



GSN Cloud Contact Centre Corporate Telephony Datasheet

Commercial in Confidence

Reference: GSN CCC Corporate Telephony

Version: 1.0

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Document Identification

Document name or identification	GSN Cloud Contact Centre Corporate Telephony Datasheet
Version number	1.0
Copy number	Universal – All hardcopies are uncontrolled
Release Authority	Steve Duke
Release Name	Final
Date of issue	

Change History

The Release Authority approves this document for release. The approval process is traceable to an actual signature or email. A version number is applied to the initial release issue of this document and to each released change thereafter. The version number of this document is incremented with each change and the entire document is reissued as tabulated below.

The Release Names are, sequentially: Draft, Release, Approved, Revised.

Version	Action Amendment	Issue Date	Modified by (Name)
1.0	Initial Release	16/03/2015	Steve Duke

Amendment procedure

All recipients of copies of this document must receive amendments when released.

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1. Introduction

The purpose of this document is to provide clients (and potential clients) with a high level overview of the Corporate Telephony capabilities of the GSN Cloud Contact Centre service. The document covers the Corporate Telephony options available from the service, which are:

- GSN Supplied Telephony (using BroadSoft)
- GSN Integration with Customer's Lync Telephony
- GSN Integration with Customer's Cisco Telephony
- GSN Integration with Other Customer Telephony

This document has been prepared specifically for use by:

- PABX and Voice analysts and engineers
- Network analysts and engineers
- System administrators
- Operational management

This document assumes the reader has reasonable familiarity with concepts around VoIP / SIP telephony, IP PABX, cloud hosting, operations and administration.

Important Note

The corporate telephony options described in this document are intended to be an adjunct to a Cloud Contact Centre service provided by GSN, that is to say, GSN is not a provider of corporate telephony or hosted PABX services in their own right, only as an additional component to the contact centre.

2. GSN Supplied Telephony

2.1 Introduction

Workforce Management ('WFM') is critical for customer service organisations that must balance operational efficiency and customer satisfaction. To effectively staff environments that handle voice, email, web chat, SMS, faxes and work tasks, as well as social media interactions, managers must base schedules on accurate forecasts of task volumes and staffing requirements. With accurate forecasting, organisations can match employee availability and skills to customer needs with precision.

The GSN Cloud Contact Centre WFM solution is a comprehensive software application that accurately forecasts, schedules and tracks the performance of multi-skilled employees in single and multi-site front and back-office environments. It is the only integrated workforce management system to offer automatic updates of historical data and employee skill information in real time across all interaction channels to ensure the most accurate planning.

The WFM suite provides everything you need to effectively plan and manage staffing. The software includes: workload forecasting; flexible scheduling and planning options; performance monitoring; employee real-time adherence; historical reporting; employee empowerment; and an out-of-the box API for easy integration to third-party contact centre and back- and front-office applications.

2.2 Forecasting

The Cloud Contact Centre Forecasting module automatically collects historical volumes and handle times for any interaction type captured across multiple sites:

- Voice, E-mail, Chat
- Social Media
- Work Items (Back Office)

You can define 'external events' and known upcoming circumstances that will impact the forecast, such as:

- Marketing campaigns
- Weather conditions or other "acts of nature"
- Major world / national events (sports events, elections, natural disasters, etc)
- Shrinkage / working non working overheads

Multiple options allow users to create accurate forecasts for one or more sites in either single or multi-skill environments.

2.3 Scheduling

The Cloud Contact Centre Scheduling module can build schedules across multiple teams and multiple sites while allowing for different options or constraints at each individual site, such as:

- ff, and exceptions for the selected time range.
- Time Off Report — Lists all preferred, granted, declined, and scheduled time off in a selected time range for selected agents. Optionally includes time-off balances for all the time-off types selected.
- Time Off
- Report — A

Forecasting / 'What If' Analysis – allows workforce planners to create multiple and unlimited “what if” forecasting and scheduling scenarios. All scenarios use the actual historical data (which contains the arrival patterns and trends) so there is no need to create a simulated environment or copy data back to the “real time” area. You can also use profile schedules to determine what the right mix of shifts is for a given activity (and see if you need to hire or train in that area).

Workforce Routing - integrates the WFM schedule with the contact centre routing engine, so that agents only receive the type of work they are scheduled for or have skills to work on. If AHT exceeds time to break or shift end, router sends to the next available

3. GSN Integration with Customer's Lync

3.1 Introduction

Organisations have many interactions with customers every day, conversations that hold valuable insights into trends, issues and business performance, but it's nearly impossible to manually review all of those conversations to uncover all of those insights. The GSN Cloud Contact Centre has industry leading Analytics capability, which is able to analyse recorded calls and recent / historical interactions across all channels, in order to gather information, apply structure and find key information contained in contact centre interactions.

The Analytics capability is comprised of two integrated modules: Speech Analytics and Text Analytics:

3.2 Speech Analytics

Speech Analytics processes stored call recordings using “Speech-to-Phrase” recognition technology that directly recognises entire phrases within calls, without first converting the calls into text or phonemes. Since no data is lost in conversion, Speech-to-Phrase recognition delivers the most reliable (accurate and complete) method of classifying conversations and understanding true meaning. Simultaneously, a Speech-to-Text engine transcribes 100% of calls, which the text analytics engine leverages to enable rapid ad-hoc search as well as automatic discovery of emerging trends

and unexpected events. This also enables the context of conversations to be delivered to agents and used as metadata for reporting and business intelligence purposes.

