



HiPath DX

HiPath DX CTI

How you interact with your customers becomes increasingly important as it can make all the difference in making or breaking the build-up to a long-term relationship, and with it increased competitive advantage and profitability.

With interworking and the evolution of convergence, new means of customer interaction have been developed to help you improve your relationship and maximise the lifetime value of your customers.

Computer Telephone Integration (CTI) has become the foundation of modern customer interaction as computer and communication technology continue to converge.

CallBridge DX enables the HiPath DX to inter-work with your back office computer system to improve both the quality of services provided by, and the productivity of, a business.

Customer contact centres in particular benefit from CTI solutions which develop and consolidate their competitive advantage. CallBridge DX uses flexible client/server connections to the HiPath DX to enable both packaged and tailored applications. For example, support for the royalblue Rostrvm application packages. CallBridge DX supports the following protocols:

- CSTA (Computer Supported Telephony Applications) the emerging open standard for CTI
- ICCL (Integrated Call Control Link) the proprietary HiPath DX interface

Callbridge DX features & benefits

Improve customer service

Customer service can be the differentiating factor when the customers have to choose between you and the competition. Many organisations now offer different telephone numbers for particular services. With CallBridge DX the number dialled is provided to your computer system. As the call is answered, appropriate information can be immediately displayed on the agent terminal ('screen popping'). Screen popping useful information ensures your staff are prepared to quickly and professionally respond to the specific needs of the caller, hence adopting the call response to the customer and improving the service offered to them.

Increase efficiency and effectiveness

CTI can provide other information about a call before it is answered. The number from which the call was made, Calling Line Identity (CLI), can be used to obtain details about the caller from your customer database. This can personalise the information that is displayed on the agents terminal, to whom the call is routed, and your opportunity to build a long and profitable relationship with the caller is considerably enhanced through a well targeted service. For example, identifying the country of origin of the call in a European service centre could identify a requirement for a specific language skill. CTI can then be used to enable a skills based routing application, such as Siemens' HiPath ProCenter, to ensure that the call is directed to an agent who speaks the caller's language.

Time savings and improved quality

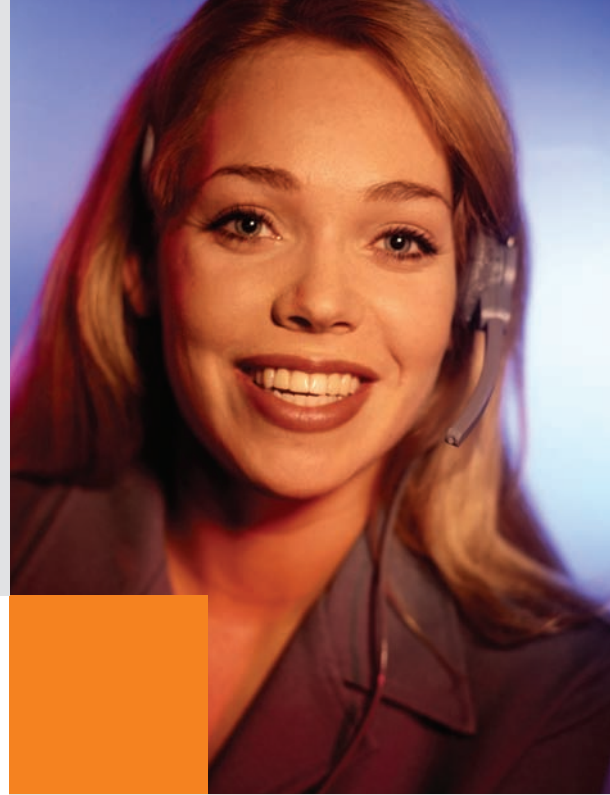
Many organisations aim to complete the handling of calls at the point of answer. However, circumstances may arise where a call must be passed on to a supervisor, a specialist or another department. CallBridge DX allows an application to initiate and control the transfer. This allows a synchronised voice and data transfer to occur, eliminating the need for the caller to be asked to repeat information already given, saving time and reducing caller irritation, therefore increasing their satisfaction with your service.

Automated dialling for improved productivity

CTI can be used to automate the outbound dialling process. Preview and progressive dialling in particular can be integrated with campaign management systems to more effectively manage agent workloads. Call blending, allowing both inbound and outbound calls to be processed, can be automated using CTI.

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CallBridge DX flexibility

Corporate IT networks can be a complex combination of components from multiple suppliers. Different sections of the enterprise have their own specific needs. In these cases offering one CTI application to connect to the CallBridge DX would not be enough. The CallBridge DX allows up to eight separate applications to connect to it. Hot-desking allows a user with the CTI class of service to log in at a 'visited' site in a DX network and retain their 'home' site directory number. However CTI reporting of events and operation of services, on the remote extension for both incoming and outgoing calls still occur through the CTI link on the 'home' site. This functionality provides unparalleled opportunities for flexibility in deployment of CTI solutions in a DX network.

CallBridge DX performance

CallBridge DX interfaces to the HiPath DX via its Ethernet ACI connection. This ensures superior performance even in the highest volume customer contact centre. The HiPath DX builds upon the proven technology and reliability of the UK's best in class networking communication systems: the Realitis DX and iSDX.

Configuration details

DX CTI supports the following configuration	
CTI extensions	2000
ACD agents	500
Application interfaces	8

Technical details

The CallBridge DX operates as a service on a server running Windows NT 4 with an appropriate service pack. The server connects to the HiPath DX, Realitis DX or iSDX via a TCP/IP connection using a 10Mbit Ethernet LAN.

Hardware requirements

Windows NT compatible PC

- Pentium II 200 MHz
- 64 Mb RAM
- VGA driver
- Colour monitor
- CD ROM
- SCSI 2Gbyte HDD
- 2 x network cards
- 3.5 inch floppy drive
- V32bis Hayes compatible modem

The requirements above represent the minimum for a system providing a CallBridge DX connection to a HiPath DX utilising the Siemens Enterprise Communications ICCL protocol.

The actual specification required may vary dependant upon the complexity of the attached application and its software configuration.

About Siemens Enterprise Communications Limited:

Siemens Enterprise Communications is one of the world's leading vendors of Open Communications solutions for enterprises of all sizes, enabling business processes to be more productive, faster and more secure – with any device, network or information technology infrastructure. The company is a wholly owned subsidiary of Siemens AG with 17,000 employees globally and headquarters in Munich.

Visit the website at www.siemens.com/enterprise or for UK specific information at www.siemens.co.uk/enterprise

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