



Integrating Voice and Data for  
Call Center Excellence

## *logical*Agent

CTI-enabled Contact  
Control Center



## World class service is achieved when:

- Calls are answered promptly.
- Callers are recognized and greeted by name (personalized service).
- Callers never have to repeat information or service requests.
- Callers receive information that is useful to them.
- Callers account information and contact history is on the CSR's desktop.
- Current and historical call activity accompanies a call transfer.

“Positive, productive results on every call! - That's world class service!”

*logicalAgent*, a CTI-enabled **contact control center** empowers your CSR's, service representatives and agents to provide world-class service on every customer call. *logicalAgent* helps CSR's to build stronger customer relationships by providing faster, more accurate service, adding value to both the customer interaction and your organization.

*logicalAgent* is a complete softphone and customer data screen-pop that integrates easily into your telephone and call center technology.

## Using logicalAgent, CSR's are able to:

- Greet callers by name.
- Know how long a customer was "on hold".
- Know what information was requested or entered in an IVR.
- See a history of previous calls on screen when the call arrives.
- See customer's account data and details immediately displayed on their screen.
- Transfer calls quickly with full history of the current and previous calls.
- Provide a complete and accurate response to every customer.



## In addition, upon call termination CSR's can:

- Code call reasons and results quickly.
- Attach relevant notes to the call.
- Update corporate and CRM databases.
- Be ready to handle the next call.

When your CSR's and agents provide world class service, the benefits are:

- satisfied, loyal customers
- productive, motivated CSR's
- increased revenues

# Overview

*logicalAgent* is a complete on screen call handling, customer information system and telephone set all in one. Its graphical user interface (GUI) is logical and easy to learn. Agents quickly become proficient with *logicalAgent's* layout and functions, speeding up routine telephone tasks,

eliminating errors and reducing both call handling and agent training time.

The main displays on the *logicalAgent* GUI are;

## Call Contact View

Displays previous customer contacts with details... contact data, call activity, and contact history.

## Softphone Control

Provides agents with quick control of all telephone functions.

## Agent Login Control

Gives agents quick control over their ACD position queue.

The screenshot displays the *logicalAgent* GUI interface. At the top, there are fields for CLID (604 432 4567) and DNIS (Customer Service (432-1234)). Below this, there are buttons for Login, Make Busy, Ready, and Not Ready. The main area is divided into several sections: 'Summary' and 'Contacts' tabs, a 'Call Activity' list showing recent calls (e.g., Brian Smith 1558, Ms. Walsh, James Handy 1560), and a 'Reason Codes' and 'Note' section. The 'Note' section contains a detailed text entry: 'Ms. Walsh was concerned about the product problems she has had, but after reviewing this with her and providing the new update at no charge she was satisfied.' At the bottom, there is a status bar showing 'Avg Hold time = 30 secs', 'Calls in queue = 44', and 'Agents on duty = 75'. The interface also includes a 'Speed Dial' section with 'Activation (3926)' and 'ACD Key', and a 'Phone Agent Stats' section with various call control icons like Dial, Answer, Hang Up, Hold, Retrieve, Consult, Transfer, Fast Transfer, Conf. Add, and Conf. Compl.

## Readerboard Display

Displays call center activity and messages.

## Call Wrap Up

CSR's can enter reason codes for each call.

## Agent-to-Agent Note

CSR's can enter notes to be sent to the next agent.

