

automated

Sales Agent Manager - SAM

The Perfect Customer Service Representative

Benefits

- Enable true cooperation of live CSR/automated CSR interaction
- Seamless call-handling integration allows calls to go back and forth between SAM and CSRs without loss of information
- Reduces labor costs
- Frees up staff from answering routine incoming inquiries
- Increases revenues by handling all forms of electronic payment
- Operates with or without a PBX
- Preserves an organization's investment in legacy PBX and data systems
- Improves consistency of information delivered to customers
- Operates 24/7

Automated SAM (Sales Agent Manager) can do what your best customer service representative does:

- Answer incoming customer inquiries
- Access product information for customers
- Take product orders
- Up-sell customers to related products
- Take electronic payments from customers
- Process orders and updates the inventory
- Transfer caller and screen-pop call information to a live CSR, if requested

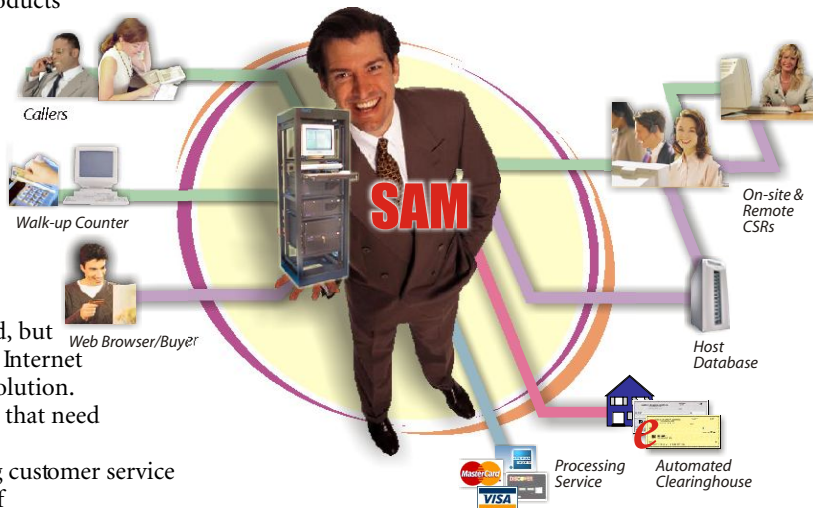
And SAM is flexible, he can be taught to do any or all of the above.

Automated SAM is a self-contained, but open and modular, telephone and Internet contact and payment processing solution. SAM is designed for organizations that need to...

- Improve revenues by expanding customer service availability, without adding staff
- Turn contact centers into revenue-generating departments
- Save money by not hiring more customer service reps (CSRs)
- Reduce high CSR turnover rates
- Increase CSR productivity
- Offer improved service to customers
- Eliminate costly electronic payment transaction fees
- Offer extended service to customers
- Build applications that work in harmony with existing phone and data equipment
- Add enterprise-size contact center functionality at a small contact center price

With *automated* SAM's advanced contact and payment processing components, organizations can build custom applications designed for their unique needs, without paying for unnecessary functions. SAM is designed to work where an organization thinks he can do the most good. SAM lets callers browse pre-recorded information messages or self-serve a transaction such as ordering catalog items. With SAM's built-in electronic payment server, EPS, a caller can also make online purchases by credit card or electronic check. If the caller wishes to speak to a live CSR, SAM will transfer the call to the next available CSR. The CSR can then transfer the caller to another CSR, or even make an outbound call to conference the caller with, say, a remote CSR. The CSR can then re-insert the caller back into the system without any loss of call information. *(Read the reverse side to see an example of how SAM can enhance CSR productivity by 300% or more with this one feature alone!)*

Further, the CSR can change a caller's database record on-the-fly for immediate updates or corrections. In all cases, SAM preserves the original call along with the original call details wherever it is transferred in the system.



SAM also enables e-commerce sites with its Interactive Web Response (IWR) components, which are integrated in SAM's WebSite Manager. These components extend an organization's contact presence to the Web, enabling contacts to browse web pages for specialized topics, conduct live text chat, send e-mail for assistance, or pay for services.

