

The T-Metrics TM-2000 ACD PRESENCE AWARENESS TECHNOLOGY FOR THE CALL CENTER (Utilizing the Expert Agent)

Presence seems to be everywhere these days. Once considered merely an underlying technology to instant messaging (IM), presence—the ability to see, in real time, where someone is, how he or she prefers to be reached, and even what he or she is doing—is becoming a business requirement.

Presence technologies show users and administrators who's available and when—and then provides context around what those people are doing and how they want to be reached. Instant messaging is the first application to leverage presence in a significant way. Now executives are looking for ways to leverage the technology in other areas, including enterprise applications, real-time communications portals, and the modern contact center:

Presence, of course, has always been a part of how we work; most of us regularly engage people in real time, whether in person or by telephone. The telephone's "busy signal" is, after all, an unsophisticated presence indicator.

Over the years we have all used various forms of presence management no matter how crude it may have been. We have all walked down the hall to see if a colleague's door was open or to see if he or she was on the phone. Some of us would even keep an eye on the water cooler to see if the person we wanted to communicate with would show up so we could have that conversation. **We all need access to the right people at the right time.**

In the telephone world we used to have busy lamp fields on our phone to see who was on the phone and who wasn't. If we didn't have that we would simply dial and let a busy signal tell us what that person was doing. Then came voice mail which allowed people to hide or, more rudely, have the system screen their calls. It still wouldn't tell the caller if the person needed was in and /or available. Your voice mail greetings would normally say, "I am either on the phone or out of the office but leave me a message and I will get back to you as soon as possible". Well, which one is it? If you are on the phone then that means I have a chance of getting a hold of you soon, or if you are out of the office then I may want to try a different course of action. Voice mail is just another roadblock to find out the status of the knowledge worker.

The right time for us may not be the right time for the person we are trying to reach. Imagine how your customers feel when they call into your call center. Many organizations have implemented new ACDs utilizing skills-based routing to better handle and match the caller's needs to the most qualified person available at that moment in time. However, with ever-increasing call volumes and higher customer's expectations, organizations are continuously

challenged to find the right person to handle a caller's inquiry. No longer is the call center the only resource for your customers.

Maybe we have **knowledge workers, specialists or expert agents** in the enterprise who possess the perfect skills for the caller's problem and are available at that moment in time. Traditional call centers do not let you at will include these people as a possible solution to a complex problem. The call center needs to know information that may not be available such as what the knowledge worker is doing, is he on the phone, in the office, out to lunch, etc. This is information that traditionally is not available to the legacy call centers. Many organizations say to wait until they implement VOIP or have SIP available to solve the presence problem. You now don't have to wait until you upgrade your PBX to VOIP to get presence capabilities.

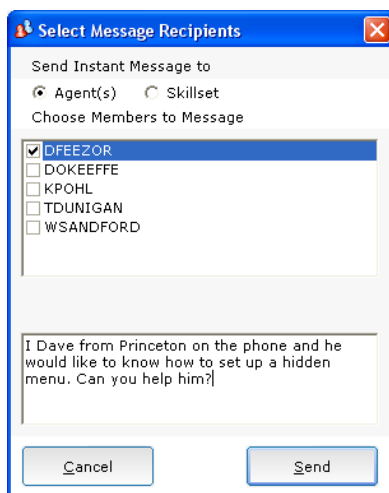
Today T-Metrics offers presence management on **legacy** systems along with new IP technology.

Using presence awareness technology from T-Metrics, contact center agents can **see** the availability of **subject matter experts** elsewhere within the organization no matter if they are on a legacy TDM switch or a new VOIP switch.

Agent	Phone	Position
BBEARDEN	☎	Available
CBARLOW	☎	Available
DFEEZOR	☎	Available
DOKEEFFE	☎	Available
KPOHL	☎	Available
LBOUDER	☎	Available
RPOHL	☎	Performing Post Duties
TDUNIGAN	☎	Available
WSANDFORD	☎	Available

Expert Availability

They would generally send the **expert agent** an instant message (integrated into the TM-2000 ACD) to determine if they're available to answer a question or speak with a customer, rather than just blindly sending a customer request to them.



Knowledge bases are certainly helpful for providing contact center agents with additional information and making it easy to look up information to previously asked questions. However, sometimes a customer really needs to speak with an expert to get information, or they are asking a question that is not addressed in the database. Today, the agent's response is to promise a callback and then start a research activity. There goes first-call resolution. You can now get first-call resolution with the T-Metrics presence awareness technology even on your old legacy TDM switch.

The representative can now reach the expert while the customer is on the phone. In addition, the new presence capabilities will help make all that possible. Also, for high-value customers, it may make more sense to have them speak directly with a subject matter expert who can provide an additional level of service.

For years T-Metrics has been offering presence management to its line of operator PC Consoles on PBX systems; they let the operator (also called the attendant) see the phone status of every extension connected to the switch. You could view an attendant console as a simple form of presence as well. Consider the possibilities for this simple application when real presence is used. The console can be a PC application. It can monitor people and can manage anyone in the world willing to publish their presence information. The T-Metrics call center allows anyone on its system to see his or her status. Moreover, remember...anyone anywhere can be an agent, even as a knowledge worker.

Why would you want it for your call center? The simple answer of why you need it is money. Presence increases productivity, saving your employee's and customer's time. The business world still subscribes to the axiom that "time is money." Communications today is still considered to be a major contributor to a company's productivity. By increasing effective communications, the organization is increasing productivity and thereby profitability. Your **first and final** call resolution will become even truer using our presence awareness technology.

The era of expert agents is finally here. Make sure your call center has **T-Metrics presence awareness technology**.