



## **NEC Q-Master Broadens Contact Center Solutions**

### **About the Q-Master Contact Center Solution**

NEC Unified Solutions, Inc. is pleased to announce a new strategic alliance with Zeacom, Inc. to provide contact center solutions targeting small and mid-sized contact centers. This alliance provides a best-in-class multi-media, self-help and agent effectiveness solution via a unified application suite called Q-Master.

Q-Master is a scalable contact center solution offering high-end functionality at a reasonable price. Q-Master is completely modular, allowing contact center management to select the components that best meet operational and budgetary requirements while retaining the flexibility to add additional modules in the future.

One of the key advantages of this alliance for NEC is the range and scalability of the solutions. This is the first contact center application available that is capable of providing the same functionality to end users regardless of whether they deploy a NEAX<sup>®</sup> IPK, NEAX IPS, NEAX IPX, or Univerge<sup>™</sup>SV7000. This creates a powerful migration path never before available to our customers.

### **What Solutions Can Q-Master Provide?**

#### ***Contact Routing (Q-Control)***

Q-Control is the core module of Q-Master. It lets users maximize contact center efficiency by providing dynamic control over the delivery of all phone, email and web initiated contacts. Since labor is a contact center's largest expense, this efficiency equates to significant operational cost savings.

Q-Control uses skills-based routing to match agent knowledge to the needs of different callers or groups of callers; agents handle the inquiries they are most equipped to deal with. When all the agents in a specific queue are busy, Q-Control automatically overflows calls to the next most suitable agent in another queue, by matching agent skill sets to a variety of different queues using a pre-determined call delivery matrix.

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- More agents are available and calls are answered more quickly
- Calls are answered by the most qualified agent available
- Significant increase in agent productivity
- Calls are distributed efficiently amongst all scheduled agents

Caller preferences can also be taken into consideration, by routing calls based on:

- Direct inward dial (DID) number called
- Customer's calling line ID (ANI)
- Last called agent / Preferred agent
- Querying the caller using Q-Announce

The longer a call waits, the higher its priority becomes. However, priority status can be applied to a call based on certain parameters such as:

- Time of day/Day of week
- Skill sets of available agents
- Geographic origin of the call
- Who is calling/caller's status
- Which queue the call is in
- Caller account/customer number

### ***Features include:***

- **Individual agent IDs** - Agents log on and off from their telephone or PC with a personalized ID number - the agent, not the extension is tracked.
- **Wrap-up codes** - prompts agents to supply a Wrap-up code, providing detailed real-time call handling information.
- **Work-time allowance** - provides each agent with post-call processing time.
- **Inter-Queue Transfer** - even when a call is transferred from one queue to another, callers maintain their position in the queue based on total time waited.
- **Wallboard Interface** - access real-time stats displayed on an electronic wallboard. A quick glance delivers an accurate picture of current performance levels.
- **Specialized features for supervisors** - a number of specialist features are also available for supervisors including:
  - on-demand call delivery
  - remote log in/out option
  - conversation monitoring/intrusion
  - emergency queue re-routing
- **Simplified Administration** - wizards and a graphical user interface help to administer all aspects of the system. Adjustments to call delivery patterns, queue setup, agent assignment and other parameters can be made in a matter of seconds as updates are performed in real-time.

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## ***Reports (Q-Control)***

Because access to timely and relevant information is critical for effective contact center management, a comprehensive reports package comes standard with every Q-Master solution, ensuring that users have the tools to run a contact center at peak efficiency.

An onboard database holds statistics on every facet of every contact from the time it arrives at the telephony switch through to its termination (cradle to grave), allowing managers to report on areas such as volume, agent activity, abandonment rates, wrap-up codes and service levels. More than 120 reports are available detailing all aspects of the contact center operation.

### ***Features include:***

- Detailed queue and agent reporting analysis
- Business reports on wrap-ups and service levels
- Ability to reformat data into graphs and tables
- Single integrated reports package covering telephony, email, web-based and outbound contacts
- Automatic report scheduling Simplified Wizards to configure and run reports data export to compatible packages
- Historical data archiving and retrieval

## ***Announcements (Q-Announce)***

Holding for any length of time is a frustrating experience for callers and projects the wrong image for a business. With Q-Announce users can configure each queue to play informative, specific messages that hold a caller's attention and reduce the chance that they will abandon the call. With Calling Line ID enabled Q-Announce can recognize and play customized messages to a particular customer.

