

VOICE PLATFORM (NVP™)

Highly cost effective telephony platform focused purely on the contact centre.

Does your telephone system require costly regular upgrades?

Are you fed up with maintaining and supporting on premise equipment?

Do you have to pay extra for separate solutions for call recording, IVR, quality management or wallboards on top of your PBX?

Are your call recordings not searchable by customer information? Do you need to pay for expensive proprietary phones?

Do you struggle to integrate your agent desktop applications with your telephony?

If you answered yes to any of these questions, Noetica's Voice Platform (NVP™) can help you reduce your costs, simplify your infrastructure and drive agent productivity to new heights.

KEY BENEFITS

- All-in-one voice, call recording & QM platform
- Deployable on premise, data centre or public cloud
- Call recordings automatically linked to customer records
- Boost performance with SABRE™ technology
- User-friendly, visual call routing controls

NVP™ is a comprehensive, integrated telephony platform. Besides standard telephony, underpinned by our own Digital Signal Processing (DSP) module, the NVP™ delivers a complete Automatic Call Distributor (ACD) as well as intuitive Interactive Voice Response (IVR), integral call recording and retrieval as well as quality management. In addition to this, the solution is tightly integrated into our light touch Customer Relationship Management (CRM) system and agent scripting modules to form a complete solution that meets a wide range of contact center requirements.

The Noetica Voice Platform is also the foundation upon which our advanced predictive dialler patented features such as LPD™ & SNoDrop™ are built.

NVP™ has been built entirely from the ground up by Noetica and relies on no external hardware or software. However, it can connect to any other telephony platform that supports the SIP standard and can act as an auxiliary voice platform in hybrid installations.

TELEPHONY: AN ALL-PERVASIVE COMMODITY?

Until relatively recently, advanced business telephone systems used to be complex and expensive pieces of equipment that involved hardware, wiring and in-house technical expertise to operate successfully. As such, these systems used to be the privilege of large and wealthy organisations that could afford to own and operate them.

The emergence of IP telephony (and standards such as SIP and WebRTC in particular) in conjunction with the rise of cloud computing has changed all that. Telephony has become just another software app that Alexander Graham Bell would find difficult to recognize.

This has served to democratise the use of advanced telephony features such as ACD, IVR, call recording and quality management and make these technologies affordable to any organisation regardless of size or technical knowhow.

Noetica's Voice Platform takes this process one step further, by viewing telephony simply as an enabler for more advanced contact centre applications and pricing this technology at a level that is designed to reflect this approach.

IP TELEPHONY

Noetica's Voice Platform relies entirely on SIP (Session Initiation Protocol) telephony and can interface directly to most SIP carriers across the globe. It consists of Noetica's proprietary Digital Signal Processor (DSP) and SIP stack. The DSP supports multiple codecs including the most popular ones such as G.711 A-Law, G.711 μ-law & G.729. Having been stress tested extensively both in the lab and on site under the most extreme conditions, this forms a solid and extremely reliable foundation for our soft PBX which can connect any number of users reliably and with high-definition voice quality.

The NVP™ can support any SIP enabled end point including IP hard phones or soft phones, cellular phones as well as landlines. Recently we have been able to deliver WebRTC as a user end point thus providing telephony directly in the browser without the need for any hard or soft phone. As such it provides the ideal platform for homeworking contact centre agents.

The system provides advanced telephony functions such as remote monitoring of live calls, barge and assist functions as well as complex consultative or conference internal or external call transfers. The proprietary DSP allows the Noetica Voice Platform to be highly flexible in its ability to integrate seamlessly into third party systems as well as real time voice analytics or artificial intelligence solutions.

INTELLIGENT CALL ROUTING

Efficient and optimised inbound call routing is the most fundamental requirement for any modern contact centre. Balancing the desire to deliver each call to the best suited agent whilst keeping wait times to a minimum is a complex balancing act. Ensuring adherence to strict service levels whilst at the same time maximizing first time resolution is a similarly challenging trade off to get just right. This is where the Noetica Voice Platform can deliver outstanding results.

Automatic Call Distributor (ACD)

At the heart of the NVP™ is a fully featured and highly configurable ACD (Automatic Call Distributor) which controls the flow of calls into the contact centre. Not only can calls be routed based on the number the customer dialled but also based on external factors such as CRM systems, databases, web services and so on. For instance, our PAM (Personal Account Manager) feature allows callers to be connected to the same agent (if available) each time they call.

Noetica's ACD goes well beyond the basics. Whilst waiting for their call to be answered, callers can not only listen to the usual recorded messages or music but also be updated on their current place in the queue and an estimate of the time remaining until their call will be routed to an agent. Calls can not only overflow internally in the contact centre but also externally between centres. The system can be easily configured to implement emergency procedures so that in event of the contact centre having to shut down at short notice, managers can either redirect all calls or play a suitable message. They can do this via a web page accessible from a mobile device.

