

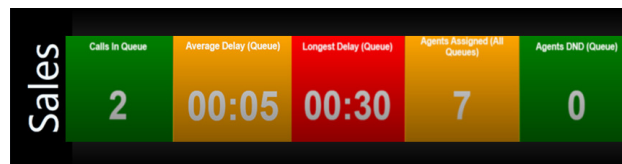
Espera – Provides Lync Response Groups with Real-time Call Waiting Information

Should agents continue to converse with valuable clients and start offering additional services.

or, should the agent efficiently and politely complete the current call and move promptly to the next call?



Espera's real time waiting information ensures the agent makes the right choice every time for their Lync Response Group.



ESPERA — ENSURING BETTER CUSTOMER SERVICE

WHEN THE "CALLS WAITING TRAFFIC" IS HIGHER THAN NORMAL

- If there are a number of calls waiting the agent can be brief but effective on their current call and then start their next conversation: - "Sorry you've been kept waiting" – indicating to the caller that the wait was longer than expected
- The agent will know how to adjust their greeting according to the Response Group's activity

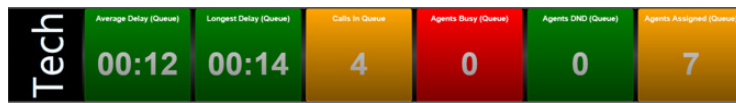
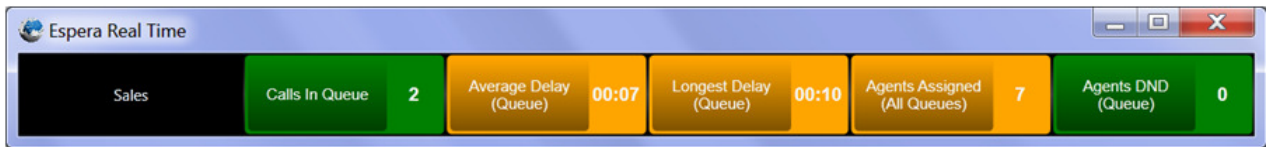
WHEN THE CALL WAITING TRAFFIC IS LOW

- Agents are aware that they can speak for a longer time knowing there are no other waiting calls
- They can offer an enhanced service and achieve better outcomes confident that other callers are not inconvenienced
- If there are a limited number of calls waiting, agents can take their time with clients and advise them of possible new product releases or enhanced services available

In low traffic periods a short call is not always a good call.

BEST TIME FOR BREAKS

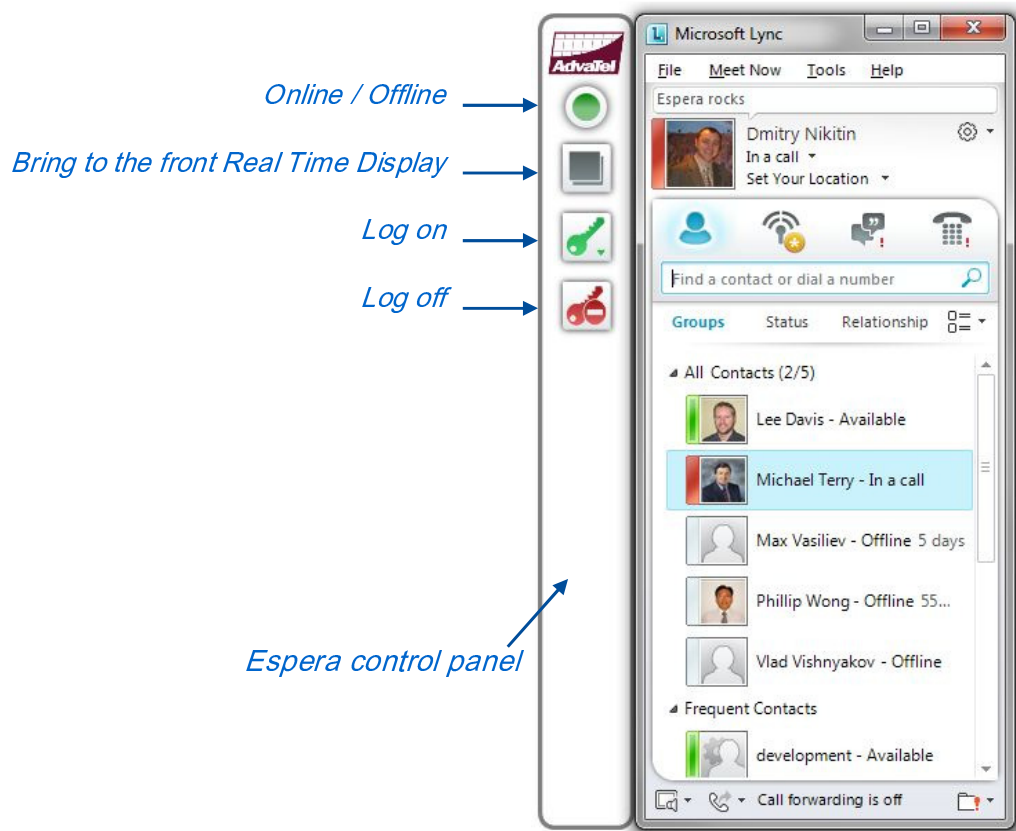
Because Espera displays data regarding the number of calls waiting and the level of service that clients are receiving at any point in time, agents can make well informed decisions when determining the most suitable time to take breaks. This allows for a better balance between breaks and customer service.



The Agent Display Panel can be sized and positioned according to the individual user's requirements.

Espera Control Panel

The Espera control panel is positioned beside the main Lync communication window for easy access. A supervisor or administrator can have additional control to provide one-click access to the Lync Response Groups' configuration features.



For information on Espera please click on the link below

<http://www.advatel.com.au/content/view/241/242>

Espera data for non-agents

5% to 7% of Espera logins are from others within the organisation interested in the level of service callers may be receiving. It may be evident that a growing level of business is being generated by the Response Group and this will be of interest to marketing and sales managers.

Because Espera allows data to be updated approximately every 5 seconds this ensures accurate and timely information.

Note: Because Espera uses the existing Lync SIP tunnel between the server and the Lync client for data transfers remote Lync clients can receive Espera Real Time data without any modification to their connection.

Knowledge is power

Agents, supervisors and managers are provided with information of how the Response Group is performing.

As this information is updated rapidly agents can therefore:

- Handle every call better
- Spend extra time with a client knowing that other callers are not disadvantaged by longer than intended waiting times
- Give efficient service and move quickly to the next caller avoiding abandoned calls

Microsoft Lync Response Group Espera integration provides real-time call waiting information

Lync Resource Group capability can now be used in larger groups as important real-time data is available in various formats.

- Screen banner for use when a CRM package is used by the agent
- A Lync based display attached to the existing Lync window
- Displayed on a wall based display

Summary

The Lync/Espera integration provides Response Group staff with important real-time call waiting information so they are empowered to act in the best possible manner whilst handling every call. This can also reduce the degree of supervision required and simplify training activities.

Better customer service, better call handling and lower costs.

Espera — allows Lync Response Groups to handle every single call better!

Espera (from Spanish) = waiting

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