



Call-center Management System



About system

“OrangeLine” is a software system, which covers the whole scope of Call-center activities and contains everything Call-center needs for its successful operation.

The main competitive advantage of “OrangeLine” is that it combines several sub-systems, which usually are purchased separately:

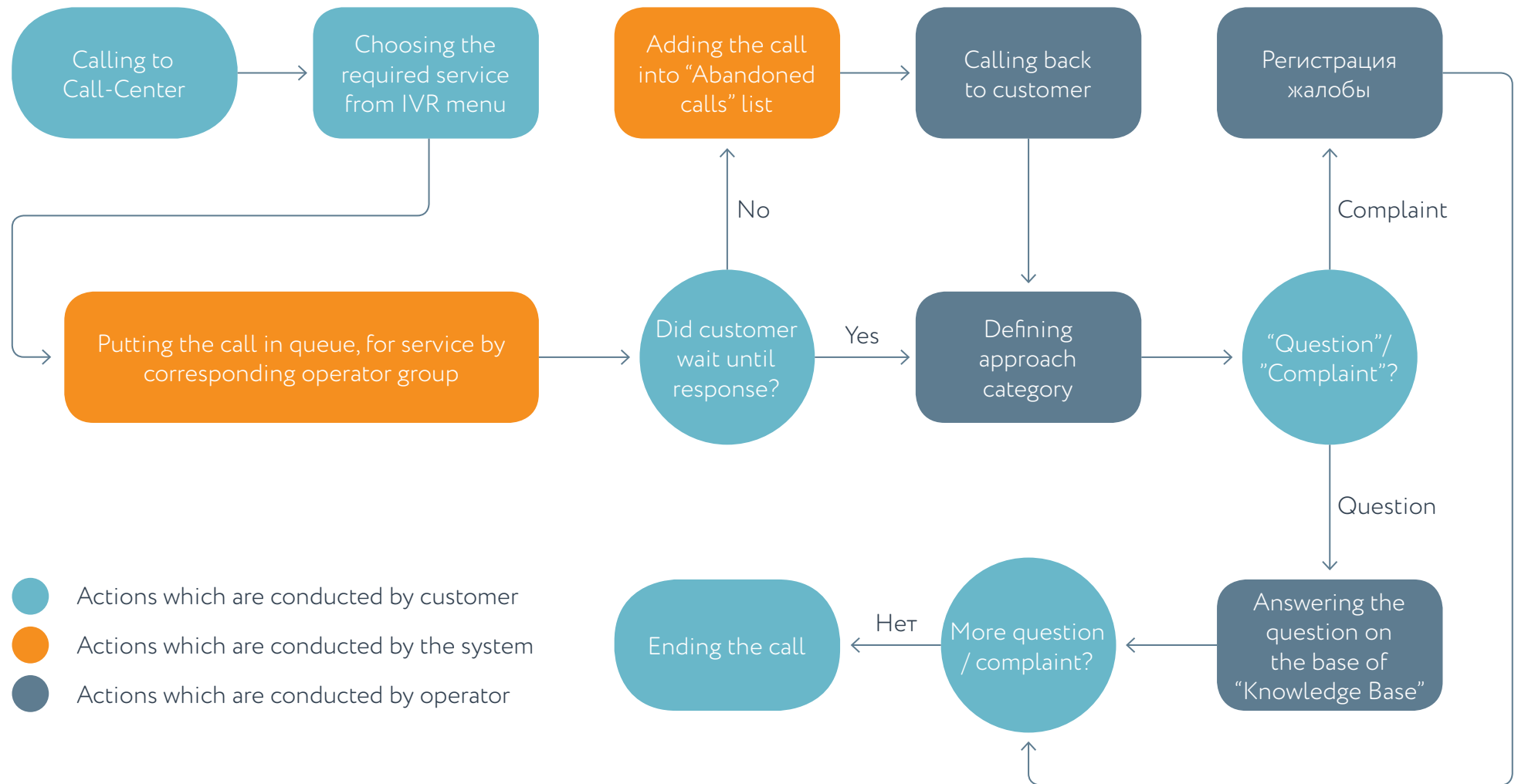
- Telephony sub-system;
- Customer Relations Management sub-system;
- Customer Complaints Management sub-system;
- Agent Knowledge Base sub-system.

