back offices. Calls are searchable by telephone number, user name, and timestamp. The system supports all types of calls and can also measure how many calls an agent has received.

An additional feature available with Voice Call Recording provides corresponding screenshots of applications open on an agent's PC during the call. This is useful, for example, if you need to compare the contents of a conversation with an agent's record of that conversation.



2.4 PC Wallboard

Avaya PC Wallboard allows agents to view real-time call center reporting for any metrics—including average answer and talk time, time in queue, and calls abandoned. These numbers appear via a scrolling message marquee on an agent's desktop display.

PC Wallboard empowers agents by keeping them informed of contact center performance levels, bulletins, and instant notifications from administrators. PC Wallboard features multiple scrolling marquees working together to display dynamic information gathered from multiple sources

Extension: 517 ACD Calls: 4 Agent State: ACD Calls in Queue (34): 2
Admin: Thank you for using Desktop Statistics Integration. Admin: Dont forget to fill out your timesheets for the week.

2.5IQ

Avaya IQ provides actionable analytics that can help reduce the total cost of ownership and increase the return on investment for your call center. These analytic reports provide value to the overall business leadership, call center directors and supervisors, and IT leaders in your organization. Key benefits include:

- Get enterprise-wide facts to base decisions on.
- Simplify complexity and standardize operations with a single view of the enterprise.
- Quick and easy data about agents' behaviors and customers' experiences.
- Get scheduled, advanced reports delivered over flexible, scalable platform.

2.6 Callback Assist

Avaya Callback Assist enables callers to have an agent call them back rather than waiting in queue. Callers can request an immediate call back or schedule a date and time. Callback Assist reduces call abandonment rates and improves the call center's ability to handle peak volumes.

The application is administered through a simple, web-based interface. It also lets you generate summary and call disposition reports.

2.7 Dashboard

The DC-Net Dashboard is an internally developed, Web-based reporting interface designed to meet customer-specific requirements. The DC-Net dashboard gives decision-makers a high-level view of call center trends and performance levels.



3 Customer Highlights

DC-Net has designed and implemented a number of critical state-of-the-art call center solutions in the District:

- Children and Family Services
- Office of the Attorney General
- ITServUs (Office of the Chief Technology Officer)

In addition, it supports the following call centers:

- 911
- 311 – City-Wide services and information, Department of Motor Vehicles, District Department of Environment, Department of Consumer and Regulatory Affairs

3.1 Child and Family Services Agency

The DC Child and Family Services Agency (CFSA) is the public child welfare agency in the District of Columbia responsible for protecting child victims and those at risk of abuse and neglect and assisting their families.



CFSA Child Protective Services (CPS) takes reports of known or suspected child abuse and neglect of youngsters up to age 18 in the District 24 hours a day at 202-671-SAFE. Social workers look into reports of child abuse and neglect by parents, guardians, or others acting in a parental capacity wherever they occur in the District.

The CFSA hot line has approximately 20 specialized bilingual agents working on three shifts to provide 24/7 service. It handles an average of 1,900 calls per month.

DC-Net provided an **ACD** solution with **IP Agent** software to have all agent features on the computer. **PC Wallboard** displays real-time statistics. Calls are evaluated using **Voice Call Recording**. DC-Net implemented a custom dashboard for quick views by agents and **CMS** for supervisors to run historical reports.

3.2 Office of the Attorney General

The Child Support Services Division (CSSD) of the District's Office of the Attorney General (OAG) helps the person caring for a child to collect child support from the child's non-custodial parent(s). The CSSD helps locate absent parents, establish parentage, obtain support orders, and collect support.



DC-Net designed and implemented a state-of-the-art **Interactive Voice Recognition (IVR)** solution that provides general information to all CSSD callers and case-specific information. The IVR system handles 12,000 self-service calls per month. The DC-Net solution provides the level of reliability lacking in the previous system. In addition it provides the advanced features required by OAG/CSSD to efficiently and effectively operate.

Callers asking for information on their case are identified by Social Security number and a 6-digit PIN before receiving any case specific information. Once identified, the IVR plays case specific information based on the caller's role as a Custodial Party (CP), Non-Custodial Parent (NCP), or both.

Callers identified as NCPs hear a support summary that includes payment information, obligation information, disbursements, and total support paid. They can also hear about upcoming court actions, notification of services, and status of paternity establishment. In addition, they can offer new information about their case.

Callers identified as both a CP and an NCP must choose a case number to hear the information on that case as either a CP or NCP, depending on the role that they have been assigned on that case. They can hear information on all of their cases, but they must first choose case by case.

The IVR application also includes an outbound notification system that notifies callers and sends reminders pertinent to their case, and enables callers to request and receive forms via fax.

CSSD has six call center agents handling approximately 3,000 calls per month. Four agents handle only English calls and two agents are skilled for both English and Spanish calls. CSSD agents utilize **One-X Agent**, the latest version of IP Agent software, which has Presence and Instant Messaging.

CSSD agents also have **PC Wallboard** software to see real-time statistics on their computers and a screen popup application that displays the customer information on every inbound call.

