

Red Road Telecom Call Center

Executive Summary

The Red Road Telecom Call Center enables your business to handle a large number of calls in a professional and effective way, with the most efficient staff utilization.

Staff at multiple phones and even in multiple locations can all be available to receive calls, and they are all part of the same system so that calls can be transferred as needed, regardless of the staff member's location.

Our *Buddy On Hold(tm)* system is included with the Call Center. This provides callers with the option to keep their place in line, hang up, and receive a call back when an agent is available to speak with them. Unlike other implementations of this, our system calls the person back with a live agent on the line, rather than just placing them back into the waiting queue again as all other systems do.

Our web-based control panel shows you the current status of all agents, enables you to add or remove agents, and provides detailed graphic analysis of the effectiveness of your call queueing system.

Details

The Call Center provides multiple pools of waiting callers, each of which is called a queue. You can send calls into a queue at any point in the process; for example, you can have calls go directly into a queue, or you can ring some phones first and then go into a queue if there's no answer, or you can have a menu option that sends the caller into a queue.

When a call goes into a queue, the phones will ring for all agents who are logged in to that queue. Here are the optional processes:

- Initial announcement, to say something like “please stay on the line and your call will be answered by the first available agent.”
 - Caller hears music or ringing. Music can be a custom recording or generic.
 - Periodic announcement, saying caller's position in the queue and the approximate wait time
 - Periodic announcement give the caller the choice to
 - Keep waiting
 - Stop waiting and leave us a message
 - Stop waiting and receive a call back when you get to the front of the queue
- NOTE: Red Road's implementation of this is unique; see below.

Each queue can be set with its own options, and with its own time-out. If a call stays in the queue past the time-out, these are the options:

- Go into the associated priority queue. Agents in this queue will receive calls before they receive calls from the associated regular queue
- Play an announcement
- Go to any extension, including voicemail or menu

The option to receive a call back when an agent is available is done differently by Red Road than by other services. The typical way of doing this is: the system takes the caller's phone number, waits about a minute less than the average wait time, and then calls the caller and just puts them at the end of the queue - or sometimes closer to the top. This is experienced as quite frustrating, since it seems to the caller that they've just been stuck right back into the queue again.

The Red Road way of doing this is: the system takes the caller's number and then inserts an automated caller into their current place in the queue. When that automated caller is answered by a live agent, the agent hears an announcement saying “Now calling ...” and the name of the caller. The system then calls the original caller and patches the call in to the agent. In this way, when the caller gets the call back they are talking directly to a live agent, not back waiting in the queue.

Agents can be permanently logged in to any queue, or we can provide a Log In / Log Out button on the agent phone.

We provide a simple web interface to view the queue stats and current call activity. Agents can be logged in or out to any queue through this interface as well, and you can see the number of calls taken by each agent and when the most recent one was.

The web-based call stats can help you understand how well the Call Center system is working for you, and provides a basis for adjusting the number of agents you have logged in.



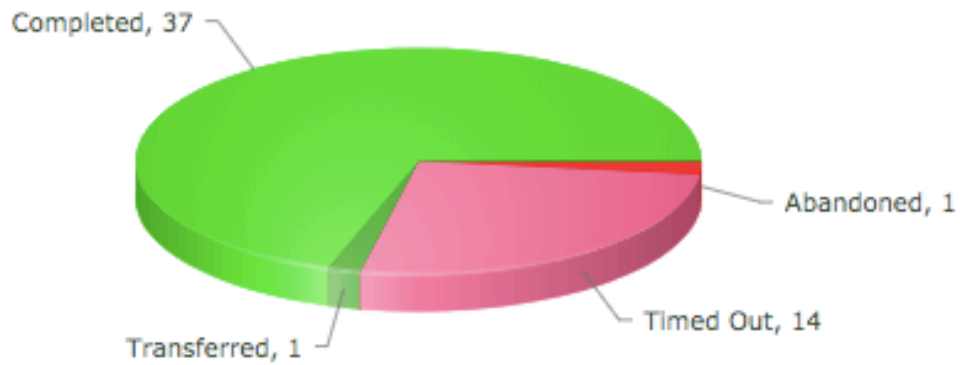
30-day maximum hold time: 31s (0.5m) average hold time: 11s (0.2m)

The top chart shows the number of completed and dropped calls for each day in the past 2 weeks. The bottom chart shows the minimum, maximum, and average hold time for each day. The hold time is the number of seconds from the time the call entered the queue until it left the queue, either by being answered or by being dropped.

For this example you can see that there is a rather large proportion of dropped calls. Given that the average hold time is only 11 seconds and even the maximum is just 28 (31 over the past 30 days), this indicates that callers are not willing to wait very long for an answer, so most likely this queue needs to have more agents. But let's dig deeper ...

You can take a detailed look at the call results for any day in the 2-week period being displayed:

Reservations Queue 2019-08-09 53 Calls



Abandoned calls min, average, max seconds: 25, 25, 25

| Calls At Position | | | | |
|-------------------|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
| 44 | 0 | 0 | 0 | 0 |

This shows that 37 calls were answered. One call was transferred - this counts as answered as well, since the call was answered and then transferred to another line. Fifteen calls were not answered - 14 timed out, meaning that the caller was still there when the preset queue timeout was reached. One was abandoned, meaning that the caller hung up before the timeout expired. All of the calls leaving the queue were at position 1, not waiting in line behind any other calls. So the best conclusion here is that the queue timeout should be increased - 14 out of 15 missed calls were still waiting in the queue when they timed out, so it seems they would have waited longer for an answer.