Google Cloud

Call Routing with CCAIP

A Guide for Managers

This guide is designed to provide an overview of the routing options available with CCAIP. While these settings are determined in the implementation phase of customer onboarding and are rarely modified again throughout the customer lifecycle, this information is important for your role. They may impact how you assign agents and teams to queues, onboard new employees for the contact center, coach existing employees, make modifications based on volume, analyze reporting data, and more. Please note routing settings and configuration options can only be modified by those with the admin role assigned.

In this guide, you will identify settings and configuration options for calls and recognize the benefits and nuances of different routing methodologies in CCAIP. This resource will explain the foundational routing options available in CCAIP with a high-level overview relevant to your role as a manager.

Routing Overview

Establishing a powerful queue structure and routing system creates exceptional consumer experiences. With state-of-the-art routing in CCAIP, it can help decrease wait times, assist agent productivity, and improve CSAT scores.

Beyond what is covered in this guide, there are additional options in CCAIP regarding routing, including AI-driven routing which leverages Virtual Agents. Those options are best discussed with your implementation team at the time of the project build.

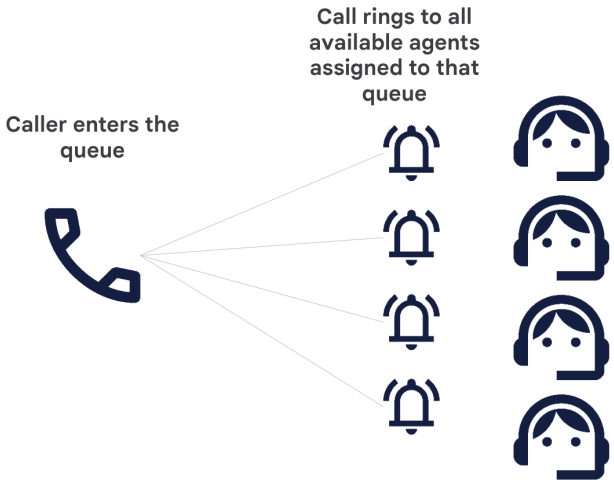
CCAIP utilizes intelligent routing systems that disperse calls, improve reporting, and shorten wait times for consumers. The standard routing options within CCAIP are:

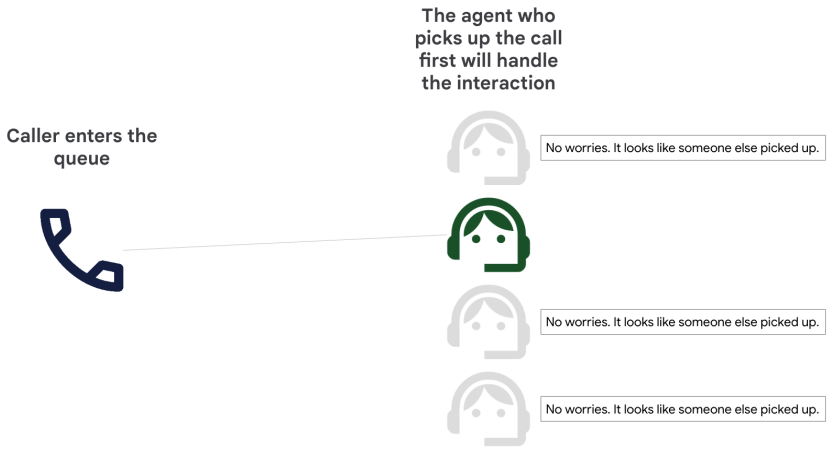
- Multicast
- Deltacast

- Auto answer
- Cascade groups
- Percent allocation groups
- Direct access points
- API direct access points for IVR calls

Multicast

Overview:
Multicast is the default routing configuration for calls and chats. Multicast routes calls and chats to all available agents who are assigned to the queue when a call or chat comes in. All agents have an equal opportunity to answer, and the quickest to respond will get the call or chat. If other agents attempt to answer the call/chat, a message will appear on the adapter that says, "No worries. It looks like someone else picked up." Multicast shortens pickup times by taking out the extra few seconds it might take to find an agent who will pick up the call. Multicast can be configured globally for the entire contact center or at the queue level.





Benefits:

The benefits of this type of routing are that your average wait time is lower if you have agents available because it rings to many agents at once. This is in contrast to Deltacast where it would ring to one person and then multiple agents after that. The number of answered and attempted answered interactions are tracked against each agent so you as the manager can see when they are making an effort to take calls. Even if your contact center does not want to configure Multicast globally, it can be extremely beneficial at the queue level for certain use cases. For instance, if there is a sales queue where agents rely on commissions, that means there will be highly motivated agents on that queue and they will all attempt to pick up consumer interactions as often as possible when Multicast is enabled.