Speech

4. GSN Integration with Customer's Cisco

4.1 Introduction

Quality Management provides you with a complete set of solutions to improve your contact centre quality and performance. The suite offers calls and interaction recording, screen capture, agent evaluation, live monitoring and customer feedback / voice of the customer. Quality Management scales from small contact centres up to large distributed enterprise architectures, all provided from the GSN Cloud Contact Centre platform.

In an environment where, increasingly, the primary point of differentiation between one organisation and another is the quality of the Service provided, Quality Management is key to ensuring high, consistent standards of customer service. Quality Management allows your organisation to:

- Use rich reporting features that identify agent strengths and weaknesses in service, interactions and communication skills
- Create evaluation criteria to score and measure an agent's skill sets based on your exact requirements
- Select and score calls recorded by Call Recording using criteria such as length of call, day of the week, time of day and any other parameters from the contact centre platform (customer segment, value, type of inquiry, selected agent skills, CRM integration, etc.)
- Give agents access to their evaluations with additional feedback on a "job well done" or the need for improvement
- Use trend reports and graphs to identify agent and team progress and improvement
- Monitor high level call centre performance indicators via Dashboards

Quality Management provides the ability to capture the entire length of the customer call, regardless of how many times it is transferred or conferenced, associating every segment of said customer's call with a unique identifier, allowing for an end-to-end synchronisation of that call during playback and evaluation.

4.2 Call Recording

Call Recording is an IP based call recording service with search & playback, security / encryption and easy web-based access. Recordings are made and stored in the Cloud Contact Centre platform and can be stored for up to seven years, or archived to a customer's environment after an agreed period of time. Call recording provides the ability to capture the entire length of the customer call, regardless of how often it is transferred or conferenced, associating every leg of a customer's call with a unique identifier, allowing for an end-to-end synchronisation of the call during playback and evaluation.

Call Recording includes the following features and capabilities:

- Inbound, Outbound, and bi-directional Inbound and Outbound
- Windows, Linux, and Mac desktop operating systems
- Call / Screen synchronised playback
- File storage size control via variable quality selection
- Frames per Second, screen resolution
- Media Lifecycle Management
- Integration with Quality Manager evaluations
- Including screen recording during agent wrap-up

4.3 Agent Evaluation

The Cloud Contact Centre provides a Quality Manager module for evaluating and improving agent performance. It supplies rich reporting features that identify agent strengths and weaknesses in customer service, interactions and communication skills. Interactions satisfying the evaluation selection parameters are retrieved randomly by the system, or an evaluator can search for particular interactions (e.g. calls) by specifying detailed criteria. Random selection ensures that evaluators are presented with an accurate, fair representation of agent performance.

Evaluators review interaction media (using the web-based media player for audio and video interactions), and can simultaneously select appropriate answers to the questionnaire & add feedback notes. Evaluations can also be sent to the agent for review and further assessment.

The main functions of Quality Manager are:

Questionnaire Manager: allows the creation of numerous agent evaluation questionnaires which are completely customisable for any contact centre. Each questionnaire can include individual access restrictions and interaction selection criteria. Questionnaires can use three different scoring systems (points, percents, grades) to address various needs for different customers.

Evaluation Planner: Quality Manager provides a tool for planning evaluations based on agent organisation and offering in-depth criteria to specify random or specific interactions for evaluation.

Evaluation Process: The quality manager or supervisors can easily perform evaluations according to plan using available recorded calls or synchronised call / screen recordings. The system can also enforce participation of quality managers in the evaluation process.

Outputs: Graphical reports empower you to find a weak point in the performance of a specific agent or the whole call centre and offer an instant view of an agent's improvement across a range of different time increments. Reports can also provide comparisons between agents and agent groups for evaluating campaigns, trainings etc. Reports can also be exported in PDF or MS Excel format enabling other business intelligence tools to be used to provide an expanded view of call centre activities.

5. GSN Integration with Other Telephony

5.1 Introduction - Centricity

The GSN Cloud Contact Centre has unique access to “Centricity”, which is a world-leading CX technology and consulting business that uniquely integrates Voice of the Customer and Voice of the Employee insights to revolutionise the way organisations drive CX change and business transformation.



Any customer experience strategy requires senior level support, a supportive culture and wide engagement across the organisation. The Centricity solution helps bridge the gap between people, processes and tools, and incorporates a range of tools and techniques to ensure that you achieve your customer experience objectives, including:

- Tools to understand your customers and subsequent pain points and opportunities for competitive advantage
- The design and development of a survey method that is tailored to your specific requirements
- The design and or execution of a change, communication and learning strategy that will support a smooth implementation and the realisation of agreed success metrics.

5.2 Voice of the Customer

Centricity is a cloud based enterprise customer experience management system that allows you to capture customer thoughts, expectations, preferences, in real time across multiple channels and customer experience metrics – Net Promoter Score, Customer Effort, First Call Resolution.

It goes beyond simply hearing what customers are saying to actually listening, taking what is heard, deriving meaning and intent from that, and turning it into a clear path for taking action. It can open numerous opportunities for you to effect change, and share that insight throughout your company.

Centricity allows you to search for feedback related to a particular topic, score or employee or drill down into popular feedback, and provides:

- Links to internal call recordings so team leaders can respond to feedback immediately.
- Customer feedback from multiple channels (voice, email, web or mobile), the way your customers want to give it to you.
- Real time feedback alerts so you can take action immediately.
- Flexible