Interactive Voice Response (IVR)

IVR is one of the oldest and most mature technologies which has been in use in contact centres for decades. The Noetica IVR goes a step further than the traditional products which are just an aid to call routing ("press 1 for service, press 2 for sales" ...). Our IVR solution can be used as a complete self service facility as it has the ability to access external sources of information and therefore customize each interaction to the caller's specific profile and requirements.

For instance, IVR scripts can access web services APIs, query databases or invoke API methods so therefore be used for customer authentication or routine customer interactions such as account balance enquiries or appointment confirmations.

Furthermore, the IVR plays a central role in any outbound unattended dialler campaigns deployed through our SmartBound™ product. Any outbound calls that the dialler connects in this mode are automatically delivered to an IVR port that can either complete the transaction or hand the call over to an ACD queue for human handling. These types of outbound campaigns are typically associated with activities such as appointment reminders, delivery slot booking, mass notifications or customer satisfaction surveys.

Skills & Ability Based Routing (SABRE™)

Skills Based Routing is another mature technology that has been in widespread use in contact centres for a very long time. SABRE™ is a recent innovation building on the old concept of Skills Based Routing by adding a dynamic dimension to it. In SABRE™, a call centre agent's skills and ability levels are not fixed but can fluctuate in real time depending on their most recent performance.

When using SABRE™, each inbound queue is assigned a "skill condition" which designates a particular skill as the most important for that campaign or queue. Each agent has a set of skills and an ability score (0-100) for each skill. When a new call is ready to be delivered to an agent, SABRE™ will choose one with the highest ability level for the skill required by the queue. The main innovation is in the way agents' individual skill ability levels are adjusted automatically in real time by the system through a set of APIs responding to the agent's recent performance in relation to each skill the agent possesses.

Consider the following scenario. A contact centre is using a team of agents to provide insurance quotes over the telephone. To start with, all agents will be assumed equal in their ability to convert calls to insurance policies, so they are given an ability score of 50 (out of 100) with respect to a skill called "Ability to convert". Over time, an algorithm can analyse the performance of each agent and adjust their ability scores according to the number of policies sold per hour worked.

As this is done in real time, ability scores can go up or down depending on the agent's performance history and their current performance on the day. As a result, the high performing agents will be delivered more calls whilst the less effective ones will wait longer for their next call. As a result, on average, the same number of offered calls will result in a higher total number of policies sold for the call centre as a whole.

Our calculations point to a 15-25% increase in direct revenues when using SABRE™ with no added costs resulting in large overall profitability gains.

Inbound/Outbound Call Blending

The tight integration that exists between the NVP™ and Noetica's SmartBound™ dialler solution is key to our ability to deliver not one but two different methods of highly effective inbound/outbound call blending. These are known as “reactive” and “active” blending techniques. As a rule, both methods will prioritise inbound calls over outbound calls, the main difference being the tolerance that the contact centre has for wait times in inbound queues or the inbound SLAs which are to be adhered to.

“Reactive” blending is typically used when inbound SLAs are extremely strict, inbound call volumes are relatively high and there is little if any tolerance to inbound calls waiting in ACD queues. As such, when using this type of blending, the system administrator will set a number N for each blended team which will define the number of agents which should ideally be waiting for an inbound call at any point in time. The value of N would depend on the size of the team and the volumes of inbound calls expected.

N agents out of the blended team would be reserved for inbound duties at any point in time. As inbound calls arrive and are delivered to these agents, the NVP™ would request further agents to be released from the dialler for inbound duties to ensure that N are available again. Vice versa, when inbound calls complete, the NVP™ will return some of the free agents to the dialler. This method is enhanced by a process of agent rotation so that no agent will spend too long waiting for the next call be that inbound or outbound.

“Active” blending on the other hand is used when the call centre has a higher tolerance to callers waiting in inbound queues or when the volumes of inbound calls are low. No agents are reserved in this mode and the NVP™ will only request agents to be released from outbound dialler duties as and when an inbound call materializes in the ACD queue. The dialler will release one or more agents as required as and when they are eligible to be freed without having a negative impact on dialler performance. There is no discernible difference between the two forms of blending insofar as the agent experience is concerned.

Inbound Queue	Waiting	Offered	Wait Times	Adherence	Answers	Abandoned	Agents
IB Office Hours	0	124	Average: 00:07 Maximum: 01:13	97%	121	3	Free / Total: 0 / 0
Kigya-PTA-003	0	124	Average: 00:07 Maximum: 01:13	97%	121	3	Free / Total: 0 / 0
Total	0	124	Average: 00:07 Maximum: 01:13	97%	121	3	Free / Total: 0 / 0

EFFECTIVELY MEASURE & MANAGE YOUR OPERATION

The Noetica Voice Platform offers you complete visibility of your telephony activities through a range of capabilities such as live dashboards and wallboards.

