



# TeleVantage Call Classifier

***Easily extend the capabilities of your phone system with TeleVantage Call Classifier. This turnkey, cost-effective application seamlessly integrates with TeleVantage to provide advanced call routing and agent scripting based on customer data.***

TeleVantage® Call Classifier is a powerful tool for providing agents with detailed caller information from any database or web site, and automatically handling calls based on who is calling. TeleVantage Call Classifier can identify incoming calls based on DID, Caller ID, Account Code, Call Notes, or Custom Data Variables. When a call arrives, data can be fetched from your company's ODBC database or comprehensive profile information can be retrieved from ThinkDirectMarketing Inc.'s (TDMI) extensive DigitalDATA service. Information retrieved can then be displayed to agents in the TeleVantage Call Monitor via a screen pop. You can even send call data as a query to any web URL and generate a browser screen pop with the results. TeleVantage Call Classifier enables you to provide better customer service by empowering your agents with the origin of the lead source or the relevant promotion before they answer the call.

It's important to get the right call to the right agent quickly. By creating business rules, you can have TeleVantage Call Classifier intelligently route the call and enhance call information before it reaches an agent. Insert the name of the product the caller is inquiring about based on DID, change caller priority in a call center queue or automatically route calls to regional agents based on area code, and more. TeleVantage Call Classifier can even prompt the caller to enter additional information such as zip code or customer number, then handle the call accordingly.

TeleVantage Call Classifier comes with several sample configurations that let you turbocharge your call center performance right out of the box. Use the supplied DID to Caller ID, Agent routing via area codes or TDMI Digital Data configurations as references for designing your own.

TeleVantage Call Classifier is easy to set up, use, and expand to meet your call center's specific requirements. TeleVantage Call Classifier is a powerful way to improve your customer service and increase your competitive advantage.

## Example Uses of TeleVantage Call Classifier

There are hundreds of ways you can use TeleVantage Call Classifier to benefit your business or call center, including:

- Set a caller's queue priority based on issue number, customer number, or caller ID to bump them up in line or route callers to the appropriate agent based on area code.
- Verify a caller's customer number, and before the agent answers, display a web page containing a customer record from web-based CRM packages such as NetSuite.
- Open a web page with a URL containing caller details and display the results in a browser screen pop.
- Get detailed profile information, such as name and address, on over 120 million of North American business or residences from TDMI's extensive DigitalDATA service.
- Prompt callers for any numeric information, and validate it based on any ODBC database (i.e. Microsoft Access, SQL Server, Excel, Oracle), then send the resulting profile information to the agent. Prevent non-validated callers from reaching an agent.
- Based on your own custom or company database, attach issue numbers, customer profiles, addresses, and other information to the call.
- In conjunction with a third-party fax server, allow a single DID number to be used for both faxes and calls. Use TeleVantage auto attendants for fax detection, and then use TeleVantage Call Classifier to route calls to users if no fax is detected.
- Add address information to calls based on caller ID. If caller ID isn't present, you can have TeleVantage Call Classifier prompt the caller for their phone number or do a web search for the name or number.
- Query the following for a match against any caller's DID, Caller ID Name or Number, Account Code, Call Notes or any Custom Data field:
  - Any number or text that you enter in a TeleVantage Call Classifier business rule
  - Any Microsoft OLE DB supported database, for example Microsoft Access, SQL Server, Excel, or Oracle
  - DigitalDATA service

After a call is matched, the TeleVantage Call Classifier can change the caller's DID, Caller ID Name or Number, Account Code, Call Notes or any Custom Data field to the result of the query.

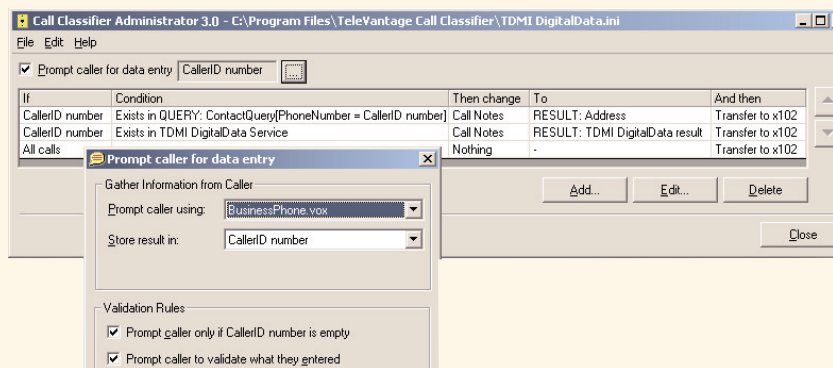
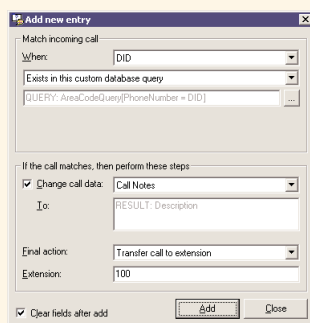
- Add agent call scripts (with optional embedded customer name) to the Call Notes based on caller ID and a custom database query (for example, "Is Mr. Jones available? This is Fred Holmes from XYZ Corp...").
- Add meaning to DID numbers. For example, ABC Corp. has a different support phone number for each of their products. As TeleVantage Call Classifier receives calls, it can add the appropriate product name to the Notes field based on DID, then route the call to the support queue. Agents using the TeleVantage Call Monitor can see the product name before answering the call, resulting in a shorter call and a more informed agent.

## What is included?

- TeleVantage Call Classifier Administrator Utility and IVR plug-in
- Documentation
- Sample configurations: DID to Caller ID, Agent routing via area codes, and TDMI Digital Data

## Requirements

- TeleVantage 5 or higher Server (see TeleVantage 5 requirements for more information)
- An unused TeleVantage station license for each simultaneous call to the TeleVantage Call Classifier (needed for the duration of each call in the Classifier, the license is not used once the call is transferred to the agent)
- Network Access to your database (required for performing custom database queries)
- Optional TDMI account (required to use their DigitalDATA service)
- Microsoft Access 2000 or higher (required if using the Agents Regions sample database or the database containing local cache for DigitalDATA)



## About Artisoft

Artisoft Inc. is a leading developer of open, standards-based telephone systems that bring together voice and data for more powerful and productive communications. Artisoft's innovative products have consistently garnered industry recognition for technical excellence, winning more than 30 awards. The company distributes its products and services worldwide through a dedicated and growing channel of authorized resellers. For more information, please call 800-914-9985 or visit our website at <http://www.artisoft.com>.

## About TeleVantage

Artisoft's TeleVantage is feature-rich, software-based phone system that combines the power of desktop computing with the most advanced communications technology available. TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Built on open-systems architecture and supported by world-class Intel hardware, TeleVantage provides more value today while safeguarding investments for the future.



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