

## Intelligent Call Management Services

### Sesui provide Extraordinary Results from Ordinary Phones

Up to now, call management systems required business to make their requirements fit the solutions available. However now, by providing a unique system that can be tailored to very specific requirements, Sesui's **Intelligent Call Management System (ICMS)** allows all inbound and/or outbound calls to be managed just as needed.

We understand all businesses have individual approaches to customer service. However, one thing they share is the need to ensure customers, partners, suppliers – anyone needed for the business to flourish, have the ability to communicate. In today's environment, the telephone is still the single most commonly used method however expectations of the service and, sometimes, regulatory requirements mean that business must look for smarter ways of meeting these without significantly increasing costs.

Our uniquely customizable and affordable solutions may be tailored to meet customers' specific needs.

- Quick and easy implementation - hours, not weeks
- Easy to use
- No more missed calls
- No costly switch or phone upgrade necessary
- No major capital expense
- Minimal training required
- Real savings on lines, staff, or moves adds & changes
- Better services for customers
- Puts you in control – no waiting for the service provider to make changes
- Use with existing (analogue) or new (IP) phones
- Network based and completely resilient
- Can be used as part of a Disaster Recovery Program



*Now that's clever ...*

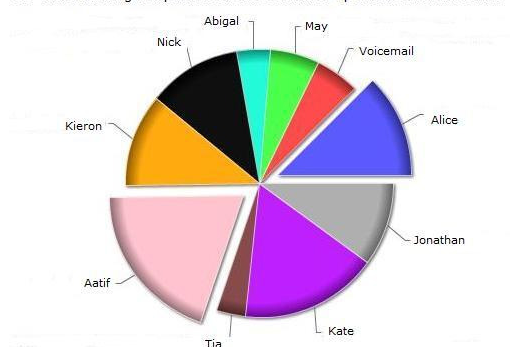
## Online Management Information

The **ICMS** Management Information System provides a real time, comprehensive reporting tool. Managers, supervisors, or owners have instant access to key business metrics, on-screen, to monitor and improve performance or to make changes necessary at the time.

### Reports may include: -

- ✓ Measure call volumes, by time, day, operator or region.
- ✓ Monitor call waiting times and use of voicemail
- ✓ Measure missed calls or customer hang-up levels
- ✓ Visibility of caller numbers to return missed calls
- ✓ Geographic data and mapping by service or caller
- ✓ Instant visibility of your operator and service performance including answer rates and call waiting times
- ✓ Measure advertising and campaign effectiveness
- ✓ Quickly access call recordings by operator, service or number dialled

Pie chart showing comparison of calls counts of operators at Head Office



*Now that's clever ...*

## Putting You in Control

You can now control your own network resources in 'real time'

- Add or divert your own numbers
- Update, retrieve and listen to your own messages & recordings
- Implement your own routing and time of day plans
- Control operator logins/logouts
- Invoke your own Business Continuity or back-up plans
- Customise and automate your own management reports



*Now that's clever ...*

The system can be interlinked with corporate systems and may be accessed and interrogated from anywhere over the Internet, through a secure & personalised log-in.

## Sesui Payback

One of our objectives is to provide customers with a return on investment as soon as possible. This might be either through operational efficiencies or improved sales and service.

A travel firm achieved ongoing savings of £20k per annum on maintenance costs plus increased resilience/BCM by moving to Sesui's **ICMS** network based services.

An NHS Out-of- Hours provider used Sesui's accurate MIS call statistics to make huge improvements in the cost-efficiency of its call centre. Managers were also able to produce statutory reports at the click of a button and save massively on reporting/staff costs."

*Now that's clever ...*

## ICMS Capabilities

### Messaging & Alert Services

- Message and / or Music Playing
- Self Recording & Upload Facility
- Online Management of Messaging
- Studio Recording Service
- Abandoned Call - Email Notification
- Abandoned Call - SMS Alert
- Received Call - Email Notification
- Received Call - SMS Alert
- Call Broadcasting
- Call / Whisper Announce
- Whisper Announce - Accept / Reject
- Intelligent Voicemail Services
- Voicemail to Email Notification Services
- Voicemail SMS Alert

### Advance Routing Services

- Area Code Routing
- Extension & Short Code Routing
- Load Balance Routing
- Menu Option Routing
- Mid-Call Transfer Routing
- Number Dialed Routing
- Time of Day Routing
- Specific Date Routing
- DDI Routing
- Agent Routing
- Web Operator Routing
- CLI / VIP Routing
- Divert On Busy

### Network Queuing Services

- Call Queuing
- Queue Messaging / Hold Music
- Maximum Queue Waiting Time
- Position in queue
- Queue Limiting
- Queue Linking
- Simultaneous Hunting
- Queue Breakout
- Queuing with Auto call back
- Priority Queuing

### Business Services

- On Demand Conferencing
- Credit Card Services
- Information Capture
- Systems Integration
- Business Continuity
- Customer Survey

### MIS Services

- Web Based MIS
- Real Time Statistics
- Multi-level Management
- Real Time Moves and Changes
- Multi-media Broadcast
- Web Supervisor Services
- Real Time Graphical Displays
- Wallboard Services
- Live Call Monitoring
- Call Queuing Sequence Control

### Recording Services

- Inbound Recording - All, Percentage or Selective
- Agent / Web Operator Recording
- Outbound Recording
- Call Highlighting

*Now that's clever ...*

# Sesui

*Now that's clever ...*

## Sample Features

### Retain your existing telephone number

Existing numbers may be retained and calls routed via **ICMS** to add its functionality. Alternatively Sesui can provide a range of new non-geographic 08xx or 03xx numbers or geographic numbers.