# Display Details

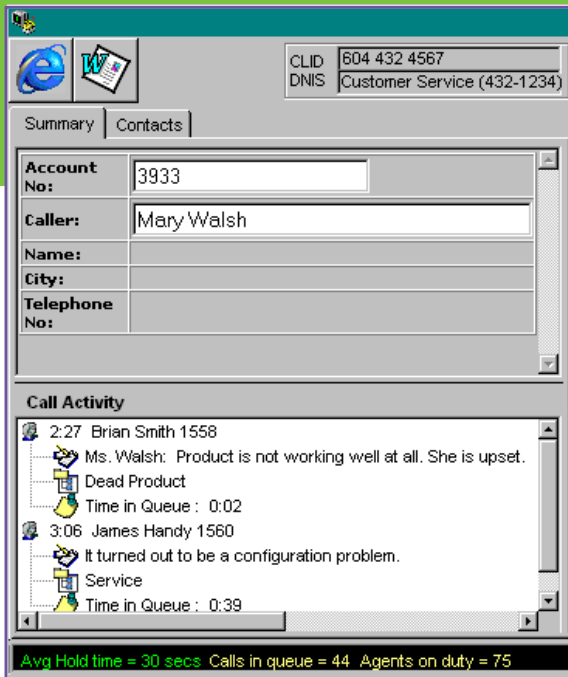
## Summary display

*logicalAgent* can capture and display CLID (Calling Line Identification), DNIS (Dialed Number Identification Service), and data entered via an Interactive Voice Response (IVR).

Caller account/phone numbers can be used to directly access CRM applications, legacy systems, or enterprise databases to obtain customer profiles (i.e. account or sales history, preferences, etc.) and present this data to the CSR with the call.

The Call Activity screen tracks details of the individual call, including call transfers and CSR's current note. Details for each call leg can be expanded or hidden by clicking on the icons.

The summary information display and an additional display screen (optional) can be customized by in-house developers using HTML code to present additional contact and customer information.

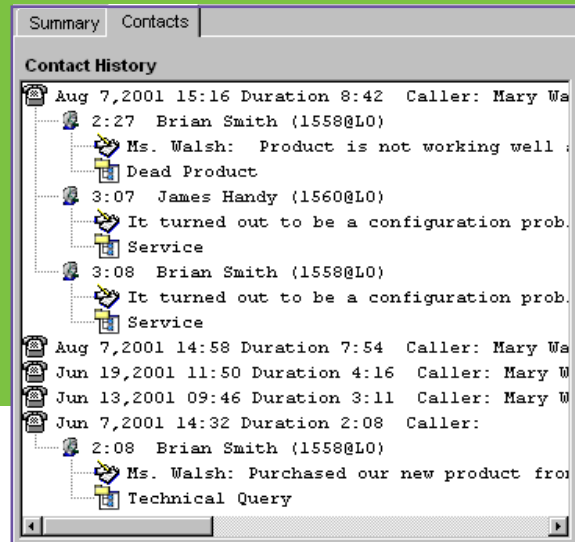


## Contact (History) display

As a call is received the Contacts window displays the historical record of the caller's previous contacts with the call center including date and times of calls, call duration, call reasons, and notes.

Details for each call can be expanded or hidden by clicking on the icon for the call or each call leg.

This call history can be configured to display a specific number of historical records. With this data at their fingertips, CSR's will better understand the customer's needs and provide the best response possible, increasing customer satisfaction and loyalty.



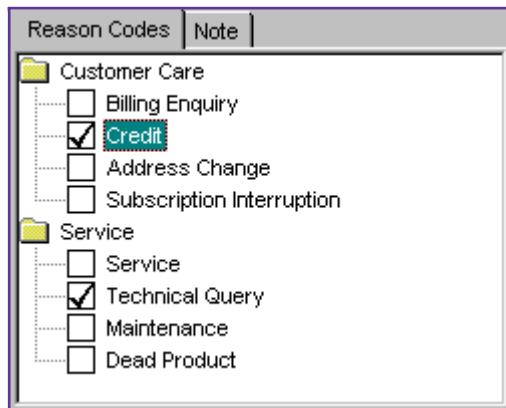
# Call Wrap Up display

*logicalAgent's* call wrap up display enables CSR's to quickly and accurately code call reasons and add notes about this contact. This data is captured and stored in Logical's CTI database and can be reported using *logicalAnalyzer*.



## Call Reason – Results Codes

Call reasons and/or results tables can be easily configured to fit a specific organization's needs. These can have detailed descriptions that can be quickly checked by the CSR. Reason/results codes can have up to a 3 level hierarchy.



Call reason codes are attached directly to each call leg of the customer record. To ensure valuable data is not 'lost', completion of the 'call wrap up' can be made mandatory and enforced by *logicalAgent* before another call is taken.

