

MicroRoute for Call Control Enhances the Caller Experience

First-call resolution is critical to a contact center's success. The best way to achieve this is to have intelligent routing available so callers are sent to an informed agent in the correct location the first time they call. A MicroRoute™ Solution from MicroAutomation provides intelligent routing for contact centers. Intelligent routing is a Computer Telephony Integration (CTI) or Call Control feature that allows an incoming call to be routed to an Automatic Call Distributor (ACD) queue or direct extension based on caller identification information retrieved from a host computer. MicroRoute utilizes Automatic Number Identification (ANI) information and/or Dialed Number Identification Service (DNIS) information to analyze and route incoming calls according to pre-defined criteria. The caller profile information can be maintained on one of several locations, including a local PC, LAN Server or mainframe computer. When the switch notifies MicroRoute of an incoming call, MicroRoute accesses the caller's record from the host database and routes the call to an ACD queue or direct extension based on information retrieved from the host database.

MICROROUTE SOLUTION FEATURES

A MicroRoute solution:

- Routes incoming calls based on ANI (Automated Number Identification) or DNIS (Dialed Number Identification Service)
- Instantly direct calls to the proper destination while the call is ringing; reducing toll-free voice charges
- Determines your own call routing criteria based on your customer database or host computer information
- Seamlessly integrates with additional Self-Service and Call Control functionalities
- Interfaces with the telephone switch via Envoy CT Connect or IBM CallPath
- The routing rules determined by you are stored in a relational database

ABOUT MICROAUTOMATION

MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

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MICROROUTE SOLUTION BENEFITS

- Eliminates re-stating of caller information
- Enables immediate call routing to the most qualified agent or location destination
- Reduces call center costs by decreasing call handling time
- Provides callers with faster service from informed agents
- Is highly flexible and is easily integrated with your existing infrastructure
- Is easily customized to meet the specific needs of your contact center

