ARC Operator Console
Connect v 3.1

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Agenda

• Introduction to ARC
• Why have an Attendant Console ?
• Traditional vs. IP Options
• Cisco Attendant Console v 1.4 User Interface
• **Arc Console Connect**
  – *Console Connect* Client GUI Summary
  – Defining Features of *Console Connect*
  – Version 3.1 Enhancements
  – Product Roadmap…
• Beating the Competition by Upselling *Arc Console Connect* in Call Manager Opportunities
• Summary
Introduction to ARC

• Incorporated in 1986 with Foundation in TDM Platforms
• Headquartered in the U.K.
• 1st AVVID Eco-System Partner in Europe
• Over 1000 sites worldwide using ARC Operator Console Connect product
• Deal exclusively through Cisco IPC channel partners
• Target market are clients with multiple sites, multiple departments, high call volumes or specific customer facing requirements
• Government, Healthcare, Banking, Services, Education

Why have an Attendant Console?

Business Drivers for an Attendant Console

• Fast & efficient calling handling
• Operators represent corporate image and professionalism
• Centralized answering point for multi-tenant or multi-site organizations
• Standardized call delivery & answering method
• Personal touch
• Presence management
Traditional vs. IP

Attendant Consoles

Traditional Inbound Call-Handling Alternatives include the following:

- DID (Direct Inward Dialing)
  - Direct, but exposes organization to customer retention issues and lost sales due to single point of contact
- Automated Attendant
  - Cost-effective, but impersonalizes the customer service experience
- Manual Attendant Console
  - Simple, but doesn’t scale and inefficient call handling

Arc Console Connect brings a hybrid of best practice solutions to your Call Manager customers:

- Operator-centric GUI significantly enhances call-handling capabilities by providing dynamic presence management for organizations
- Provides operator complete visibility to call status so callers avoid “voicemail land” or “black holes”
- Feature-rich application that enhances operator intelligence and organizational efficiency
• Differentiator
  – Helped win 40% of Call Manager business in UK (David Atkinson, Cisco UK)
• Ubiquitous
  – Associated with any IP or analog phone in cluster, LAN or WAN based
• Scalable
  – 100 operators/agents per server
• Flexible
  – Directory imported from Call Manager, Outlook LDAP, AD or any ODBC source
• Specifications
  – Cisco Independent Verification Tested (IVT) for CCM 3.3 and 4.0
    • 4.1 coming soon

Arc Console Connect
Attendant Console

Console Connect Client
GUI Summary

• Incoming calls: color-coordinated by priority
• Information on queues and operators
• Call control icons
• Active calls
• Directory search: BLF, internal, external
• Calls on hold or recalled
• Parked calls
• Speed dials
### Defining Features of Console Connect

- 2-way XML Paging (Emulates “Whisper” Functionality)
- Modular Application
  - Voice, Supervisor, Wallboard and Desktop Connect
- Console Email
- Camp-On
- Call Toggle
- Multi-tenancy
  - Queue Salutations
- Choice of Call Routing
- Alternate Spellings & Keyword Search
- Alternate Contact Details

### 2-way XML “Whisper” Paging

- Circumvents whisper requirement in traditional environments
- Messaging from Operator with CLI
  - Canned Messages
  - Free Form Messages
- “Soft Key” Response from Target Extension
  - Take Call
  - Queue Call
  - Camp Call
  - Send to Voicemail
  - Reject Call
2 way XML “Whisper”
Paging example

Operator Selects Page in Application

Target extension decides reply

Modular Application

Arc Console Connect

Voice Connect  In-Queue Messaging and Music on Hold
Supervisor Connect  Real-time Statistics and Reporting
Wallboard Connect  Overhead Ticker Board Functionality for Threshold Call Statistics
Desktop Connect  Personal IP Phone GUI for Busy Lamp Field and Speed Dials
Console Email

- When operator and/or caller wants to leave a quick email message for intended recipient
- Application automatically inputs caller details into email
- Uses local e-mail client on Operator PC