DC-Net provided the **Avaya Callback Assist** application to avoid the frustration of callers having to wait in queue. When a queue exists, Callback Assist lets the caller schedule a callback—either as soon as the next agent is free or at a more convenient time and date. Callers are prompted

to record a message, then to enter their contact number and callback time. At the specified time, Callback Assist automatically engages an agent, plays back the message and launches the outbound call.

CSSD supervisors use **Voice Call Recording** to play back calls for quality purposes, **CMS** to pull historical reports, and **Avaya IQ**—an enhanced reporting application—to receive scheduled reports by email.

3.3 ITServUs

ITServUs is the complete one-stop IT center in the District Office of the Chief Technology Officer (OCTO) for District government end user workstation products and services. Agencies that use ITServUs move to a more standardized operating environment, reduce dependencies on old technology, and migrate to a uniform support environment.



The ITServUs helpdesk has 30 agents who handle an average of 5,500 calls per month. All agents' computers are equipped with **IP Agent** for call control. Supervisors retrieve historical data using **Call Management System** and a custom dashboard.

ITServUs utilizes **Voice Call Recording** to capture audio and screens. Supervisors can play back the complete interaction with audio and screen to assure the correct procedures on PC troubleshooting, review complaints from customers, and identify training and behavior issues.

3.4 Office of Unified Communications

The District Office of Unified Communications (OUC) provides a fast, professional, and cost-effective response to emergency and non-emergency calls in the District. Established in 2005, the OUC consolidates the emergency 911, non-emergency 311, and (202) 727-1000 call activities from the Metropolitan Police Department (MPD), Fire and Emergency Medical Services (FEMS), and customer service operations.



As the organization tasked with handling all 911 calls that occur in the District of Columbia each year, the OUC carries tremendous responsibility. 84 call agents at its Unified Communications Center (UCC) location handle an average of 112,000 calls per month. In addition, the OUC also oversees all land and mobile radio systems tied to the response network. A separate team of 66 agents handles over 130,000 311 information request calls per month.

The Public Safety Communications Center (PSCC) is the backup call center location for OUC. The 911 network connectivity infrastructure is spanned across both UCC and PSCC sites to provide a highly resilient systems infrastructure that is operationally redundant to facilitate availability and reliability for 911 call center services.

DC-Net supports all Avaya endpoints and applications for OUC and PSCC. 911 supervisors utilize **CMS** to monitor call takers in real-time and analyze historical data. **Dashboard and email reports**, developed by DC-Net, complement and facilitate statistical analysis.

In addition, in response to the OUC's need to quickly locate specific calls among the many thousands received, DC-Net developed a **web-based search tool** that enables 911 supervisors to find call details such as call taker name, date, time, duration and other parties involved, thus expediting the investigation process.

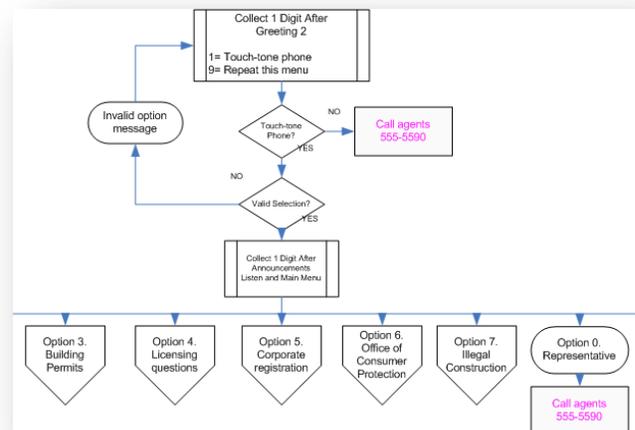
The level of importance and urgency of the UCC and PSCC sites requires a dedicated DC-Net engineer on each site. These engineers assist on daily changes and have the expertise to troubleshoot any voice-related issues.

4 Ordering a Call Center Solution

The DC-Net business group and voice engineering teams work closely with you to gather detailed requirements about the type and scope of the call center solution required. Typically, we will ask questions such as:

- What is the purpose or mission of the call center?
- How many call agents and supervisors are in the group?
- What are the call center operating hours?
- How many overall calls are handled?
- Are special languages required?
- How will calls be handled? (Will all calls be handled by all agents? Will calls be divided based on agent skill level?)
- How will the call flow be structured? (Will callers be directed immediately to an agent? Will some callers receive priority treatment? Will callers be queued conditionally based on agent availability or expected wait time? How should calls be handled if agents are not immediately available? Will announcements or music or other information be available? How will after hours calls be handled?)
- What level of reporting is needed?
- What agent phone features are required?
- Are call recording, interactive voice recording, or other features required?

Once a thorough set of requirements has been gathered, DC-Net provides a not-to-exceed quote for implementing the system. Upon your approval, our dedicated voice engineers begin a system design. We create a detailed call flow diagram showing step-by-step actions of all calls through the system and review this with you to make sure that it meets your requirements. After implementation, DC-Net provides ongoing operational support.



For more information about DC-Net call center solutions and pricing, contact the DC-Net Business Unit at dcnetbu@dc.gov or call 202-715-3800.