

BOCC

Branch Office Call Center



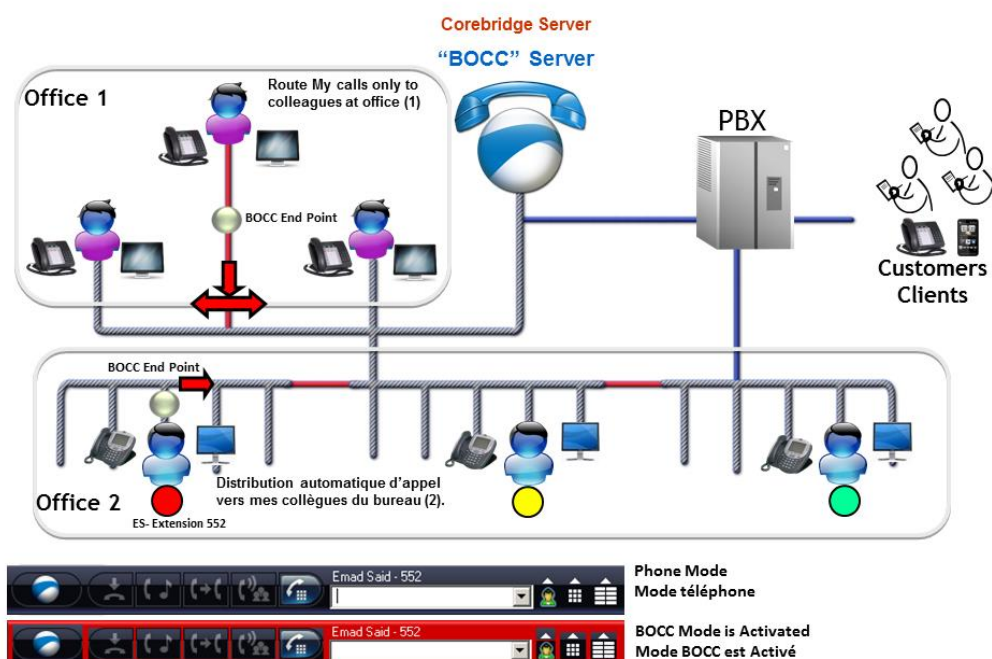
Corebridge **BOCC** is a server software-based call distribution solution which delivers Automatic Call Distribution, Agent Management, and Data Logging across the entire organization. It allows traditionally expensive Call Center-like functionalities to be enabled within small entities such as bank branches or office helpdesks.

The **BOCC** features could also be applied by user “**On-demand**” to automatically route inbound calls received on his desk phone, to specific internal colleagues or group of users. Calls are routed to the first available colleague, or to colleague with an appropriate skill in an order of priority predefined by user. This, in turn, allows workloads to be balanced between colleagues and enhances the customer experience by ensuring prompt and professional service.

Colleagues’ availability is determined from a combination of their personal availability, PC presence and telephony status.

The **BOCC** features can be activated in “toggle mode” in liaison with the user desk phone. Hence, in case of user absence he/she can turn his phone to act as a personal call center “a mini office ACD” to route inbound calls to appropriate colleagues based on their skills and their availability.

BOCC Architecture - Branch Office Call Center



Main Benefits

- A sophisticated, flexible and personal ACD mechanism easy to manage; fully controlled and activated On-demand by the user according to office requirements.
- Business Continuity assurance in case of user absence or unavailability
- **BOCC** assists to the automated customer/sales relationship therefore maintains relevant user informed when taking over customers/clients due to staff absence, meeting or staffing changes hence ensuring a smooth transition of callers' key information while delivering high levels of customer service.
- **BOCC** builds on to the basic Corebridge platform which provides Caller Identification and Intelligent Caller Data Mapping from the Corebridge meta-directory, enabling cost effective multi-level customer service
- **BOCC** helps company to generate new revenues by increasing customer satisfaction and encouraging repeat business. No missed calls , no voice mailbox
- Corebridge BOCC provides an intelligent Routing tool without the need of an IVR system or call-waiting queues, which can vastly improve the quality of customer service in any such situation.
- **BOCC** features could also be assigned to "virtual" device when combined with Corebridge's Meta-Directory and knowledge of user's Presence yields a solution far ahead of the traditional ACD field
- **BOCC** Mode could be manually activated "i.e. On-Demand" and could also be automatically activated based on user personal rules, user availability, computer presence, telephony status ...etc.

BOCC delivers Automatic Call Distribution, Agent Management, and Data Logging across the entire organization. This enables traditionally expensive Call Center-like functionality to be enabled within teams or support centers. These functions enable calls to be routed and prioritized by several parameters:

- **Sequential.** Allows a user/business line to set pre-defined defaults such that if colleague (x) isn't available, forward to colleague (y), if not available then route to colleague (z) etc
- **Presence.** Incoming calls can be routed based on colleagues' presence and availability. Colleagues' availability is determined from a combination of their personal presence, PC presence and telephony status.
- **Load Balancing.** This allows incoming calls to be routed to users/colleagues that have a lower work load, distributing calls more evenly amongst team members, in turn improving operational efficiency.
- **Skills Set.** Skills and Roles may be comprehensively defined to allow segmentation and routing of calls to users (by language, country of origin, industry etc.)
- **VIP Flagging.** VIP's recognized by Corebridge's meta-directory are delivered to those staff/ colleagues designated to respond to them.
- **Last agent (frequent list):** routes to colleague appointed to a particular caller (dedicated account management), to the last agent (last internal user) who spoke to the caller or by **frequency**; try the most frequent contact first, and then the second most frequent etc.
- **Overflow :** If all users/colleagues are busy, or out of working time call could be routed to operator, voice mailbox or could be routed to user's mobile

Conclusion

Compared to its competitors in the Call Centre Market, the Corebridge BOCC delivers the key values of call/multi-channel centers **everywhere** and not only in a centralized and dedicated platform.

The BOCC allows every Branch Office to be efficient in the call management and to be always reachable by its customers and partners without the general difficulty of having to "dedicate" agents.

Corebridge strategy is to facilitate every customer to be in contact with the right competency in the company.

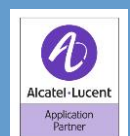
No need to formalize contact-based processes and workflows. No need to invest in new/proprietary infrastructure & applications that are hard to integrate and maintain. The BOCC module is built behind a very intuitive interface, easy to configure.



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