



*Multimedia Contact  
Center at Advantel*

*Northern California  
Contact Center  
Association*

*June 23, 2010*



# Agenda



- **Advantel Company Overview**
- **Advantel Contact Center Overview**
- **Why we chose to deploy  
a multimedia contact center**
- **The solution we deployed**
- **Lessons Learned**
- **Best Practices in our contact center**

# Advantel Company Overview

- ▶ AdvanTel specializes in the integration of telecommunications solutions into corporate environments. Since the company's creation in 1984, AdvanTel has performed thousands of installations from simple small business telephone systems to international Voice over IP deployments.

# Our Contact Center Overview

- ▶ Purpose – Customer Service & Technical Support
- ▶ Three main sites
  - San Jose
  - Sacramento
  - San Diego
  - Vancouver, WA
- ▶ Virtualized Agents with capability to work from home
- ▶ Centralized Application Infrastructure
- ▶ Media channels of Voice, email & Live Web Chat

## Why did we deploy MMCC?

- ▶ Customer Demand
- ▶ Increased Efficiency
- ▶ Enhanced Effectiveness
- ▶ Eat our own dog food

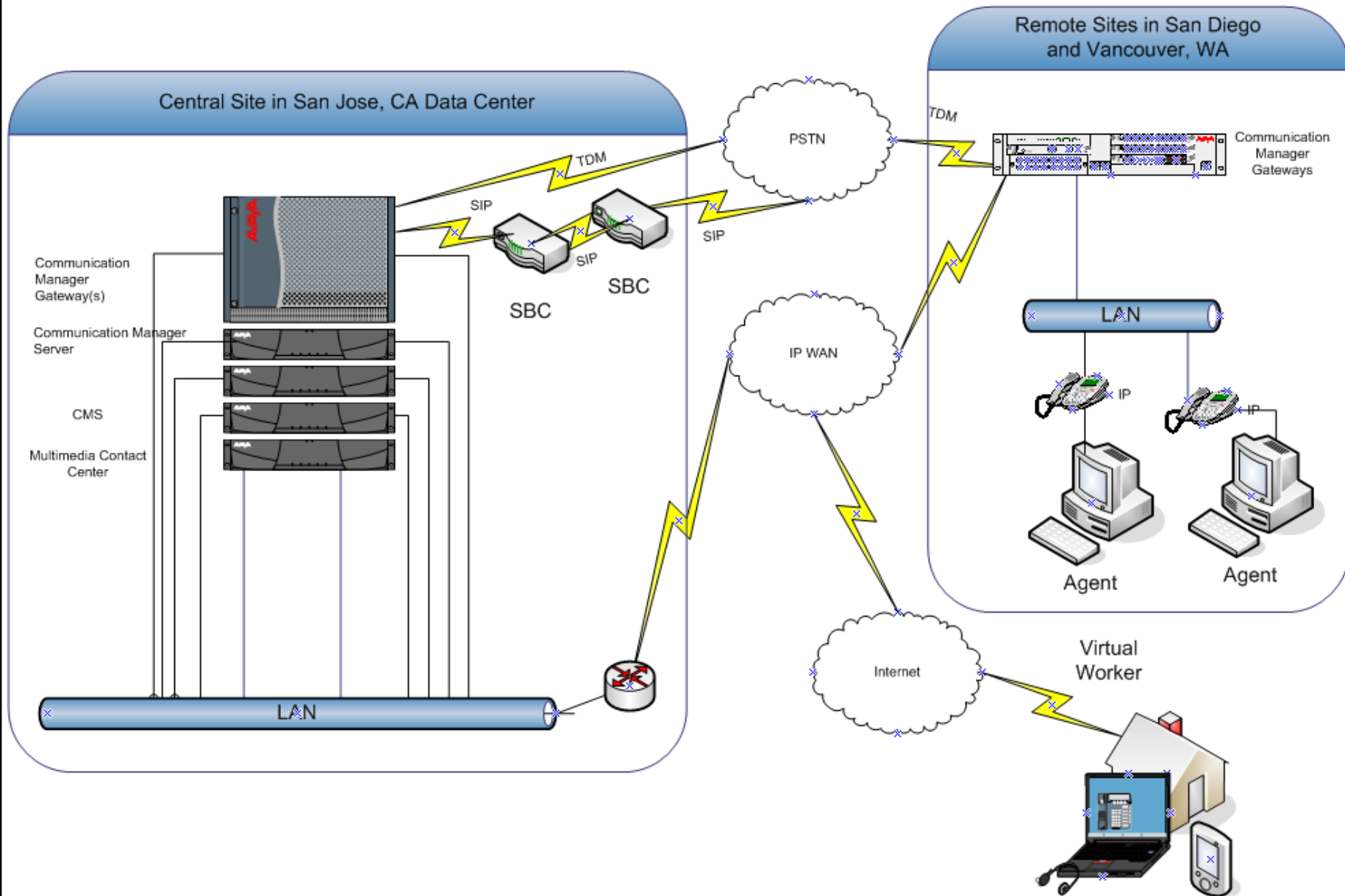


# Advantel Contact Center

Avaya Call Center Elite with SIP Trunks  
CCE + CMS

Deployed in 2008

Presented by: Dave Sahim



# CCE Desktop



Contact Center Express Reporting

File Edit Tools Email Realtime Reports User Voice Help

AutoText Work Code

Times New Roman 3 None

**Wallboard**

Queue ID: 7501 Queue name: R.O.N.A. Agents staffed: 2 Agents a

**Voice - [5140 | T14556#2]**

Call from to

UUI

Collected digits

Call members

5140  
T14556#2

Delivered sequence

Delivered Date / Time Alating DN Alating Device UUI Collected digits

**Presence**

Technical Support Customer Service

Name	Station DN	Agent ID	Agent state	Agent Reaso
Rachel Davis	7042	8042	Logged out	
Richard Diz...	7164	5164	Logged out	0
Marie Jordan	7173	7133	AUX	Other
Alexander ...	7145	5145	Logged out	0
Thanh Ngu...	7184	5184	Logged out	0
Abdul Qadr		5212	Logged out	
David Sahim	5140	6140	Logged out	0
Shaun Tho...	4050	4150	Logged out	0
Sean Valdez	4155	7155	Logged out	

**History**

**Agent History**

Agent ID: 6140

Type: All

Days old: 100

Maximum returned: 100

State:  Create  Proces  Queue  Deliver  Establi  Pendi

**Customer History**

**Agent History**

Directory History

**Interaction list**

Type	Agent ID	From Address	To Address	Subject:	Name	State	Customer ID
Voice	6140	4088350452	5775393			Closed	
		60e89955-4b9b-4706-8133-8fd320e61073					
Voice	6140	4088350452	5775393			Closed	
		5fa90eb5-0fc0-4b1e-9eaa-bc7bd3ac3cb5					
Voice	6140	4088350452	5775393			Closed	
		5f807a89-18db-4bd9-b0c7-22942da98048					

Segment history for interaction test 2 (1799af83-ec62-4101-890b-d48b0ef4ad79)

State	Time	Suspend To Time	Suspend Reason	Preferred agent ID
	6/8/2010 04:49:30.100 PM			
Created	6/8/2010 04:49:30.100 PM			
	6/8/2010 04:49:31.410 PM			
Created	6/8/2010 04:49:31.410 PM			

Agent:00:00:00 5140 David Sahim (6140)

## Lessons Learned / Best Practices

- ▶ Educate customers on new capabilities and seek feedback from customers about how they would like to interact
- ▶ Seek input from lines of business and contact center staff regarding processes and technology

Questions?

Thank you!