Our wallboards are completely configurable, including the setting of metric thresholds which determine the colour coding of cells when these thresholds are crossed. This can alert supervisors to various SLAs being breached or indeed running the risk of being breached and act in a timely fashion by judiciously redistributing human resources to ensure that maximum adherence is achieved.

CALL RECORDING

All calls on the Noetica Voice Platform can be recorded. This can optionally include calls that are in the IVR and indeed calls transferred to internal or external numbers.

Our call recording offers both dual and stereo recording. In dual recording, the system can generate separate recordings for the customer, the agent and the amalgamated call. When using stereo recording, the amalgamated call recording has separate channels for the agent and the customer. Our stereo recording is ideal for interfacing to Voice Analytics systems which require this level of detail in order to operate optimally.

One of the most distinctive features of our call recording is the ability to link recordings directly to CRM records. This means that we can then facilitate searches of such recordings by customer name, postcode and any other CRM property. This can save hours of searching for a particular call and allows administrators to find all recordings relating to one customer at a click of a button.

Our call recording has the added benefit of allowing users to specify the final destination storage for all recordings and a duration of time that these recordings need to be stored for. Recently, we have also introduced strong compression which allows for much more efficient use of storage space.

LIVE CALL MONITORING, ASSIST & BARGE

Contact centre administrators, supervisors and team leaders have the ability to listen in to any live calls as they take place in real time via our web-based Call Monitor. If necessary, depending on the content of the calls they are listening to the technology offers them the option to provide one-way assistance to the agent by delivering audio advice that the customer cannot hear (sometimes known as “whisper”). Finally, when circumstances require it supervisors can “barge” into live calls and get actively involved in the conversation.

CALL PLAYER & QUALITY MONITORING

Maintaining high levels of quality and compliance is dependent on keeping a constant vigilant eye on the contact centre’s activity in a granular and proactive manner. Our platform provides the ability to easily search for calls and stream them securely over the web.

Uniquely, our call search capability extends to our CRM module, allowing users to find all calls relating to a specific customer or indeed to specific customer profiles with ease and minimum of fuss. Although a seemingly unremarkable feature, the simple ability to search recordings based on CRM information can save many hours of “needle in a haystack” type of searches among millions of call recordings in a busy contact centre.

EASE OF INTEGRATION

Our Voice Platform is an open solution providing an easy and effective way of integrating telephony within external systems and applications using our extensive SDK (Software Development Kit) and a range of modern APIs (Application Programming Interface).

For instance, the Noetica Voice Platform is tightly integrated with:

- Xdroid (xdroid.com) – Artificial Intelligence and Machine Learning technology for real time contact centre analytics and live Agent Assist functionality based on sentiment and emotion analysis.
- ASC (asstechnologies.com) – Advanced Call Recording and Voice Analytics technologies.
- Afiniti (afiniti.com) – Artificial Intelligence for real time matching of customers to agents.

Most importantly, the Noetica Voice Platform can deliver advanced telephony to popular business solutions such as Salesforce.com, Microsoft Dynamics or even home grown line of business systems. It can also act as an auxiliary platform in conjunction with most modern PBX solutions, whether cloud or premise based. By doing so, we allow our customers to maximise the value of their investments in their existing enterprise telephony solutions whilst benefitting from advanced modern features both inbound and outbound.

A GREAT VALUE PROPOSITION

As the world transitioned from traditional telephony to VoIP, the role of the contact centre voice platform has shifted from being a highly specialized piece of equipment to a commodity and possibly not much more than an enabler of a great variety of high level applications.

Noetica has always seen the true value of contact centre technology in its applications, ranging from visual call scripting to flexible CRM and from intelligent campaign management to efficient diallers. Our voice platform is there to support these advanced applications without the cost and complexity of more traditional contact centre voice solutions.

Whether in the cloud, hosted in a data centre or on premise, our voice platform provides excellent value by delivering a fully featured telephony solution reliably and consistently, allowing our users to concentrate on their business applications in the knowledge that all voice communications will simply work seamlessly.

FEATURES

- IP Telephony
- Intelligent Call Routing (ACD)
- Interactive Voice Response (IVR)
- Skills & Ability Based Routing (SABRE™)
- Inbound/Outbound Call Blending
- Configurable Wallboards & Dashboards
- Call Recording (Dual & Stereo)
- Call Monitor, Agent Assist & Barge
- Call Player & Quality Monitoring
- Ease of Integration

BENEFITS

- “All in One” contact centre telephony
- Great value
- Efficient call retrieval based on CRM profiles
- Fully integrated with Noetica’s contact centre technologies
- Leverage investments in legacy telephony
- Embed telephony into your own applications through our SDK

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