

Contact Routing (Capability)

- 1. Role Definition
- 2. Example of Use
- 3. Executive Summary
- 4. Key Features

Documentation

Properties

Appears on

Relations

1. Role Definition



Contact Routing is called from Contact Management to identify the next available and most suited servicing resource to handle a servicing session within an active customer contact. Selection is optimized to leverage of specialized/qualified servicing resources based on any known details about the customer and the purpose of their contact with the bank.

2. Example of Use



A high value customer contacts the bank. They have been flagged as a sales prospect and so are routed to the next available rep that is registered as being skilled in the specific product of interest and also experienced in sales

3. Executive Summary



The Contact Routing service domain tracks servicing resource availability and uses any known details about the customer contact (e.g. identity, indicated purpose of call, status of the relationship) to make an optimal routing decision. The routing selection may include matching the required product knowledge/skills to the available servicing resources.

4. Key Features

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Track the status/availability of servicing resources






Assign/select resources to match customer servicing needs

Documentation

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Properties

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Property	Value
Service Domain	
API BIAN Portal	Contact Routing API (https://app.swaggerhub.com/apis/BIAN-3/ContactRouting/12.0.0)
Core Business Object	
Individual Analytics	customerServicingResourceAllocationAccumulators customerServicingResourceAllocationActivityAnalysis customerServicingResourceAllocationPerformanceAnalysis customerServicingResourceAllocationTrends&Events
Portfolio Analytics	customerServicingResourceAllocationPortfolioActivityAnalysis customerServicingResourceAllocationPortfolioMake-UpAnalysis customerServicingResourceAllocationPortfolioPerformanceAnalysis
Scenarios	<div><div></div>Execute Interactive Retention Campaign (views/view_55098.html)</div> <div><div></div>Register Servicing Position in Call Centre (views/view_55125.html)</div> <div><div></div>Develop Opportunity (views/view_55143.html)</div> <div><div></div>Check Customer Channel Access History and Access Entitlements (views/view_54968.html)</div> <div><div></div>Handle Failed Self Service Product Application (views/view_54810.html)</div>
Service Role	Contact Routing tracks servicing resource availability, further qualifies and potentially versifies the contact and makes an optimal routing decision. This can include generating a screen pop if CTI is available and support multi channel operations and onward routing of unfinished contacts
BIAN Life Cycle	
Registration Status	Registered

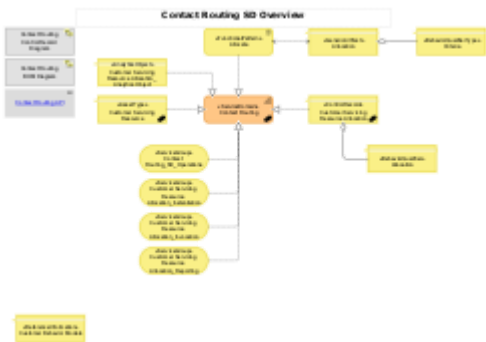
Stereotypes

stereotype
ServiceDomain

Appears on



(views/view_50839.html)



Contact Routing SD Overview

(views/view_50878.html)



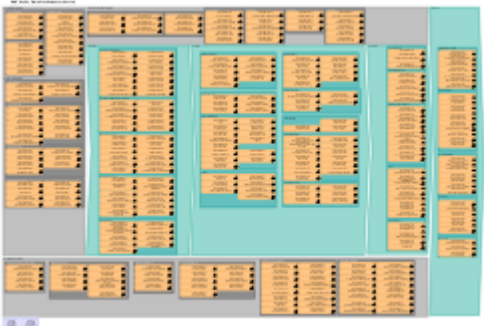
BIAN Coreless 2.0 Wireframe

(views/view_51552.html)



External Access Framework

(views/view_51705.html)



BIAN Service Landscape V12.0 Value Ch...






























(views/view_51891.html)








BIAN Service Landscape V12.0 Matrix Vi...



Relations






aggregated by	 External Access Framework (object_25.html?object=127286)
	 Cross Channel (object_25.html?object=130605)
	 Wave 1 (object_25.html?object=153747)
	 Cross Channel (object_25.html?object=171776)
gets input from	 Business Unit Management (object_21.html?object=30964)
	 Contact Handler (object_20.html?object=41839)
is equal to	 Contact Routing (object_37.html?object=41060)
is part of	 Cross Channel (object_25.html?object=130605)
realized by	 Customer Servicing Resource Allocation_Analytics Object (object_25.html?object=111199)
	 Contact Routing_SD_Operations (object_19.html?object=207160)
	 Customer Servicing Resource Allocation_Reporting (object_18.html?object=207169)
	 Customer Servicing Resource Allocation_Instantiation (object_18.html?object=207175)
	 Customer Servicing Resource Allocation_Invocation (object_18.html?object=207190)
	 Contact Routing_SD_Service Group (object_19.html?object=240026)
	 Ca CR Capture servicing resource pool data (e.g. resource status/availability) (object_12.html?object=28983)
	 Ec BQ Accept, verify, reject etc. an allocation (object_12.html?object=29325)
	 Re CR Retrieve details about the servicing resource assignments (object_12.html?object=29895)
	 Customer Servicing Resource (object_23.html?object=30411)
	 Co CR Control the processing of the servicing resource allocation (e.g. adjust priorities) (object_13.html?object=32304)
	 Ca BQ Capture data for an active allocation (e.g. availability) (object_13.html?object=32768)
	 Pr CR Enable the service resource pool allocation (object_14.html?object=34559)
	 Pr BQ Request a servicing resource (can be qualification and future booking) (object_14.html?object=35132)
	 Re BQ Retrieve details about a servicing resource allocation (object_15.html?object=38838)
	 Up BQ Update details of a servicing resource allocation (object_15.html?object=39457)
	 Customer Servicing Resource Allocation (object_24.html?object=39722)
	 Ec CR Accept, verify servicing resource pool activity (object_15.html?object=39944)
	 Up CR Update details about the servicing resource pool (object_15.html?object=42843)
	 Co BQ Control an allocation (e.g. terminate) (object_17.html?object=47476)
	 Allocate (object_28.html?object=58134)

sends output to		eBranch Operations (object_21.html?object=30829)
		Channel Activity Analysis (object_21.html?object=34254)
		Contact Center Operations (object_22.html?object=43894)
		Servicing Activity Analysis (object_22.html?object=46634)

serves		Task Management (object_6.html?object=130474)
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triggered by		Contact Handler (object_20.html?object=41839)
		Contact Center Operations (object_22.html?object=43894)

triggers		Channel Activity History (object_21.html?object=38870)
		Point of Service (object_22.html?object=43170)
		Contact Center Operations (object_22.html?object=43894)
