

# **Softdial Contact Center™**

## **For Deployment with**

### **NIPO Software**



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June 2005

# **Introduction**

Softdial Contact Center™ for NIPO Software is a suite of software components that interoperate to provide a feature-rich outbound call center capability on a hardware dialer platform supplied by Sytel. This document describes both the general architecture of Softdial Contact Center™ and also both the software and the hardware components.

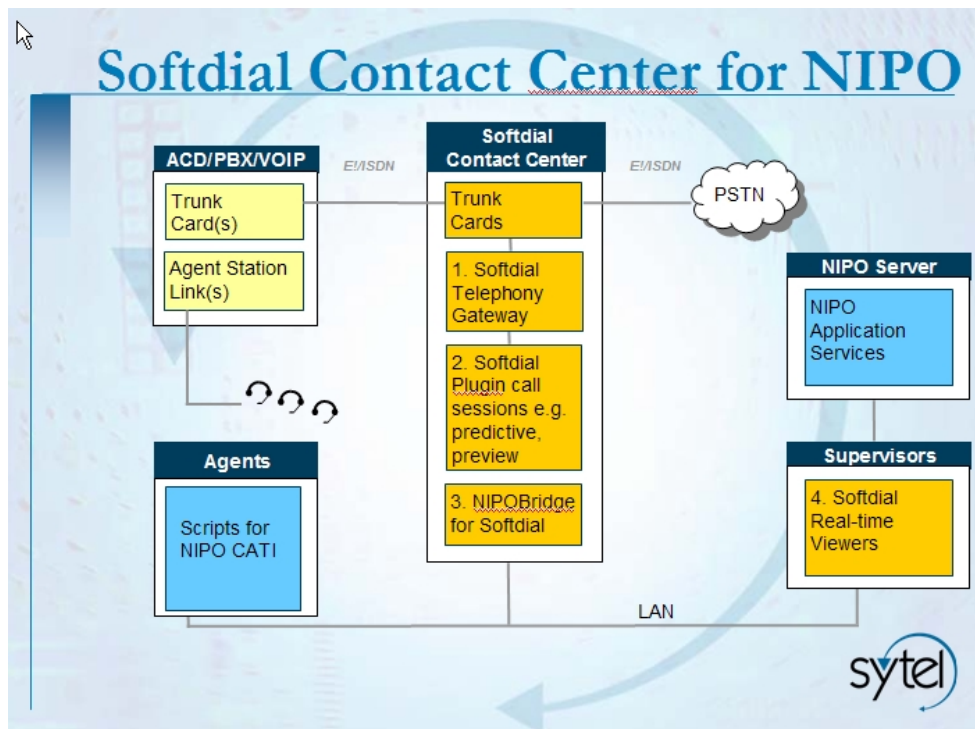
Architecturally, Softdial Contact Center™ is implemented as a series of Windows services that interoperate on a PC or over a network using TCP/IP. The components can be deployed on the same server for small to medium-sized installations and can be deployed as distributed, multiple instance components to deliver larger scale call center and ASP platforms.

Operating systems platforms supported are Windows 2000 (all variants), Windows XP Professional and Windows Server 2003.

# Softdial Contact Center Components For NIPO Software Customers

The schematic in the middle of the diagram below shows the Sytel software server components all residing on a hi-specification Windows PC capable of running in excess of 400 hundred agents. As well as the server software, the PC also houses the trunk cards that are used for placing calls directly to the network and then transferring answered calls to agents.

Sytel-supplied software components are all colored orange and described in detail in the numbered sections that follow.



## 1. Softdial Telephony Gateway™

*Softdial Telephony Gateway™ (STG) is a collection of software components that drives trunk devices and DSP modules on industry-standard telephony cards.*

### Scalability

STG fulfils the CTI interface to Softdial Contact Center™ and provides a single-

chassis solution scaling from 1 to 40 E1 or T1 trunks (30 to 1200 lines) in PCI form factor, and much more using cPCI or chassis interconnects. STG will work with most signaling environments and is particularly adept at dealing with mixed-mode signaling environments such as in the USA.

