

INI SureConnect™

AgentFirst or CallerFirst Callback Solution

INI SureConnect allows callers to request a callback instead of waiting in queue, and offers them the choice of receiving a callback at the earliest availability or at a later time. By giving callers an alternative to waiting, INI SureConnect improves the customer experience, and takes the caller satisfaction commitment to a higher level.

How it Works

INI SureConnect smooths call volume spikes in busy contact centers by enabling callers to remove themselves from the queue, resulting in fewer abandons and improved service levels. Shorter next-in-queue wait times and system-automated call/agent matching allow resources to be managed more efficiently, resulting in maximized agent productivity and higher caller satisfaction. INI SureConnect provides a more seamless workflow that leads to increased agent and caller satisfaction.

INI SureConnect Features

A roles-based web interface allows administrators to easily and securely modify callback configurations and supports a robust feature set.

- *Simultaneous support for CallerFirst and AgentFirst modes*
- *Immediate and scheduled callback requests*
- *Estimated wait time and place in queue announcements*
- *Support for integrated agent screen pop delivery of caller data*
- *Basic automatic speech recognition input*
- *Click-to-Callback web and mobile API*
- *Fully compatible with Avaya Call Center Elite*

System Requirements

- Avaya Aura® Experience Portal 7.0 or later with an Avaya Orchestration Designer Runtime License
- INI Application Environment
- INI SureConnect License
- Avaya Communication Manager 5.2 or newer*
- Avaya Application Enablement Services 4.2x or newer
- H.323, H.323/SIP, or full SIP Experience Portal connections
- For spoken input, compatible Automated Speech Recognition server and licenses



INI SureConnect Benefits

- Empowers callers & improves their experience & satisfaction
- Increases agent productivity
- Decreases abandoned calls
- Balances peaks & valleys in the contact center
- Reduces total costs by shifting talk time to less costly outbound lines
- Optimizes workforce management
- Provides operational flexibility
- Offers fast return on investment



One Product - Two Callback Methods

INI SureConnect offers organizations two methods for connecting callers to agents: CallerFirst and AgentFirst. Both callback methods can be supported on the same system at the same time, providing maximum flexibility for all contact centers.

CallerFirst: Automatically launch the callback request without agent intervention and notify the caller when their position in queue is next to be served. The caller is contacted and then connected to the agent.

In CallerFirst mode, 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.

This strategy results in better agent utilization, since the caller is already on the line when the agent is engaged.

CallerFirst is ideal for any contact center with a high volume of short duration, non-complex calls or those with many specialized queues.

AgentFirst: Initiate the call to an available agent with information about the caller, and allow the agent to control and complete the callback request. The agent is contacted first and then connected to the caller.

AgentFirst mode gives the agent the ability to preview information such as the date and time the request was received, the callback telephone number and any other information the caller left, better preparing the agent to handle the call. The agent can replay and pause the information, launch the callback, or, depending on the configuration, delete the request.

AgentFirst is ideal for contact centers with lower call volumes, long hold times and/or complex calls where an agent benefits from reviewing information before connecting with the caller.

*Consult INI for earlier versions and specific requirements.



Interactive Northwest, Inc. (INI)

was founded in 1992 to provide custom communications solutions built upon leading IVR and telephony platforms. It 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 is recognized for its expertise in voice response, speech recognition, CTI, security and SIP. INI's 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 leverages this expertise to create innovative, standards-based tools that augment platform products. In addition, INI has developed several database integration tools and speech-recognition system tuning approaches that speed implementation and ensure the highest possible quality.