Considerations:

There are some variables to consider when it comes to leveraging Multicast. It can be easier for agents to be in the available status without getting calls. That could potentially be indicative of an agent behavior issue or even just an agent's ability to click the answer button the fastest. To truly split the workload fairly requires Deltacast to be enabled (the guide will cover Deltacast in the next section). With Multicast, an unmotivated agent will not easily be held accountable for not taking calls until you view and analyze historical reports. Also, some agents may get discouraged if they try to pick up but aren't able to take the call because someone else picked up first. If your contact center uses

Multicast as the default routing option, you will not be able to leverage auto-answer.

Deltacast

Overview:
Deltacast is the more commonly utilized routing option with CCAIP. It is an intelligent routing system that disperses calls, improves reporting, and shortens wait times. Deltacast can be enabled at the global or queue level. This type of routing is when an incoming session is routed to an available agent with the longest duration since they last ended a session. Deltacast has more customizable settings available and allows you to set how long the agent has to answer before the session is offered to the other agents, and also how many times an agent can miss a call/chat routed to them before they are taken out of the available status.

Example:
An incoming call from a consumer (Emily) is routed to Agent A who has the longest duration since they last ended a call. If Agent A does not answer the call from Emily within the time set in the Deltacast timeout setting (set by the system admin), if there are remaining Deltacast attempt counts for the call, the call is routed to Agent B who has the second longest duration since they last ended a call. If the Deltacast attempt count has run out, the call is routed via Multicast to the rest of the agents assigned to that queue menu option. There are more routing logic examples if the system admin utilizes cascade groups, auto answer, etc. and we'll explore those later in this guide.

Benefits:

Let's review the benefits of Deltacast. Deltacast cycles through the agents, therefore agents all get the same number of calls offered. There is also reporting that allows managers to track if agents miss a Deltacast call, which creates training opportunities. In addition, before assigning a call to an agent via Deltacast, the system will check for their network strength to make sure it's high enough quality to take the call. If it's not, the platform will not route the call to them and they are flagged to supervisors.

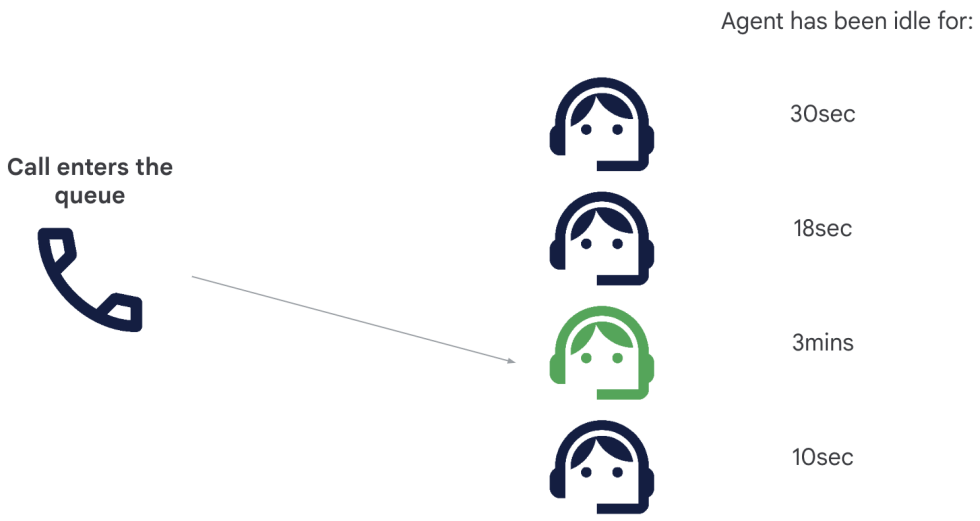
Considerations:

Deltacast is the recommended routing option for CCAIP. While there can be many combinations and configuration options to ensure the routing works well for consumers, we recommend starting with Deltacast as the global foundation routing setting.

Auto Answer

Overview:
Auto answer connects calls to agents without agents clicking to manually pick up. It applies to inbound calls and transfers. A whisper message can announce the call type and queue the call is coming from. A call countdown can be enabled to alert the agent before the call connects. Auto answer can be enabled at the global or queue level. If it is off globally then individual queues cannot use this feature. And auto answer cannot be enabled unless Deltacast is being used. Admin can also preset a default status for agents who have just logged in which prevents agents from getting Auto Answer calls before they are ready.

Example:
Emily calls the contact center and selects Account from the list of menu options. Her call is routed to that queue where 30 agents are assigned. It is routed via Deltacast to Agent A who is the longest idle agent assigned to that queue. Auto answer will immediately connect that call from Emily to Agent A, and that agent will be notified via a tone and the adapter will begin the 3-2-1 countdown to connect. If Agent A is not available within the admin-defined number of seconds of the Deltacast pick-up threshold duration, it will then be routed to Agent B who is the second longest idle agent assigned to that queue. If any agent in the queue receives the auto answer call but is not able to take the call due to network issues, they are considered skipped and the call is routed via Deltacast to the next agent.