### **Supply by Sytel or 'Own Build'**

STG and the other Sytel software can either be preloaded on a telephony chassis and shipped to customers, or in some cases Sytel will appoint partners locally to do this, using locally sourced hardware and telephony components.

### **Media Rich**

As well as providing a solid telephony platform, STG is a functionally rich media platform. This means that in addition to normal inbound and outbound call control the platform also provides

- Call Recording, search and playback tools, archiving.
- Media analysis; end-of-message detect, grunt detect and DTMF capture for IVR,
- Messaging; in-queue ACD messaging, ad-hoc messaging during or at end of conversation.
- Monitoring, conferencing and coaching

## **2. Softdial Plugin® - Sytel's Dialing Software**

*Sytel's dialing software, Softdial Plugin® supports all forms of dialing, from manual, preview, power, progressive to predictive, via the most advanced predictive dialing engine in the world, the Virtual Event Machine®, which sits at the heart of Softdial Plugin®.*

*In predictive mode, Softdial Plugin® is the most efficient dialer available today in the market research industry, bar none, and Sytel always welcomes any trials or benchmarks that customers may wish to run to verify this for themselves.*

### **Ultra High Speed Simulation Engine**

This product works quite differently from traditional approaches to predictive dialing; it employs massive simulation techniques to work out the appropriate dialing rate for the calling conditions experienced in the call center. This has two clear advantages over traditional predictive dialers:

1. The simulation model inherently caters for all dialing conditions.
2. There is no need for human interaction to manage the dialer.

It is the only dialer in the world that was specifically designed to provide effective performance under compliant dialing conditions.

### **Scalability**

The Virtual Event Machine<sup>®</sup>, which drives the predictive dialing, works at speeds well in excess of 10 million calls a second and can support up to 3000 agents simultaneously on a dual processor Windows platform.

### **Built for Compliance**

The Virtual Event Machine<sup>®</sup> is the only set of dialing algorithms that were specifically engineered to be able to dial effectively within compliance rules. Sytel has worked as a consultant to a number of Direct Marketing Associations around the world in helping them prepare rules for dialers. Sytel also worked with the FTC in developing their dialing rules and was an expert witness in the hearings held in Washington DC in 2002. Unlike all other dialer vendors, Sytel enforces compliance with dialing rules in all countries around the world and has done so for many years. Customers can be assured that their outbound operations will always work on a compliant basis.

### **Pacing Options**

Softdial Plugin<sup>®</sup> eliminates the need for a supervisor to have to cope with complex pacing options. It continuously monitors all dialing and agent events and seamlessly adjusts the dialing rate to achieve optimum performance.

### **Tuning Options**

There are two tuning options only, which are set at the start of a campaign. The Ring No Answer timeout can be set in increments of one second. The abandoned call target can be set to two decimal places within the controls for abandoned calls.

### **Disposition Codes**

We provide a standard model for agent and telephony outcomes for use worldwide, including the US. This is customizable as required.

### **Dialing Modes**

We provide preview, power, progressive and predictive options. An unattended facility is available for certain activities e.g. collections.

### **Call Control**

Unlike traditional dialers, the call control managed by the Softdial Contact Center<sup>™</sup> API includes transfers between *any* agent, supervisor or employee. This feature means that call transfer across the enterprise is seamless.

### **3. NIPOBridge for Softdial**

*NIPOBridge for Softdial is a software product enabling the interoperation of NIPO Software with Sytel's Softdial Contact Center™ over TCP/IP socket connections. NIPOBridge employs a transaction-oriented approach to intelligent message processing, complemented by configurable message logging facilities and error reporting. It uses a graphical user interface for real-time message flow display, enabling the user to freeze the screen for message inspection as required. Messages are grouped depending on their origin and destination, aiding the user's navigation through the message flow. The user interface also allows monitoring of campaign and agent counts dynamically.*

## 4. Softdial Real-time Viewers

Two real-time viewers for monitoring agent and campaign states are included with the standard product. The reports are updated in real time for all campaigns being run and can be run on any PC attached to the network. These reports cover all dialing activity and also measure agent activities in respect of talk and wrap times.