Due to built-in flexible technologies, “OrangeLine” can be customized according to specific requirements of a customer-company.

“OrangeLine” meets all requirements laid down by the Cabinet of Ministers of Azerbaijan Republic in the “Rules on organization of activity of the Call Centers in state agencies”.

The cost of “Orange Line” software and expenses for its technical support compare favorably to those for foreign analogues. The system can be purchased in both full and limited functionality according to particular customer needs.

Customer approach handling process



System modules



Telephony



Customer Relations
Management



Customer Complaints
Handling



Knowledge Base
for Agents



Telesales



Agents Work
Evaluation



Agents Work
Management



Monitoring



Reports

Modules functionality

«OrangeLine» modules provide the following functionality:



- Interactive Voice Response (IVR) system

IVR system greets and redirects subscriber to appropriate department/queue/agent/informational service basing on choice he has made.

IVR can be integrated with external systems in order to provide customer services in automatic mode (without agent interaction).

“OrangeLine” is equipped with a set of tools for creating and managing IVR trees.

- Call queues

“Call queues” feature holds caller in a waiting queue throughout the whole period of time when all agents of the group to which the subscriber has been routed are busy.

“OrangeLine” allows managers to configure unique call queues for each department, agent, group; such configuring is usually performed for skill-based routing purposes.

“Call queues” supply input information for Reporting system.

- Outbound dialer

“Outbound dialer” works according to the following logics: the system automatically dials those subscribers who were put in the “outbound campaign”/“abandoned calls”/“call me back” and other similar lists and further interconnects responding subscribers with available agents.

“Outbound dialer” guarantees that out-of-service time for agents is minimal.

- Click-to-call

Due to this feature, while working in external applications, agents can dial subscribers simply by clicking their phone numbers. “Click-to-call” speed ups agents’ work and allows them to avoid dialing wrong numbers.

- Call control

“Call control” contains several functions (hold, mute, conference, transfer, hang up) which can be implemented using both software and hardware IP-phones. All the actions related to call control are registered by the system for reporting and monitoring purposes.

- Call recording

This feature is meant for creating and managing call archive. It is important to have such call archive as it provides input data for incident investigation, analysis and service level evaluation.

The “OrangeLine” system allows performing advanced search within the archive of call recordings, listening and downloading them to PC.



Customer Relations Management

- Creating and managing customer database
- Customizing customer application form (which is used for forming customer profile) according to company's specific requirements

Input of information into customer database is performed via customer application form located in customer profile. "OrangeLine" provides the possibility to edit this application form by adding there new fields, modifying existing and deactivating unused ones.

- Integrating "OrangeLine" system with other systems used within the company in order to set up automatic synchronization of customer related information.

This feature guarantees customer related data conformity for all the systems used within the company and obviates the need to fill in repeatedly the same information into several systems.

- Identifying customers basing on their subscriber number

As soon as an incoming call enters, the system identifies the customer, basing on his subscriber number (which is indicated in the customer profile) and displays the customer profile on agent's screen before he answers the call.

- Registering and categorizing all customer approaches

In the course of conversation, agent first assigns to the customer approach a category (such as “question”, “complaint”, etc.). Then agent fills in information concerning the approach into the system, and the system automatically attaches the approach to the customer profile. Gradually, after multiple approaches of the customer, an archive is formed in his profile. This archive contains detailed information concerning all his previous approaches. By using “approaches history” agent can handle the current approach of the customer more efficiently and rapidly.



