



SureConnect™

A better way to wait

“Please hold for the next available agent...”

Waiting.

When asked or told to wait, we'd rather not.

INI SureConnect, an exclusive Contact Center application from Interactive Northwest, Inc. (INI), allows callers to escape from queue and request a call back ASAP or schedule one for a later time.

By allowing callers to be in control during situations when waiting is unavoidable, INI SureConnect provides “a better way to wait” and takes your commitment to caller satisfaction to another level.

At INI, we design and implement solutions that help you serve your customers effectively and efficiently. We help build satisfaction and loyalty. Our self service applications speed routing and connection, facilitate transactions, and deliver information so callers spend less time waiting.

Improve Customer and Agent Satisfaction

INI SureConnect leverages advanced technology to provide high levels of customer satisfaction while smoothing call spikes in busy contact centers. Providing callers the opportunity to choose an automated callback is intended to reduce abandoned calls and hold times and significantly improve your service levels.

Callers who already have a callback request in the system and call again before their request has been processed are informed that their callback is still scheduled. Callers are reassured because they know they haven't been forgotten.

Because the system automatically matches calls to available agents, resources are managed more efficiently, resulting in maximized agent productivity. INI SureConnect provides a smoother work flow process and leads to increased agent and customer satisfaction.

APPLICATION BRIEF

ROI Contributors

- Improve Customer Satisfaction by proactively offering callback options when agents are not available
- Retain customers who may otherwise hang up and make a competitive choice
- Reduce toll costs since callers don't wait in queue
- Minimize abandoned calls by allowing escape from queue
- Optimize work force management decisions

Configurable Features

- Support both enterprise and standalone Contact Centers
- Escape from queue for callback as soon as possible or at a scheduled time
- Track caller's place in queue to accurately initiate callbacks at the right time
- Modify easily with web-based administration
- Capture caller's phone number automatically
- Enter alternate phone number
- Detect answering machines and uncompleted call events
- Announce place in line/wait time

Optional Capabilities

- Screen pop integration
- Web Click to CallBack
- Multi-language support

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Expand the Value

INI SureConnect can pass caller information to provide screen pop delivery with the callback request and is fully compatible with Avaya Call Center Elite. This alleviates the need for callers to repeat information and enhances agent productivity.

Web Click to CallBack allows an easy method for web users to request a callback using a website or mobile application.

Complementary Applications

Applications that integrate tightly with INI SureConnect to add value to your Contact Center may include:

- Account Inquiry
- Pay-by-Phone
- Advanced Call Routing (INI LaunchPort™)
- Benefits Eligibility
- Help Desk
- Order Fulfillment
- Order Status
- Surveys
- Office Locator/Directions
- Answers to FAQs
- Outbound Reminders/Notifications



INI Exclusive:

One Product - Two Callback Methods

Contact Centers require a variety of skills and service levels to effectively meet the needs of their callers. As Contact Centers increase in sophistication, flexibility in a callback solution becomes crucial.

INI SureConnect provides two methods for connecting callers to agents: “CallerFirst” or “AgentFirst.” In either case, the caller can hang up after requesting a callback and receive a call when they are next to be served or when it’s time to process their scheduled callback. “CallerFirst” and “AgentFirst” can be supported on the same system at the same time, providing maximum flexibility for all of your Contact Center needs.

The CallerFirst Method

This method automatically launches the callback request without agent intervention and notifies the caller when their position in queue is next to be served.

CallerFirst increases agent productivity by eliminating the time spent using the "preview dial" process employed by AgentFirst callback applications. INI SureConnect only uses one Avaya Aura® Experience Portal (AAEP) port for the CallerFirst method, reducing license requirements and the associated cost. The port is only used while the caller is in contact with the system.

CallerFirst is ideal for mid-sized contact centers or larger contact centers with specialized queues. Any Contact Center with a high volume of short duration, non-complex calls may be a great candidate for the CallerFirst method.

CallerFirst's superior integration methodology differentiates it from traditional callback messaging products. CTI resources are used to note position in queue when callers initiate callback requests. When a particular caller’s position moves to the top of the queue, the application launches a return call to that caller. The call is then placed in a high priority queue, ready for immediate delivery to the next available agent.

A BETTER WAY TO WAIT

Callers are connected to available agents in nearly the same order as if they had remained in queue. This ensures that both waiting callers and those preferring a return call are treated equitably.