Perhaps the most powerful feature of Q-Announce is its ability to keep callers informed of their position in the queue and the estimated wait time. This improves customer satisfaction and ensures that callers won't hang up just before they reach the front of the queue.

### ***Features include:***

- **Progress Announcements** - this simple technique significantly reduces the number of abandoned calls. Our results have proved that informed callers are 30% more likely to wait on hold.
- **Automated Attendant** - splits a single telephone number into numerous queues. Callers are then prompted to select the appropriate destination

- from a list, reducing wait times and connecting customers to the correct agents.
- **Multi-languages Capability** - record each queue announcement in multiple languages. The language played to the caller is determined by the inbound number they dialed, the menu option they selected or their calling line ID.
  - **Audiotext** - pre-recorded information menus provide answers to commonly asked questions. Audiotext saves valuable agent time that could be more effectively spent handling callers with complex queries.
  - **Customer Query** - identify callers based on their calling line ID or their response to an automated query (such as “please enter your customer number”) and use this information to play customized messages, direct the call to a specific agent or escalate their priority within the queue.

### ***Agent Desktop (Q-Desktop)***

As the importance of contact centers increases, so does the need to monitor operational parameters. Q-Desktop lets managers and agents view real-time information on queue and agent performance across all contact media, whether phone, email or the web, providing supervisors and agents with the tools for making the right decisions at the right time.

Agents have access to a wide range of contact center functionality directly from their PC desktop, ensuring that they can operate at optimal efficiency. Using the Agent toolbar they can:

- Log into and out of queues
- Request post call work time
- Take a break
- Wrap up or resolve a call
- Raise an alert for assistance

Q-Desktop also gives agents control over phone functions (e.g., answer, transfer, conference and hold) from their PC and identifies incoming calls by screen-popping prudent information such as ANI, wait time, queue name, as well as caller's name account number and any other desired information from Q-Master or external database.

Any actions taken by the agent in the contact center are reflected in real-time by Q-Desktop. These views give agents and supervisors a lot of valuable information at a glance.

#### ***Features include:***

- **Real-time information** - view the status of each agent and queue. Supervisors can monitor contact center service levels and act immediately when issues arise unexpectedly. Experience has shown that agent

- commitment increases when staff can view each other's performance. Your agents become increasingly goal oriented and require less supervision, resulting in increased productivity and accountability.
- **Caller information display**- Q-Desktop screen-pops calls as the phone or email is delivered to the agent. Using Caller ID, users can view the caller's name and number before answering the call, saving valuable seconds. Use the Phonebook, Q-Desktop's own database, to store special details for a caller, which may be screen-popped with the call.
  - **Multiple views** – users can make their view of the contact center as simple or as detailed as they wish, and flick from one view to another with a single mouse-click. They may choose to view:
    - the queues and which agents are logged into
    - the individual agents and the type of call they are on
    - both queues and agents
  - **Precise and convenient dialing** - point-and-click directories ensure fast and accurate dialing. Agents can also dial directly from their PC keyboards.
  - **Specialized features for supervisors** - supervisors will always have a current picture of contact center activity: queue status, service level, abandonment rates, traffic volumes and agent statistics. A number of specialist features are also available for supervisors, including:
    - On-demand call delivery
    - Remote log in/out option to control agent status
    - Conversation monitoring and intrusion
    - Direct access to Q-Master's administration package - for dynamic changes
    - Emergency queue re-routing
    - At-a-glance icon indications of call and agent status

### ***Callbacks (Q-Callback)***

Callback allows callers who are waiting in the queue to leave a message and then hang up. The callback request retains its position in the queue, so when an agent becomes available the caller is automatically contacted as if they'd stayed on the line!

- **Gives Your Callers Control** - while some callers are content to wait on the line, many are not. Q-Callback invites callers to enter their contact number, leave a message and hang up, without losing their position in the queue. Callers using the Callback feature are handled just as quickly as if they had waited on the line.
- **Lower abandonment rates** - waiting on hold can be frustrating, costly and time consuming for your customer. You may also pay the price for leaving your caller on hold for "too long," causing them to hang up and take their business elsewhere.