Customer Complaints Handling

- Registering and categorizing all customer complaints

As it was mentioned above, agent may assign to a customer approach the “complaint” category. Since “OrangeLine” categories have “tree-type” structure, agent assigns not only category but sub-category as well. Each sub-category may have its own sub-sub-category, etc. Due to such structure the customer complaints database that is formed in the system is well organized.

- Managing complaint handling process: appointing responsible persons, choosing a process for complaint handling, defining due date, tracking the progress of the whole handling process.
 - The system allows appointing a staff member or a group of staff members as responsible for handling a complaint. The procedure of appointing responsible person/group may be performed both in manual and automatic modes.
 - The system allows also choosing one of the preset processes for handling a particular complaint. This procedure too may be performed both in manual and automatic modes.
 - In addition, the system allows defining due date for complaint handling, tracking the progress and introducing changes for delay elimination. The changes may also include re-appointing responsible persons, choosing different process for complaint handling.

- Advanced search within customer complaints database
- Creating reports concerning customer complaints



Knowledge Base for Agents

- Creating and managing a structured “Knowledge Base” for agents

“Knowledge Base” contains all template information that is provided to Call-center customers. By using “Knowledge Base” agents can furnish customers with information in detailed manner and rapidly.

A “Knowledge Base” created by privileged users of the “OrangeLine” system has “tree-type” structure. In other words, all information is broken down into categories, which themselves are broken down into sub-categories, which also are broken down into sub-sub-categories, etc. The final item in such structure is so-called “Question-Answer”, which consists of heading (sets a subject) and content (provides information on the set subject). The “OrangeLine” system allows modifying content of the previously created “Question-Answer” items while storing their earlier versions as well.

- Advanced search within “Knowledge Base”

This feature allows to search within categories, sub-categories, and within headings and contents of “Question-Answer” items.

- Linking a “Knowledge Base” item to a customer approach

If during conversation an agent assigns to customer approach the “question” category, the system provides to the agent the possibility to link the current approach with the “Knowledge Base” item, which is being used for answering customer question.

Due to this feature, customer’s “approaches history” contains also the information describing all questions/themes regarding which the customer approached previously.



Telesales

- Automatic/manual calling to customers, for product/service sale purposes
- Providing to customers the possibility to pay via electronic payment system (this feature requires integration of “OrangeLine” with an electronic payment system)
- Creating reports regarding sales



Agents Work Evaluation

- Evaluating agents work on configurable scale and basing on configurable criteria.
- Agreeing on score with agents
- Logging evaluation history

Agents Work Management

- Drawing up agents work schedule

The schedule is drawn up by supervisors on the base of a calendar, each day of which can be planned to a precision of an hour.

Thanks to the work schedule, supervisors and agents can plan their activity in the most efficient manner.

- Managing agent “breaks”

The system allows supervisors to create different kinds of “breaks”, which can be in general divided into two categories: those that require supervisor approval (1) and those that do not require supervisor approval (2).



Monitoring

- Monitoring Call-center general activity in real-time mode
- Monitoring agents activity
- Monitoring active calls (the possibility is provided to assist an agent (remaining unheard for customer) or to thrust into the conversation)



Reports

- Creating general and custom reports

By default, “OrangeLine” system contains several general reports; but at the system implementation stage, some custom reports can be developed, in order to satisfy the customer-company’s specific needs.

System requirements

User computers

Hardware: dual-core processor, 4GB of RAM

Operational system: Windows 7 or higher version

Browser: Google Chrome (recommended)

Server equipment

2 virtual/physical servers of the following configuration: dual-core processor, 4GB of RAM

Operational system: Linux OS

Data Base Management System: MySQL

Success stories





www.orangeline.az

Address: 106, Yahya Bakuvi street, Baku, Azerbaijan, AZ1072

Phone number: +(994 12) 404-31-40

Email: office@kibrit.tech

Web: <http://www.kibrit.tech>

Social networks: Facebook/Kibrit, Linked IN/Kibrit