Benefits:
Auto answer can be beneficial in that there will be a lower average queue wait time and it is easier on agents so they don't have to click to answer.

Considerations:
In practicality, auto answer should only be used in contact center environments where taking calls and chats are the agent's only responsibilities. Make sure agents have ample time in wrap-up before they are made available for their next call or chat.

Cascade Groups

Overview:
Cascade groups allow multiple sets of teams or agents to answer calls for a specific queue. It also allows for tiered routing by notifying Group 1 first, and then including the next group(s) sequentially. This means if your call isn't answered by one agent or group of agents, you can set up a custom routing configuration to make sure it's taken care of by the right agents. Here are some behaviors for cascade groups that are important to note:

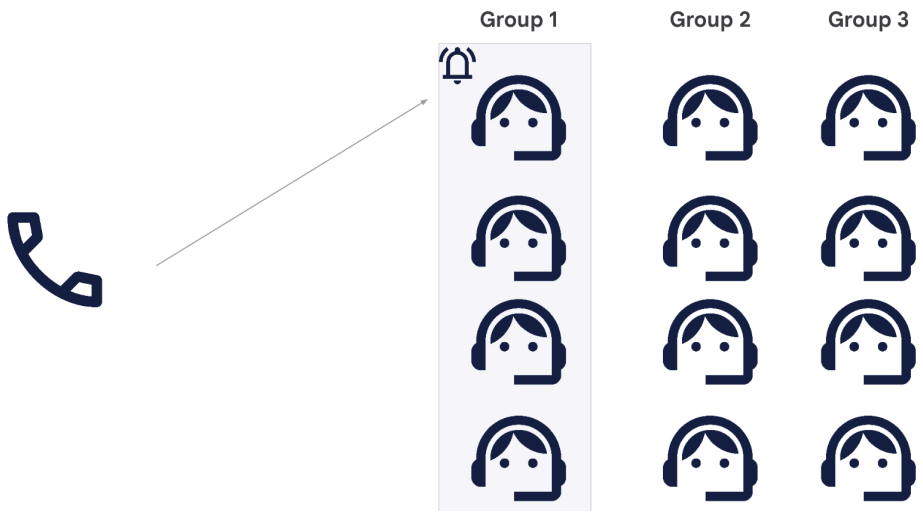
- ➔ When multiple groups of agents are assigned to queues, group 1 will be notified first, then group 2, and then group 3, etc. Each group in the process will be notified along with previous groups after the time limit the

admin has selected in operation management. Those settings impact the whole contact center environment.

- ➔ If a call has moved to the next group but an agent from a higher level group becomes available, the call will always go to the highest level group.
- ➔ Groups receiving notifications will continue to get them as more groups are notified until the call is answered.

Example:

Emily is calling the contact center and selects the Shipping queue. This queue uses Deltacast and cascade groups. With Deltacast, the call is routed to Agent A but they do not pick up. If the Deltacast attempt count has run out, then the call will be offered via Multicast to all of the agents assigned to cascade group 1. If the Multicast call to cascade group 1 remains unanswered in the set amount of seconds, then the call continues to be offered via Multicast to all of the agents assigned to cascade group 1 and now additionally cascade group 2 as well. The Multicast will continue to any subsequent groups assigned to the queue until an agent accepts Emily's call.



Benefits:

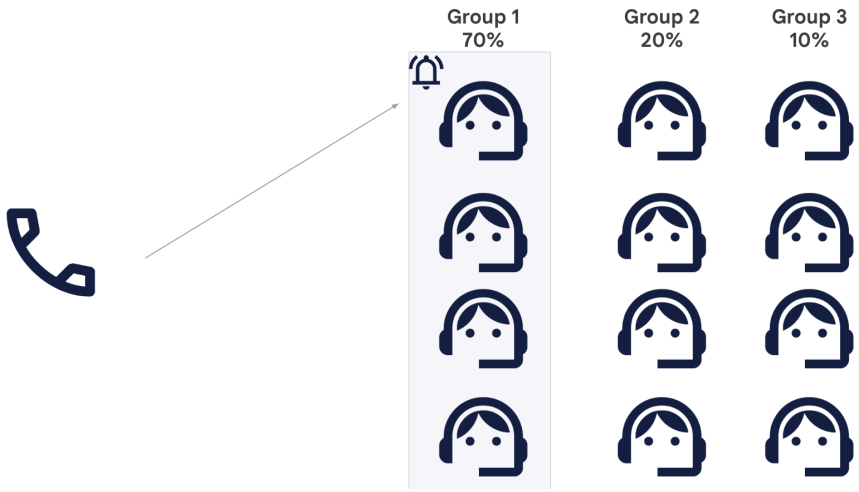
Cascade groups can be helpful because they allow for heavy queue coverage so consumers are supported quickly. Skilled agents can be grouped into higher number cascade groups so that they are the first line of defense in difficult or VIP-type queues.