Some of SAM's additional features include:

- Full CSR call monitoring, coaching and conferencing
- Full compliance with all host database protocols
- Fax-back
- E-mail message handling
- Easy integration with existing phone and data networks to handle both phone and Internet traffic.
- Complete recording of all financial transactions in existing host database
- Open architecture for faster, easier, less expensive future modifications
- Remote system administration and diagnostics capabilities
- Sophisticated report builder to track an organization's service performance and provide management with comprehensive reports.
- Supplements existing ACDs without major equipment retrofits or installations

SAM Backs Up or Replaces Your Live Agents!

The following dramatizations illustrate how a contact center using **automated SAM** (right) can achieve higher levels of CSR productivity and customer service, than a similar contact center using basic contact center components (left.)



Beth calls HomeOffice catalog company to check an order and purchase more items. Beth listens as the company's IVR welcomes callers and prompts them to enter a customer number, if they have one. Beth enters her number. She then hears the choices for company departments.

Beth wants to order an additional paper tray for the laser printer she ordered a few days ago. But, she wants to know if the tray is right for her printer. So, she selects Technical Support. Then...

Basic Contact Center

The basic contact center (CC) confirms the caller has reached Tech Support and puts the caller on hold for the next available Support agent.

Four minutes later, she is connected to Bill, a Support agent.

Bill greets the caller (**he has no idea who is calling, or what they're calling about at this point**) and asks for a customer number. Beth says she just entered it, but Bill says he must re-enter it. Beth gives him the number; he then retrieves her record and greets Beth by name.

Beth says she'd like to add a paper tray, part number AR569, and asks if that's the right one for her printer? Bill says that one will work with the printer she's ordered and asks if she'd like to purchase it now. **He confirms it is in stock, then transfers her to Sales.**

Tom, a Sales agent, greets the caller. **Because the basic CC doesn't remember any caller or order information, Beth has to repeat her customer and order numbers for Tom**, then wait for him to pull up her record. He does, then greets her by name. Unaware that she was just speaking to Bill in Tech Support, Tom asks if she is sure this paper tray is right for her printer. She says that it is and would like to pay now.

Tom asks Beth for her credit card details, which she provides. Tom obtains payment approval, gives her an order confirmation number, tells her when the order will ship, and says good-bye. **(If Beth had been sent to a payment processing section in a basic CC, she would have had to start all over – FOR THE 3rd TIME – re-entering her customer number, order number, and item part number!)**



Now, Tom has to take additional wrap-up time before he can help the next caller by creating Beth's order and updating the inventory. These manual processes further reduce Tom's productivity for doing what he does best – assisting customers.

What started as a seemingly simple call, actually took 12 minutes of Beth's time and 8 minutes of **TWO** agents' time.

Beth's time: 12 minutes
Support agent's time: 3 minutes
Sales agent's time: 5 minutes

VS.

Automated SAM

Automated SAM confirms Beth has reached Tech Support and puts the caller on hold for the next available Customer Service Rep (CSR). **While waiting, she is prompted to enter an order number, if she has one. Beth enters hers, then is told she is 4th in line to speak with a CSR.**

One minute later, she is connected to Bill, a CSR. **(Because SAM increases agent productivity, customers experience shorter hold times.)**

Bill greets Beth by name, references the order number, and asks how he can help her. **He already knows her name and her order details**, because SAM retrieved the information and displayed it on Bill's screen.

Beth says she'd like to add a paper tray, part number AR569, and asks if that's the right one for her printer? Bill says that one will work with the printer she's ordered, and then asks if she'd like to purchase it or any other items now. **Bill confirms the item is in stock and adds it to her order.** He then asks if she will be paying by electronic check or credit card; Beth says credit card. **Bill says he will now transfer her – and all her updated order and call history details – directly to the company's private and secure electronic payment system, EPS.** (SAM includes EPS to process all kinds of private, secure financial transactions.)

Knowing all the details about Beth, **SAM immediately asks Beth for her credit card number and card expiration date**, which Beth provides. EPS confirms that payment is approved, and automatically activates the order processing and inventory update. SAM then gives Beth an order confirmation number and shipping details, and she is finished... in a few short minutes!



That complete transaction took only 6 minutes of Beth's time and **COMPLETELY ELIMINATED THE NEED FOR A SEPARATE SALES AGENT. Why? Because SAM reduces the amount of time any agent spends per caller AND eliminates the need for bonded agents to handle credit card transactions!**

Beth's time: 6 minutes
CSR's time: 2 minutes
Sales agent's time: Eliminated!
A 300% increase in agent productivity!