Camp On

- Puts 2nd caller on hold for specific extension
- Allow operators to handle calls quickly
- Other operators can view camped calls
- Target extension gets MWI indication (blinking light)
Call Toggle

• When announcing transfers, allows operator to switch between caller and destination extension before completing the call
• Also known as “brokering” a call

Multi-tenancy

• Contact directory can be assigned to a specific operator or queue and appear once the call is answered
• Ideal for shared operators
• Can be limited to particular operators if desired
Queue Salutations

- Extremely beneficial for multi-tenant / multi-site environments
- Greet callers according to DID
- Useful tool for training or temporary employees

Choice of Call Routing

- All operators can see calls for their queues
- Automated distribution
  - Longest waiting
  - Circular
- “No Operator Present” Overflow
- CLI / ANI matching
Alternate Spellings & Keyword Search

- Specify alternate names, nicknames or maiden names for quick searches
- Keywords allow additional criteria to be placed against a user (First Aid or Fire Marshall)
- Keyword can search all fields

Alternate Contact Details

- Get in touch of users quickly
- Specify company secretary or assistants for management figures
- Detail alternate staff to handle incoming calls
Version 3.1
Enhancements

- Mini-wallboard in queue section
  - Operator availability
  - Abandoned calls
- Enhanced security on administrator console
- Global speed dials
- LDAP integration
- External directory notification from internal directory view
- Emergency mode
- 2-way XML paging

Product Roadmap...

- Appliance-based platform
- Linux-based platform
- Full-featured Presence Management
  - Outlook Calendar Integration
- Call Recording Integration
- Enhanced Reporting Capabilities for Supervisor Module
### Beating the Competition with Arc Console Connect

<table>
<thead>
<tr>
<th>Feature</th>
<th>Cisco Attendant Console</th>
<th>Arc Console Connect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience</td>
<td>Small Company Reception Position</td>
<td>Scalable to Enterprise Level</td>
</tr>
<tr>
<td>Night Service</td>
<td>Manual</td>
<td>Automated Time of Day Routing</td>
</tr>
<tr>
<td>Queues</td>
<td>Single with queuing</td>
<td>Unlimited with different behaviors</td>
</tr>
<tr>
<td>Directory Views</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Recalls Available</td>
<td>No answer</td>
<td>Hold, No answer, Park, Camp</td>
</tr>
<tr>
<td>Directory Imports</td>
<td>LDAP or DC Directory</td>
<td>AD Polling, LDAP, DC or any ODBC source</td>
</tr>
<tr>
<td>Hold Facility</td>
<td>6 on 7960, Additional Available</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>

### Search Fields
<table>
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<tr>
<th>Feature</th>
<th>Cisco Attendant Console</th>
<th>Arc Console Connect</th>
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</thead>
<tbody>
<tr>
<td>Search Fields</td>
<td>2 (First and Last Name)</td>
<td>Up to 6 on screen, 20 to choose from</td>
</tr>
<tr>
<td>Call Delivery</td>
<td>Simple queuing</td>
<td>When attendant elects or auto-answer</td>
</tr>
<tr>
<td>Camp-On</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Call Toggle</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Notes / Hold with Notes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Overflows</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Keyword Search</td>
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<td>Yes</td>
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</table>
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<th>Arc Console Connect</th>
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<tbody>
<tr>
<td>Wallboard</td>
<td>No</td>
<td>Optional</td>
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<tr>
<td>Directory Shrink</td>
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<td>Call prioritization</td>
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<tr>
<td>2 way XML paging</td>
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<td>Yes</td>
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<tr>
<td>Alternate Name Search</td>
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<td>Yes</td>
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<tr>
<td>Multi-tenant</td>
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<tr>
<td>Presence Mgmt</td>
<td>No</td>
<td>FY '05</td>
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</table>

### Arc Console Connect Summary

- Robust software alternative to traditional PBX consoles
- Feature-rich screen based display that increases operator productivity, visibility and call-handling capabilities
- Highly scalable with ability to monitor all lines in a Call Manager cluster
- Differentiator when competing against other traditional and IP-based PBX platforms
Thank you!