When the callback is initiated, callers are informed that they are being placed at the front of the queue and will be connected as high priority callers to available agents. This provides a feeling of special handling, and higher customer satisfaction often results.

When a CallerFirst call is answered, the caller is on the line and the agent is immediately engaged.

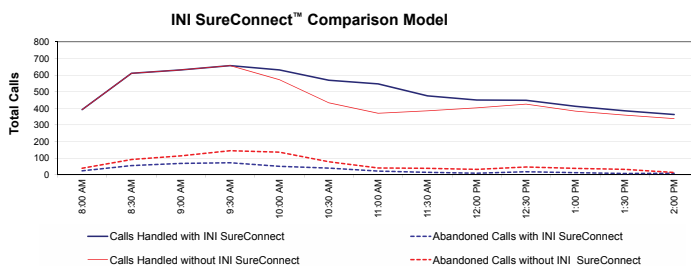
The AgentFirst Method

AgentFirst is ideal for Contact Centers with long hold times and/or complex calls where an agent benefits from reviewing information before connecting with the caller.

With this method, INI SureConnect launches the call to an available agent, provides information about the caller, and allows the agent to control and complete the callback request.

The caller can leave specific information about why they are calling and feel satisfied knowing that an agent who can help them will handle their request.

Upon receiving a callback request, the agent hears the date and time the request was received, the callback telephone number, and any other information left by the caller. The agent has the ability to replay and pause the information, to launch the callback, or, depending on how the application is configured, to delete the request.



Product Attributes

- INI SureConnect provides flexibility for Contact Centers with a need for both CallerFirst and AgentFirst callback methods.
- Providing callers the opportunity to choose an automated callback is intended to reduce abandoned calls and hold times, and can significantly improve service levels.
- Callers who already have a callback request in the system and call again before their request has been processed are informed their callback is still scheduled. Callers are reassured because they know they haven't been forgotten. Because the system automatically matches calls to available agents, resources are managed more efficiently, resulting in maximized agent productivity.
- Both CallerFirst and AgentFirst configuration settings are administered through an intuitive web-based interface.
- Roles-based administration allows Contact Center managers to review report information without concern over them making inadvertent changes to configurations.
- INI SureConnect provides tight integration with the advanced call routing resources available in Avaya environments.

System Requirements

- Avaya Aura® Experience Portal (AAEP) 6.0 or newer
- INI Application Server
- Avaya Communication Manager 5.2 or newer*
- Avaya Application Enablement Services 4.2x or newer

* Consult INI for earlier versions and specific requirements.

EXCELLENCE

A TRADITION OF EXCELLENCE

Self-Service Applications Delivering Proven Results

Self-service applications utilize a telephone interface, which enables callers to gain access to information and services without the need for human intervention.

Self-service solutions can address issues associated with maximizing employee productivity by answering routine questions for callers without tying up busy staff. In turn, a well-designed implementation results in operational paybacks by reducing staff requirements

Self-service applications facilitate increased communication with callers, resulting in higher levels of satisfaction.

Self-service solutions can provide callers with information that would otherwise be unavailable or would require contact centers to use valuable employee time.

Self-service applications enhance and improve upon existing methods of access used to communicate with callers. They support the commitment to provide information in ways that can substantially improve access to services, increase satisfaction, and reduce staff requirements—all at the same time.

Self-service solutions can complement other alternatives for accessing information, such as web or video. By tightly integrating all offerings, a consistent and wider appeal is provided to callers.

Interactive Northwest, Inc. (INI)

A tradition of excellence

Interactive Northwest, Inc. (INI) was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. INI was one of the first companies to provide combined expertise in network and host connectivity, database integration and telephony networks needed to deploy advanced communication solutions.

INI grew out of a successful VAR business established in 1986 to sell and support AT&T's first data products, with an emphasis on voice messaging and voice processing services.

Today, the company is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. Its devotion to quality and customer satisfaction is reflected in a track record of successful implementations in a variety of client environments.

INI's software products and services address the complete life cycle of self-service implementations—from solution design and project management to interface development and test, deployment, documentation, training and ongoing support.

The company's differentiation lies in areas critical to the success of self-service systems: deep technical expertise in the underlying technologies—networking, operating systems, database integration and computer telephony; a recognized talent for natural end-user dialog design that leads to a better experience for the caller; and a disciplined, highly tuned project management process that ensures successful completion of the most complex projects on time and in budget.

INI has leveraged this expertise to create innovative, standards-based tools that augment platform products. In addition, it has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.



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