

The multichannel routing functionality provides flexibility in servicing customers.

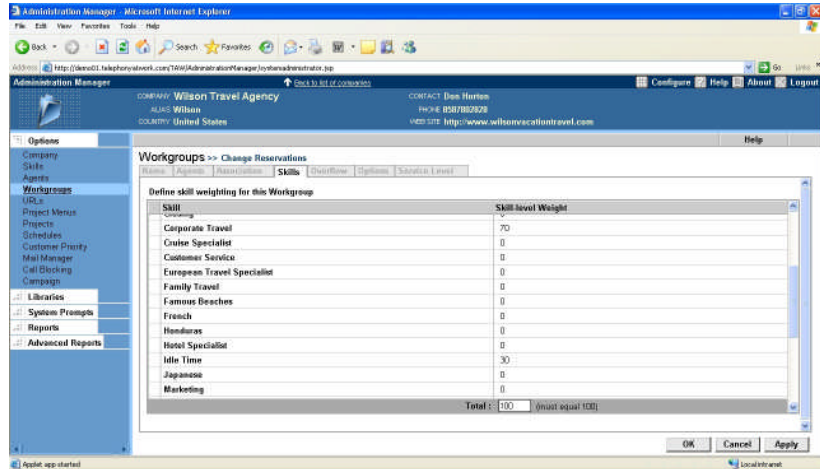
### Spike Productivity Gains with 3-D, Skills-Based Routing

Skills-based routing has also changed the way call centers are provisioned. You can now define agents as members of multiple groups, instead of strictly allocating them to one group or function. You can also assign skill attributes to agents, which determine the types of contact they can receive.

Contact Center Anywhere offers a new and innovative approach for contact center skills-based routing that increases agent productivity while improving customer satisfaction. This new feature is called 3-D (multidimensional) routing. Using menu-driven provisioning, administrators associate agents with business workgroups, such as sales, customer service, or collections; assign agent skill or knowledge sets, such as server or printer expertise; and, finally, identify a proficiency level for each of the agent's skills.

Contact Center Anywhere then routes contacts based on a weighted skills-based calculation, a significant differentiator over basic binary skills-based routing.

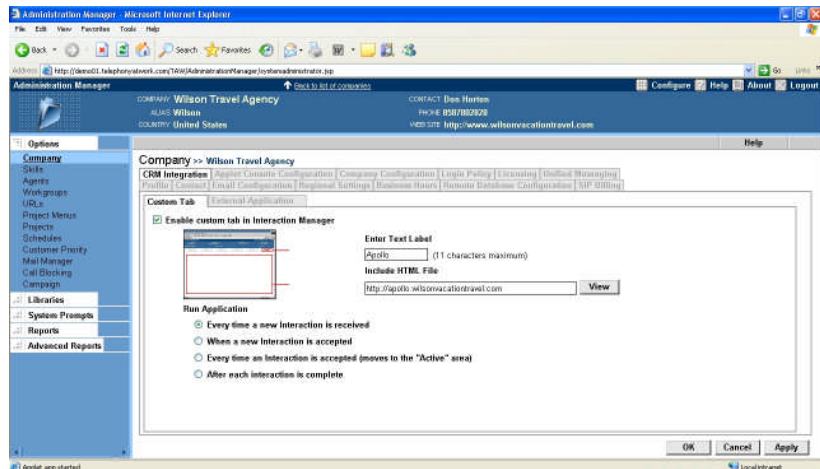
Whereas binary skills-based routing assumes that all agents have the same level of proficiency in each skill, weighted skills-based routing considers each agent's skill level when it makes the routing decision. Contact Center Anywhere can effectively route communications to the agent best equipped to handle them, using a weighted calculation, which takes into account any number of skills.



Weighted, skills-based routing calculates various variables to ensure optimal transaction processing efficiency.

### Maximize Efficiencies with Computer Telephony Integration Routing

Computer telephony integration no longer has to be a complex, expensive, and time-consuming project. Setting up a screen pop of customer information from a customer relationship management (CRM) system or other external source is another simple, menu-driven capability of Contact Center Anywhere. During the system provisioning, Contact Center Anywhere identifies associated CRM systems in the library. When a transaction arrives, either the system gathers customer ID information from the automatic number identification, URL, or e-mail header, or it prompts the customer to enter an account number. It then passes this information with the transaction session to the agent's desktop and presents the customer's file from the CRM system. Oracle's Contact Center Anywhere can also query an associated database for customer information and return the results to the agent or caller.



Oracle's Contact Center Anywhere makes it easy to set up a screen pop of customer information from a CRM system.

### Contact Us

For more information on how Oracle Contact Centre Anywhere from QPC will benefit your contact centre, or to arrange a demonstration, contact us, call +61 (3) 9239 5600.

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