## Clear, Precise Data

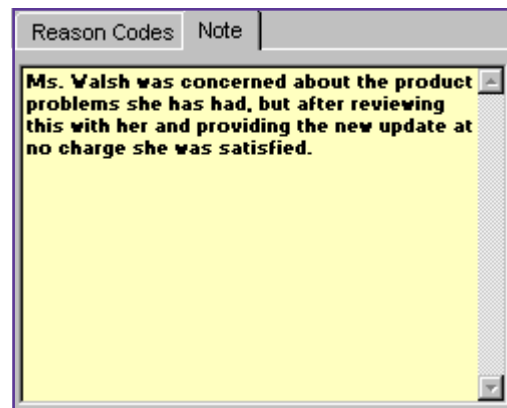
In all displays, customer data is presented in clear and precise formats. CSR's have immediate access to the data they require to deliver more value to your customers and your organization.

## Call Notes

During or after a call, CSR's can record important information about the call or call results. Call notes are attached directly to each call leg of the customer record.

If the call is transferred (blind or supervised transfer), notes from all CSR's who handle the call accompanies the call and are displayed to provide the next CSR(s) with the information needed to respond effectively to the call.

Call reason codes and notes can be used to update the customer record in an enterprise database or CRM system.

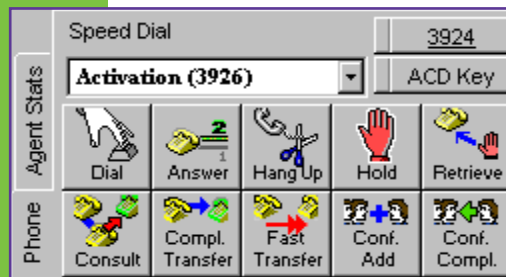


*logicalAnalyzer*, our call analyzer and reporting tool, can be used to provide call center management with critical customer and market information. All detailed call data, agent activity and call center statistics captured by *logicalAgent* are stored in our CTI database for reporting with *logicalAnalyzer*.

## Additional Features

### Softphone

The intuitive graphical interface gives CSR's complete control of all telephone functions—answer, hold, retrieve, dial, transfer (supervised and unsupervised), conference, speed dial, etc. with a single mouse click. *logicalAgent's* clear and easy to use softphone controls reduces the time required by CSR's to process and respond to calls resulting in shorter call times and an increase in calls per shift handled.



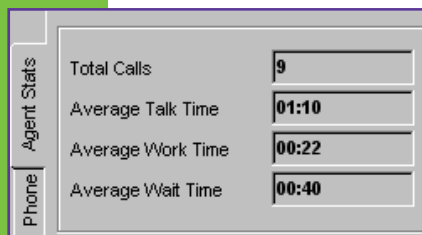
### CSR Log in

Easy to use controls enable the CSR to set their status with the telephone switch (ACD) to login, make ready, make busy, or make not ready. Login status is clearly displayed on the bottom status bar.



### CSR Statistics

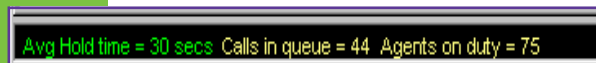
*logicalAgent* collects and displays statistics on CSR call activity for each *logicalAgent* session. This provides CSR's and supervisors with immediate performance benchmarks to assist them to improve session call productivity and track changes over time.



This data is captured and stored in Logical's CTI database and can be reported using *logicalAnalyzer*.

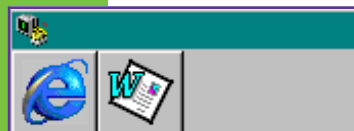
### Mini Reader Board Display

A mini Readerboard can be configured to display call center activity data and supervisor messages on the *logicalAgent* GUI, complementing or eliminating the need for a traditional reader board display.



### Quick Links to Enterprise Applications

*logicalAgent* can be configured to launch external third party software applications and/or navigate to a specific application menu or screen. Client data can be used for screen navigation.



## logicalAgent Desktop Data Integration

While **logicalAgent** can operate in a standalone environment, integration to CRM, legacy, or enterprise database(s) enhances the value of customer interactions and improves call productivity. Knowing the caller's identity, and having relevant information delivered with the call, enables Agents to build strong customer relationships maximizing the value of the interaction for both the customer and the organization.

Logical Software's commitment to industry standards and open development makes it easy to configure data integration to almost any enterprise data source. Data integration (retrieve, edit and update) can be as simple as pushing an account number (or ID) to an existing legacy application and having it display the relevant data, to detailed integration with Oracle, MSSQL and ODBC compliant databases and CRM systems.