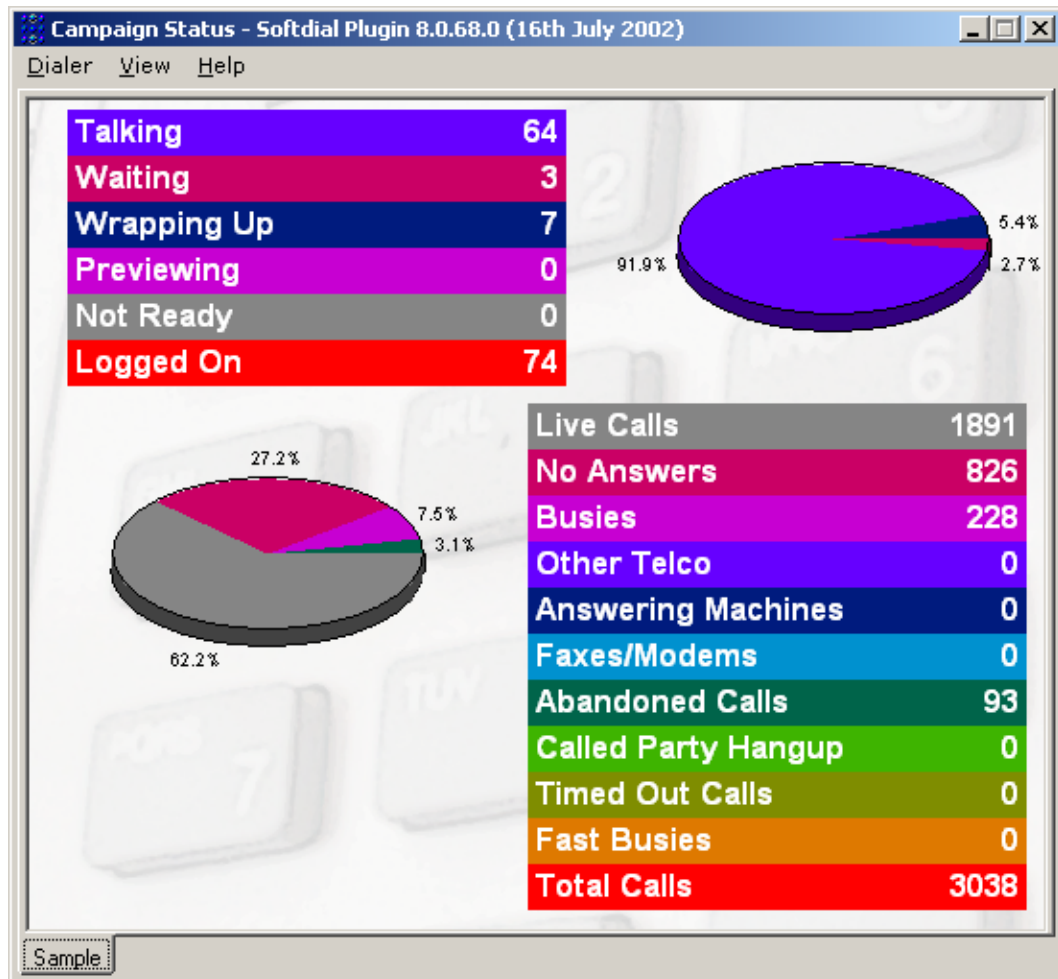
### Agent Reports

In these reports, agent states can be shown as measured per event (yellow), or in time per hour (blue). So the average time spent waiting between calls (yellow) is 5 seconds and the average agent talk time per hour (blue) is running in excess of 50 minutes in the hour.

