



Smartphone Agent by Bucher + Suter

“CTI and mobility in the palm of your hand”

A Smartphone application for mobile contact center agents



Many contact centers today have the need to provide Customer Service Representatives (CSRs) with the ability to handle contact center calls regardless of location. Often companies face the challenge of quickly turning up additional CSR positions for periods of high call volume or emergency situations. Being able to mobilize the CSR workforce and plan for disaster recovery is a critical part of a cohesive customer service strategy.

The Bucher + Suter Smartphone Agent is a mobile phone based agent CTI application which can be used in these situations. CSRs can login to the Cisco Contact Center and receive calls with customer data displayed upon call arrival.

Field technicians who are on the road or in the field can take service calls from customers and receive screen pops of caller data from the Cisco Unified Contact Center.

With the arrival of a telephone call, **Smartphone Agent can display standard screen pop data** such as ANI and DNIS, as well as customized data fields such as **caller entered digits or caller profile information which has been retrieved from a CRM system.**

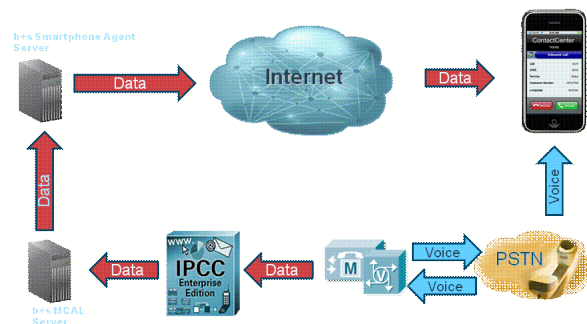


Smartphone Agent also features common contact center functionality such as the **ability to give agents wrap up time** after each call and to create a list of "not ready" reason codes that agents select when they go unavailable.



Architecture

Smartphone Agent is designed to work with Cisco's Unified Contact Center Enterprise. Mobile devices installed with the application are configured and managed through the standard Mobile Agent feature. Routing of calls to a mobile CSR follow the same rules as for those CSRs who are sitting inside brick and mortar facilities. Standard reporting and supervisor tools apply.



Please note that both the b+s MCAL server and the Smartphone Agent server are included in the licensed solution.

Application Example

The following is an example of a mobile agent on the road handling a call routed from the contact center:

- An employee in the field starts his day by logging into the Smartphone Agent application and going into the "ready" state. The employee is now available in Cisco UCCE to take calls.
- Once a customer calls into the contact center, navigates through an IVR menu and perhaps opts out after entering an account number, Cisco's UCCE software makes a routing decision based on skills and availability.
- The DNIS, customer's caller ID, menu choices and account number (or other caller entered data) are passed from UCCE to the b+s Multi Channel Application Link (or MCAL).
- Attached data is then passed from MCAL to the Smartphone Agent server application to the CSR's Smartphone device.
- The Cisco Unified Communications Manager (CUCM) dials the mobile device's telephone number to initiate the call.
- The CSR answers the call on his mobile phone.
- Once the call is concluded, the Smartphone Agent application can be set to automatically put the CSR back into a "ready" or a "wrap up" state.
- If the CSR goes into a "not ready" state then the application can prompt for a "not ready" reason among those chosen by the Smartphone Agent administrator. These reason codes will show up in UCCE reporting.

Features

- **Screen Pop:** Smartphone Agent's flexible and easy to configure screen pops present the most relevant information on the employee's mobile device synchronized with the arrival of the telephone call.
- **Telephony Control:** While on a call, a CSR can transfer the call, place the caller on hold, perform conferences, etc.
- **Routing:** Smartphone Agent can take advantage of UCCE's skills based routing functionality. UCCE determines which mobile CSR should receive the call based on availability (logged In/logged out/ready/not ready), worker skills, location of the caller, geographical territories, caller information (ANI, DNIS, CED, etc.), fair distribution among workers (e.g. longest available), time of day/day of week and custom rules specific to a business' unique requirements.

System Information

- Network support
 - Voice & data over 3G
- Device support
 - iPhone 3GS
 - Blackberry (Future)
- Cisco Mobile Agent
 - Supports Call-by-Call model for voice processing