A unique feature of **logicalAgent** is the use of HTML web based technology to build custom data displays. This simple interface reduces the time and costs for end users to build data displays and configure them to meet specific call center needs and respond to changes in call center operations.

### **Administration and set up:** *logicalManager*

A complete administration and set up application (*logicalManager*) is included with **logicalAgent**. This enables call center managers and administrators to quickly setup and configure **logicalAgent**. This includes call coding with reasons, product and category codes (used to classify calls), speed dial numbers, Agent workstations ID's, logins, groups, and assigned ACD queues (if supported by the telephone switch).

This easy setup and configuration capability enables call centers to quickly respond to changing call patterns, call center growth, customer requirements, and corporate sales and service objectives.

### **Analysis and reporting:** *logicalAnalyzer*

*logicalAnalyzer* is a powerful inquiry and reporting tool enabling call center managers to analyze call center activity and create reports based on call statistics collected by **logicalAgent**. Data can be reported on caller information, CSR activity, call legs, call wrap codes (products, categories and reasons), or CSR groups. Statistics are gathered for both inbound and outbound calls. Reports can be designed for one call center or multiple call centers.

“ A unique feature of **logicalAgent** is the use of HTML web based technology to build custom data displays. ”

Call data can be recorded in GMT or local time. Call data will be reported in local time to facilitate comparisons of call centers in different time zones. Reports can be produced in tabular form or in several different graphic formats. *logicalAnalyzer* is compatible with Crystal Reports and custom reports generated with Crystal reports can appear on the *logicalAnalyzer* report menu. *logicalAnalyzer* can be purchased separately from **logicalAgent**.

## logicalAgent Benefits

Every call center's major objective is to balance the challenge of reducing call center costs while improving customer service levels and building strong customer relationships.



*logicalAgent* helps achieve these objectives by directly impacting customer service and CSR productivity on every call.

Call centers implementing the *logicalAgent* screen pop and softphone can expect to achieve all or some of the following benefits.

### **Customer Benefits:**

- Personalized customer service.
- Direct, faster call routing and transfers.
- Shorter hold times.
- No need to repeat identification and reason for calling.
- Faster more informed service.
- More complete resolution of issues.
- A consistent service on every call.

### **Call Center Benefits:**

- Increase "once and done" customer contacts.
- Fewer dropped calls.
- Decreased call handle times.
- Reduced CSR training times.
- Reduced telephone line charges.
- Reduced CSR turnover.
- Record, track, and analyze customer call patterns and trends.

### **Corporate Benefits:**

- Increased opportunities for new sales, cross and up selling.
- Implement CSR best practices throughout the Call Center.
- Build customer loyalty and retention.
- Integrate CRM strategies with the Call Center.
- Develop new business processes and customer services.
- Protect investments in legacy and telephony infrastructures (PBX,IVR).

With a CSR's time being the largest cost factor for call center operations, achieving the above benefits can significantly impact call center-operating costs, improve service levels, and increase revenue opportunities.



## Technical Specifications *logicalAgent*

The following specifications are given as minimum guidelines only. Actual requirements will depend on the number and type of applications supported on the desktop PC.

### Recommended Desktop Hardware

- Pentium II – 300 MHz with 64 MB RAM (minimum)
- 10 MB free disk space (minimum)
- 17" Monitor with 1024 x 768 resolution
- Network connectivity

### Desktop Software Options

- Win95, Win 98, WinNT, or Win2K
- DBMS: MS SQL or Oracle

### Telephony Interfaces

(CTI Engines)

- Genesys T-Server
- Nortel Symposium TAPI

*logicalAgent* is part of the *logicalCTISuite* of call center and CTI applications. Our development team can configure *logicalCTISuite* to integrate with other CTI Server engines and switch configurations along with ODBC compatible databases, legacy systems, and CRM applications.

Logical Software's commitment to industry standards and open development makes integration of *logicalCTISuite* with most existing telephony systems straightforward, reducing the time and costs to implement CTI capabilities for your call center.

**For the ultimate in customization, integration and control, source code licensing is available.**

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