

Intelligent Call Routing

The Smart Way to Route Customer Calls



Improve customer service and save staff time with Intelligent Call Routing, a custom application that automatically directs customer calls to the appropriate agent using ANI information or keypad prompts.

Features:

Intelligent Call Routing uses ANI or customer-supplied information, such as an account number or social security number, to determine how the call should be handled. For example, in the case where ANI is provided, the integrated message server answers the call and passes ANI information to the Intelligent Call Routing application. The application searches the database for a match; when one is found the call is routed appropriately.

A simple database stored on the server and accessible by an administrator workstation defines how calls should be routed. Updates to this table take effect immediately. Different tables may be set up for different departments, functions, 800 numbers, etc.

Benefits:

- Improve customer service by providing reliable routing of callers to the appropriate agent.
- Provides dynamic service levels based on customer tier.
- Allows for simple redistribution of territories or assignments without changing auto attendant greetings or completing an expensive caller re-notification.
- Route customers with credit problems directly to the credit department, saving support department time and better serving the customer.
- Track how often and when each customer calls in order to determine appropriate charge back and staffing levels.

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Changing Communications

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