- **Makes It Simple for Agents** - Callback is very flexible and can be configured on a per queue basis. Use the Callback schedule to determine times of day that you want Callback to be available, and specify thresholds when it should apply. Agents and Supervisors can see the number of callback requests in the queue and make the adjustments to operating parameters as required.
- **Lower your network costs** - benefit from substantial telecommunications cost savings, as Q-Callback cuts the number of calls holding on your free-phone numbers.
- **Answers Your Callers 24 Hours/Day** - Q-Callback can act as an automated answering service, for instance, after-hours. When agents log in first thing in the morning, calls from the night before are immediately presented to their workstation for handling. No voice mailbox needs to be cleared and no calls have to be requested.

### ***Multi-Media (Q-Email, Q-Chat, Q-Fax)***

Use Q-Master's multimedia modules to manage these communication media within your existing contact center infrastructure - in much the same way as you currently manage your telephony calls. Just as phone calls, emails and web interactions are also delivered to agents via a queue as soon as they become available. Contacts are fairly distributed among agents and monitoring and reporting on agent performance and response time is available across all media.

These modules are fully integrated into Q-Master so individual agents can receive requests initiated via telephone, web or email. The properties of intelligent call delivery and skills-based routing are applied when distributing any type of contact to agents.

#### ***Features include:***

**Q-Email** - integrating email communication into a contact center environment provides customers with accurate, timely responses to their inquiries in a consistently professional manner. Monitoring and reporting of the incoming email traffic also provides a total picture of all inbound communications.

**Q-Web Callback** - lets potential customers request a Callback from within a website. These requests are routed to the most suitable agent in your contact center. The agent receives a screen-pop with the details of the request. When they click the dial button, Q-Master automatically establishes the call.

**Q-Web Chat** - offers web users real-time online interaction with a contact center via text-based chat sessions with agents. Agents have the ability to "push" links directly to online customers. The possibilities are endless and the impact on customer service is significant.

### ***Outbound Dialing (Q-Outdial)***

Why wait for your customers to call? Your customers can generate additional revenue, proactively manage customers and improve the productivity of every outbound customer contact by intelligently managing outbound call campaigns from within the existing Q-Master<sub>EX</sub> solution.

#### ***Features include:***

- **Blend Inbound and Outbound Calls** - agents can be set up to work in dedicated outbound queues or take a mix of inbound and outbound calls. By sharing agent resources between inbound and outbound call activity, contact center managers can optimize agent productivity in periods of low inbound activity.
- **Flexible Call Delivery Options** - two types of call delivery modes are available; Power Dial and Preview Dial.
- **Information on Call Outcomes** - resolution and wrap-up codes allow agents to record the outcome of every call, indicating the status and commercial outcome of a call.
- **Build and Manage Campaigns Easily** - Q-Outdial is administered and managed using an easy-to-use administration interface.
- **Fully Integrated Solution** - Q-Outdial utilizes a common interface to manage and deliver both inbound and outbound calls. Agents and supervisors can perform all required call delivery tasks in this environment, minimizing operational complexity and training, and maximizing labor efficiency.
- **Reports** - allows the contact center manager to view campaign information and details of specific campaigns in an easy-to-read format that helps manage outbound campaigns.

### ***Interactive Voice Response (Q-IVR)***

Q-IVR is fully customizable, interactive voice response technology that allows callers to interact directly to a database through the key pad on their phone to place orders, manage their account, check the status of an existing order or have other routine questions answered. What is unique about Q-IVR is that it is fully integrated with the call center.

#### ***Features include:***

- **Reduce call traffic to agents** – enable customer to place orders, manage their account, check the status of their order and get answers for routine questions automatically through the use of the IVR. By enabling this feature, agents can address more complex issues, better utilize agent time and reduce customer wait time throughout the organization by eliminating time consuming simple tasks that customers can now handle on their own.

- **Make it a 24 x 7 operation** – after normal business hours customers can still utilize the IVR capabilities, allowing automated services 24 hours, seven days a week.
- **Reduce call abandonment** - since agents are now handling the more difficult questions, call volume will most likely drop significantly, therefore wait times and call abandonment will decrease.

