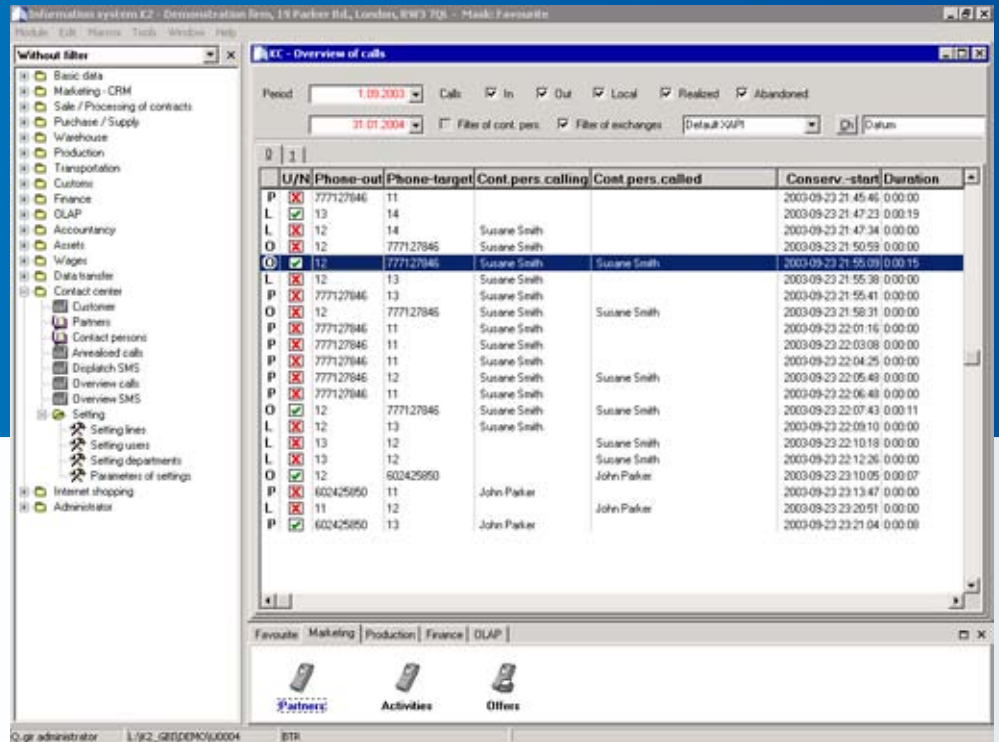




Make communication with your existing as well as potential clients more simply and effective!

## FUNCTIONS

- > Automatic response to incoming SMS
- > Automatic routing of calls – configurable in the IS K2
- > Automatic sending data from the IS K2 requested by means of an SMS
- > Definable parameters for activities being created
- > Detailed information on the caller/called party
- > Dialling telephone numbers directly from the IS K2
- > Evaluating success of the communication with partners
- > Full individual configurability for each user
- > Monitoring operation on a line
- > Monitoring pending calls
- > Phone control directly from the IS K2
- > Receipt of contracts/other information from the SMS of defined format
- > Sending SMS directly from the IS K2 with support for entering an activity
- > Well-arranged sorting of calls and SMS according to various criteria



The Contact Centre CRM is an upgrade of the module Marketing. It makes more simply and improves quality of the communication with the clients and enables and supports successful collection and saving of data. Communication with the partner as well as recording results of the particular calls becomes much more effective. Basic parts and functions of the Contact Centre are as follows:

**Communication interface** – it enables to get necessary information about the caller as well as called party and makes entering results of the communication more simply. Look of the communication interface and type of displayed information can be set up according to the user's needs.

**Automated communication control** – communication with a partner making call from known telephone numbers is routed automatically to the employees competent for the client concerned. Communication interface of the partner who is just calling is displayed to the competent employee before answering the call.

**Information interface** – it is activated through receipt of an SMS which can be recorded and on the base of which specific process in the system is started. In this way, the partner can get information for example on the goods on stock in the form of an SMS, e-mail, or create a new contract etc. Actions started by receipt of SMS are fully definable by the IS administrator.

**Communication statistics** – based on recorded data on the telephone traffic, it is possible to monitor pending and settled calls or to analyse minutes spent on the phone. It is possible to monitor all communication as a whole for all employees according to individual partners and to get, in this way, an overview about degree of successful communication.

## Communication interface

The communication interface is activated automatically when the incoming or outgoing call is registered. This interface comprises all information important for communication with the partner and, furthermore, enables to record activity concerning results of communication in comfortable manner. In connection with a "smart" phone, it enables to control the phone call directly from the computer - answering/hanging up, switching to other user or to other line etc. For each type of employee or department, look of the communication interface can be different. One look is intended for businessmen, another for service workers etc. Displayed data are definable individually for each user. To data displayed by default ranges information about unsettled contracts and unpaid invoices.

## Monitoring traffic on a line

The communication interface will be displayed for the user also in the case when the number is being dialled manually by means of the telephone set, not only from the system.



## FUNCTIONS

## Switching profiles

Switching profiles are sets of switching rules according to which the incoming call is being routed to the responsible persons. A switching rule defines to which employee (user of the IS K2) or to which line the call is routed. Switching of calls supports the function \*. Unknown telephone numbers can be differentiated e.g. according to the first three digits (according to the geographical area to which the caller belongs) and subsequently it is possible to route this call to a person responsible for the given area.

## Assignment of profiles

This function serves for assignment of switching profiles pursuant to given combinations and parameters of the calling partner or the department being called, as the case may be. Both parties are recognized according to the telephone number which is called or from which the call comes.

## Overview of calls

It enables to browse through and to sort records concerning telephone communication. The particular calls can be displayed according to the date and time, category (incoming, outgoing, internal), communicating persons, and many other criteria.

## Unsettled calls

It serves for rapid orientation of the user who was not able to answer calls for a certain period of time. In the preset filter, it is possible to find missed calls and whether these calls have been settled by someone else.

## Information interface

It makes possible for the IS administrator to define format of SMS as well as actions which will be started if the user sends this SMS to the system. By means of a message sent in this way, it is possible to start any function of the system (creating a new contract, inquiry concerning state of the system – disposal of articles, payments etc.).

## SMS overview

It enables to browse through records on incoming or outgoing SMS. Similarly as the overview of calls, it comprises wide possibilities for filtering and sorting of data being displayed.

## Sending SMS

Except for sending it directly from the IS, it makes possible to record an activity related to the SMS being sent in a rapid and comfortable way.

## CONTACT CENTRE CRM