Agent Name	Logged (h:mm:ss)	Completed Live Calls	Talk (mm:ss)	Wait (mm:ss)	Wrap (mm:ss)	Preview (mm:ss)	Not Ready (mm:ss)	Ans.Mach (mm:ss)	Fax (mm:ss)
Syd Follett	0:26:03	29	51:29	00:04	00:03	00:00	00:07	00:00	00:00
Julian Bales	0:26:17	27	50:11	00:06	00:03	00:00	00:07	00:00	00:00
Mack Strathdee	0:26:14	23	51:24	00:05	00:04	00:00	00:08	00:00	00:00
Kate Challinor	0:26:02	27	51:04	00:05	00:04	00:00	00:07	00:00	00:00
Sidney Durnian	0:26:02	24	50:46	00:05	00:05	00:00	00:06	00:00	00:00
Elaine Couper	0:26:02	24	50:40	00:05	00:05	00:00	00:08	00:00	00:00
Iona Dixon	0:26:01	26	50:52	00:05	00:04	00:00	00:09	00:00	00:00
Jake Grumwald	0:26:15	22	49:56	00:06	00:05	00:00	00:08	00:00	00:00
Mack Givenchy	0:26:01	25	49:43	00:06	00:04	00:00	00:09	00:00	00:00
Tracy Connelly	0:26:01	25	49:08	00:06	00:04	00:00	00:09	00:00	00:00
Adrian Kline	0:26:03	28	51:06	00:04	00:03	00:00	00:08	00:00	00:00
Margaret Connell	0:26:04	26	50:15	00:06	00:04	00:00	00:09	00:00	00:00
Holly Templeman	0:26:06	23	50:50	00:05	00:05	00:00	00:06	00:00	00:00
Milly Riches	0:26:10	24	51:23	00:04	00:05	00:00	00:07	00:00	00:00
Wendy Trevally	0:26:09	23	50:21	00:05	00:05	00:00	00:06	00:00	00:00
Perry Graves	0:26:11	25	50:45	00:04	00:05	00:00	00:06	00:00	00:00
Kenneth Dyer	0:26:13	24	51:07	00:04	00:05	00:00	00:06	00:00	00:00
Hayley Duval	0:26:14	27	50:58	00:05	00:04	00:00	00:09	00:00	00:00
Janine Northcote	0:25:59	22	50:20	00:06	00:05	00:00	00:07	00:00	00:00
Walter Friedland	0:25:59	24	50:56	00:05	00:04	00:00	00:08	00:00	00:00
Tessa Dawkins	0:25:59	24	49:58	00:06	00:04	00:00	00:07	00:00	00:00
Rebecca Collyer	0:26:06	31	50:49	00:05	00:03	00:00	00:08	00:00	00:00
Thea Taplin	0:25:59	23	50:22	00:05	00:05	00:00	00:06	00:00	00:00
Nina Dyer	0:25:58	26	49:43	00:06	00:04	00:00	00:09	00:00	00:00
Gus Hallam	0:26:01	28	50:09	00:05	00:04	00:00	00:08	00:00	00:00
Rose Dewsbury	0:26:07	23	50:06	00:06	00:05	00:00	00:09	00:00	00:00
Seth Cauthy	0:26:12	26	50:48	00:05	00:04	00:00	00:09	00:00	00:00
<b>Summary</b>	<b>31:36:16</b>	<b>1854</b>	<b>50:33</b>	<b>00:05</b>	<b>00:04</b>	<b>00:00</b>	<b>00:08</b>	<b>00:00</b>	<b>00:00</b>

## Campaign Reports

Note in the report below where the abandoned call rate is shown as 3.1%. This is an all calls measure to fit in with the way the bar chart data are shown. The abandoned calls target for this campaign was set at 5%, and measured as a percentage of live calls, the rate is 4.9%.



## Working With Sytel

Sytel has worked very closely with NIPO Software to ensure that it fully supports the functionality required by NIPO Software customers. And it has worked closely with NIPO Software on system testing to ensure that the products work efficiently

together. NIPO Software customers are welcome to contact NIPO Software for further details of this collaboration.

Sytel and NIPO Software will supply their respective products separately to individual customers, with the confidence, from their collaboration, that they will work to specification when installed.

Sytel is happy to supply directly to end-users of NIPO Software, and will also consider appointing third parties to take responsibility for supply, installation and management of customer sites.

End-users and third parties seeking more information, including commercial terms, availability of free trial periods and a statement of work should contact Sytel at [sales@sytelco.com](mailto:sales@sytelco.com).

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June 2005