### ***Sales and Strategy Tips***

- Q-Master is a fully integrated contact center solution with **one central administrator and reporting tool for all contact types** including phone calls, emails, web chats and faxes.
- The Q-Desktop module provides real-time information for all agents and supervisors, enabling agents to manage their workload more efficiently and supervisors to manage the “exceptions” rather than the “norms.”
- Q-Master offers a blended agent environment, enabling agents to make proactive outbound calls during slower periods while placing a higher priority on inbound calls.
- The Q-Callback module allows callers to leave a message that will retain its position in queue **without tying up a port in the system.**
- Q-Master's Call Tracking Report provides a report by phone number showing the entire history of a call - start to finish - including all the transfers during the conversation (with PRI).

### ***Important Information***

- Q-Master will be provided as a turn key solution only, either on the Blade for the Electra Elite IPK or as a Stand alone external NEC server for the Electra Elite IPK, NEX 2000 IPS, NEAX 2400 IPX and Univerge SV7000.
- Q-Announce, Q-Fax and Q-IVR features require Dialogic cards available in both 4 port and 12 port. For 4 port card use Dialogic D41JCT-PCI Part No. 0161854, for 12 port card use Dialogic D120JCT-PCI Part No. 0161855.
- For every 24 Dialogic ports, a dedicated server is required (this pertains to Q-Announce, Q-Fax and Q-IVR ports).
- Q-Announce, Q-Fax and Q-IVR require dedicated Dialogic ports. Example: If total ports in the system equal 48, there are 36 Announce and

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12 IVR. If there are only 25 Announce ports utilized but all 12 IVR ports are utilized, the next caller that needs to use IVR feature will have to wait until one of the 12 IVR ports frees up; the remaining 11 Announce ports will not be utilized for IVR feature.

- The limitation on the Electra Elite IPK is 8 Voice Processing ports. If additional ports are required an external server must be ordered along with the Dialogic hardware.
- The Blade in the Electra Elite IPK does not support Q-Fax capabilities; if Q-Fax is required, an external server must be ordered along with the Dialogic hardware.
- There are four maintenance options offered on the Univerge SV7000 platform. Basic Direct includes bug fixes only, Premium Direct includes bug fixes and feature enhancements, Basic Associate includes bug fixes only and Premium Associate includes bug fixes and feature enhancements.

## Packaging

Q-Master will be available in full version for all platforms. It will also be available in a Lite version for the Electra Elite IPK and a Voice Only version for the NEAX 2000 IPS, NEAX 2400 IPX and Univerge SV7000.

Please note:

The ***Lite version will be available on the Electra Elite IPK*** under the following conditions:

- the number of Q-Control licenses does not exceed 15 users
- Q-Desktop does not exceed 10 users
- Q-Announce does not exceed 8 ports


If any other modules are chosen, the full version has to be purchased.

The ***Voice Only version will be available on the NEAX 2000 IPS, NEAX 2400 IPX and Univerge SV7000*** under the following conditions:

- the number of Q-Control licenses does not exceed 100 users
- Q-Desktop does not exceed 10 users
- Q-Announce does not exceed 36 ports

If any other modules are chosen, the full version must be purchased.

The matrix below shows server requirements depending on features desired for each platform. Please notice Q-Master may run on Blade in the Electra Elite IPK as long as the maximum Q-Control licenses do not exceed 15 users, Q-Desktop does not exceed 5 users and no more than 8 voice processing ports are required for Q-Announce.

	IPK	2000 IVS (1000+) / VZ / IPS / DM	2400 IMX / IPK / IPK1	UNIVERGE S7000
<b>Lite/Voice Only</b>	Inskin/Blade	Q-Master Server	Q-Master Server	Q-Master Server
<b>Callback</b>				
<b>Web Callback</b>				
<b>Q-Chat</b>	Q-Master Server			
<b>Q-Email</b>	Existing Exchange Svr	Existing Exchange Svr	Existing Exchange Svr	Existing Exchange Svr
<b>Q-Fax</b>	Separate Server	Separate Server	Separate Server	Separate Server
<b>Q-Outdial</b>				
<b>Q-IVR</b>				

**Availability:**

NEC Unified Solutions will accept orders immediately. For more information on Q-Master, please contact your NEC Unified Solutions Account Manager or Sales Engineer. You may also send questions to [qmaster@necunified.com](mailto:qmaster@necunified.com).

**Sales Materials:**

Datasheets are available to provide an overview of the Q-Master offering. Zeacom provides detailed technical and marketing information via the NEC Information Portal.

Sincerely,

Kamil Worobiec  
Product Management  
Contact Center Solutions

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