Considerations:
Many CCAIP customers leverage cascade groups because they are so effective in providing coverage for all queues. Beyond the initial setup that it takes for admins to create and assign the cascade groups, there are not many drawbacks to this type of routing.

Percent Allocation Groups

Overview:
Percent allocation groups allow you to specify the percentage of calls or chats that each group assigned to a queue will receive. This type of routing is set on a per-queue basis and is accessible through the assign agents set up page. Admin must configure percent allocation. Many support operations may have multiple contact centers or teams that have varying levels of expertise. Admins can specify that Team 1 receives a certain percentage of incoming calls, while Team 2 gets a certain percentage, etc.

Example:
Retail Company ABC has two groups set up for the Returns and Reimbursement queue. 60% of calls will be routed to group 1 and 40% of calls will be routed to group 2. Percent allocation happens in the first leg of the call routing journey. After a group is chosen, then calls are routed using the Deltacast and Multicast settings. When Emily calls Retail Company ABC, she selects the Returns and Reimbursement queue. Her call is routed to the longest idle agent in the chosen group, which turns out to be group 1. If the agent does not pick up the call before the assigned timeout, it will stay in the Deltacast queue and broadcast to the rest of group 1 until the percent allocation timer is met. If none of the agents from group 1 pick up the call and the setting is enabled, it will be Multicast to all groups.



Benefits:
Percent allocation group routing can help direct a contractually mandated amount of traffic to a third-party support team or BPO.

Considerations:
Percent allocation is a reliable way to route calls based on a certain percentage to ensure workload is spread evenly across teams and parts of the business.

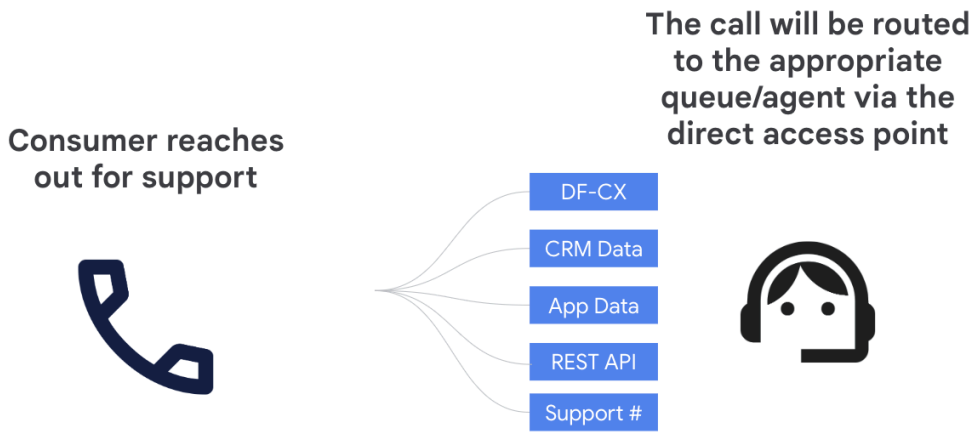
Direct Access Points

Overview:
Direct access points (DAP) enable companies to automatically connect consumers to a specific queue. Rather than forcing consumers through a long IVR tree, DAP makes the process faster and can provide a more delightful consumer experience. DAPs also allow for a more controlled user experience in your Mobile and Web channels and can note what page/screen a consumer is on and route to a correlated queue. DAPs are available for IVR, Mobile, and Web. The available DAP types are:

- ➔ Phone number
- ➔ CRM user segment
- ➔ API response

Example:

Loyalty Credit Card has a direct access point for their VIP consumers. These consumers have high limit cards and need to connect with agents quickly in situations with lost cards, stolen cards, and any type of fraudulent charges. On the back of their card and in their VIP area of Loyalty's mobile app, there is a phone number for them to call directly should they run into any of the above issues. This number allows the consumers to skip the IVR menu and be routed directly to Loyalty's VIP fraud department with the most skilled agents in the contact center. This creates an extremely smooth, efficient, and stress-free experience for the consumer.



Benefits:
Consumer experience is at an all time high with DAPs. Consumers can skip long wait times, have a customized experience for internal employee communication, recognize consumers based on API or CRM user segment data to ensure they speak to the right agents, and more.

Considerations:
When creating a direct access point for a specific support number, the phone number must be provisioned for your CCAIP environment. If creating a direct access point for User Segments, the admin must set up user segments in the CRM. Admin and developers must be involved in setting up the API DAP.