APEX Automatic Call Distributor

✓ Skills-Based Routing
✓ Social Media Integration
✓ Dashboards and Reporting

The APEX Automatic Call Distributor (APEX ACD) is a complete network and enterprise ACD, ideal for offering multi-channel, skills-based Call Distribution and Contact Center management. Whether hosted ("in the cloud") or on-premise, the APEX ACD offers customers the option to choose their preferred method(s) of communications — Social Media, SMS, Web Chat, E-mail, WebRTC, Voice, and Video.

Either as a standalone ACD or as part of the APEX CloudCast™ Enterprise Services Suite (ACCESS™), the APEX ACD is designed for large volume customer communications, where work items are served on a first-in, first-out (adjusted by priority) basis, with the Agent who has been idle the longest and has the highest skill priority is given the first work item. This ensures that the incoming work items are distributed equally among Agents with the same skills.

APEX ACD and Social Media

Facebook, Twitter, and other social media channels are on their way to becoming a major component of the communications mix, which also includes voice, messaging, and e-mail.   Therefore, Contact Centers must be ready to respond to any of these channels, with a growing emphasis on social media. The APEX ACD's Social Media Module queues messages and applies skills-based routing to ensure they are only routed to Agents with the ability to respond with the same social media medium. The APEX ACD also applies the same skills-based routing to the other channels, be it voice, SMS/text, e-mail, etc., further ensuring a positive customer experience.

Agents and Supervisors

The APEX ACD gives you multiple ways to keep track of what your Agents are doing and to manage their quality of service:

- ➤ Action CDRs detailing the Agent's every state change
- ➤ Agent-specific recording
- ➤ Definable pause states with duration times
- ➤ Real-time monitoring of conversations

With Supervisor-defined Dashboards, monitoring your APEX ACD can be made to suit your definitions:

- ➤ ACD General Activity
- ➤ Skill Group Monitoring
- ➤ Call Monitoring
- ➤ Queue Service Levels
- ➤ Agent Monitoring
- ➤ Agent Supervision

The APEX ACD

Supporting both SIP and TDM, the APEX ACD enables remote Agents to be integrated across multiple devices, including their home phones, websites, mobile phones, or SIP User Agents.

- ➤ Queuing Strategies
- ➤ Overflow Group Management
- ➤ Survey Tool
- ➤ Flexible Recording
- ➤ Web-Based Provisioning and Management
- ➤ Skills Group
- ➤ Integrated IVR and Self-Service Automation
- ➤ Survey Tool
- ➤ Multi -Channel Routing
- ➤ Customizable Reports and Call Detail Records (CDR)

APEX Automatic Call Distributor

As part of ACCESS, the APEX Network ACD's administrative portal utilizes the familiar and easy–to–use web interface of other APEX Service-Ready Solutions, such as Conferencing, Outbound Telemarketing, and Network Auto Attendant. Additionally, since the APEX Network ACD is based on the APEX SDP, it can seamlessly take advantage of key network IVR functionalities by utilizing OmniVox3D and OmniView to handle all of its application's IVR and routing capabilities.

The APEX SDP is kept forward leaning by utilizing the latest in Microsoft technology, including screens built on the Windows Presentation Foundation (WPF) and an architecture supporting the Windows Communication Foundation (WCF). The APEX ACD is also Microsoft Workflow ready.

Three Levels of Contact Center Control

1. **NETWORK IVR PROCESSING**: With OmniVox3D, users can use the default IVR application with its intelligent contact routing, or create and modify existing applications with the integrated OmniView SCE. This provides for an easy and natural IVR interface for gathering customer information and for conducting surveys.

2. **ADMINISTRATIVE PORTAL**: Administrators are given control over their Contact Centers with an intuitive web interface, which gives them control over routing, groups, agents, and statistics. Group control includes the ability to set up campaigns at defined times, defining set up and clean up times, agent management, and script management.

3. **AGENT INTERFACE**: The Agent screen provides caller information and information local and remote Agents need to manage themselves. For example, caller variables gathered during the IVR script or in web services can be utilized, while in return, Agents can input information gathered from the caller to be used in an IVR script or web service.

Key Features

PROVISIONING: Assign a unique Enterprise ID in a hosted ACD provisioned for multiple, independent Contact Centers.

INTERACTIVE POP–UP SCREENS: Enable exchange of bi–directional caller information to and from Agents.

AGENT CLOCK/STATUS WINDOW: Allow local and remote Agents access to Reader Board and live time management information for all call phases.

GROUP MANAGEMENT: Create, modify and manage multiple groups/campaigns with multiple attributes, including membership, timing, and on–hold messages.
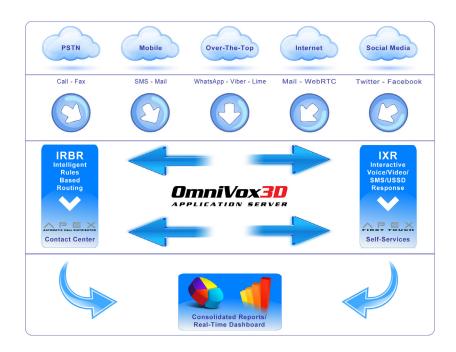
AGENT MANAGEMENT: Monitor and modify Agents' availability and group membership attributes in intuitive Agent Manager web pages.

PBX AND PHONE INDEPENDENT: Route calls directly from the IVR or SIP Application Server to a PBX extension, SIP User Agent, mobile phone, or WebRTC web page.

REPORTS: Look at activities in multiple historic views with queue, skill group, Agent activity, and Agent performance reports.

PSTN	Mobile	Over-The-Top	Internet	Social Media
Call - Fax	SMS - Mail	WhatsApp - Viber - Lime	Mail - WebRTC	Twitter - Facebook

IRBR
Intelligent Rules Based Routing

APEX
AUTOMATIC CALL DISTRIBUTOR
Contact Center

OmniVox3D
APPLICATION SERVER

IXR
Interactive Voice/Video/SMS/USSD Response

APEX
FIRST TOUCH
Self-Services

Consolidated Reports/
Real-Time Dashboard

VOICE	VIDEO	SMS/TEXT	USSD	CLOUD SOLUTIONS

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