### Auto reception and menu options

**ICMS** offers an automated filtering feature, such as a menu with caller selectable options, which can help the caller reach the right department or business area more effectively. This is particularly valuable when staff may not be in their normal environment or location, thus helping prevent unfiltered calls creating a 'bottleneck'.

### Even distribution of calls during normal operation and assured delivery during periods when the business continuity plan is invoked

With the option to have four different operating plans, and the time taken to switch call handling just seconds, almost every operating alternative can be accommodated and stored for use when required.

### Plan for different working patterns on specific days

Automate the switching of your calls with the **ICMS** Time of Day feature to set up to four different routing plans during the day and, if needed, different plans can be set up for each day of the week. Holidays and special days can also be planned in advance for the year ahead.

### Support location independent working for key customer-facing personnel

Employ the Operator Hot Desk for Web Agent feature and allow employees to 'sign-on' to the system from any location by phone or PC making them immediately available to receive calls. Both features provide individual operator performance statistics. This can support 'business as usual' operating schedules, or, can be part of a business continuity plan that protects your services from site closures, equipment failures and / or other environmental incidents.

### Call Queue Management & Messages

As call volumes increase, having the ability and capacity to manage the demand is key. Network queuing with updated relevant messaging removes caller frustration caused by engaged tones and keeps them informed and removes the need to oversize your line and switch capacity.

### Voicemail

Can help manage call volumes when needed. Calls can be delivered to a voicemail-to-email service, offering callers the choice to leave a message and receive a callback if appropriate. This is not like mobile voicemail since callers may be routed to another number, and not just sent to mail by default. Callers can have the option to break out of the queue to leave a voicemail and recipients can be notified by email and/or SMS alerts.

### Missed call notification with SMS alerts

Abandoned calls also increase with call volumes. Now when a caller hangs up before being answered, an automated email and SMS can be sent notifying you of the date, time and calling number (if not withheld) which allows the business to respond proactively.

### Multi Media Broadcasts

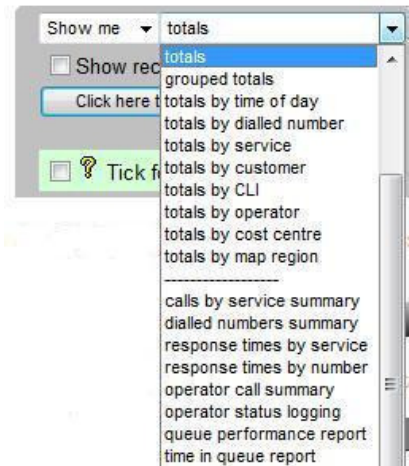
This provides the ability to speedily contact customers, staff and suppliers to inform them of an event, appointment reminder, service failure or continuity arrangements. The **ICMS** Multi Media Broadcast feature allows messages to be consistently transmitted and tracked. Email messages can be sent to pre-determined email distribution lists, SMS texts can be sent to mobiles and recorded announcements can be broadcast to a large number of telephone destinations simultaneously.

### Call Recording

The recording of calls is a mandatory requirement for some businesses and advisable for quality and training purposes in others. Recording can also be an added layer of protection when staff need to operate remotely, without the assistance of normal business support processes.

### Additional features

Include Wallboard display, Call Monitoring, Call Highlighting, Area Code Routing and VIP routing.



*Now that's clever ...*

**Extraordinary Results from Ordinary Phones**

## Sesui Continuity

How would your business fare if an unforeseen event cut your telephone lines for a day or two? No warning. No immediate remedy. Customers fuming because they can't get through, and you have no way of telling them you even know about it.

It does happen - every day! Loss of telecommunications is one of the main causes of disruption to organisations.

## Directors' Statutory Obligations now include Business Continuity

Practically any business that involves contact with customers and clients, especially professional services and advisors, is now obliged to comply with a mass of legislation. The requirement for directors and managers to ensure robust Business Continuity Management is now stricter than ever.

If any of these apply to your business, you are required to be compliant:

- Companies Act 2006
- Civil Contingencies Act
- Financial Services Authority BCM guidelines
- Law Society BCM guidelines



*The legal obligations of Directors are now more demanding than ever and the financial penalties for failure are more severe.*

*Don't leave yourself liable to prosecution and/or financial ruin!*

The good news is that even the most complex voice continuity plans can easily be provided to you by Sesui, in a matter of days.

Our market-leading service, **ICMS**, is just one of the reasons that we are selected by several major healthcare providers for critical Out-of-Hours telephone services – sometimes, literally, a matter of life and death. We also exceed the leading practice guidelines on voice continuity, as set by the Financial Services Authority in its BCM Practice Guide.

Path	Selected path	Leading to
1	<input checked="" type="radio"/>	☎ (LIVE PLAN)
2	<input type="radio"/>	☎ (BACK UP PLAN)
3	<input type="radio"/>	☎ (BUSINESS CONTINUITY PLAN)
4	<input type="radio"/>	☎ (TEST PLAN)
New		To add a new path click here:

**Invoke your BCM plan at the touch of a button**

All Sesui solutions offer inbuilt voice continuity that allows all your calls to be *seamlessly* re-routed to anywhere in the world in the event of a disruption. And *you* remain in control.

**Let Sesui help you protect your business from serious disruption or financial loss in the event of any unforeseen disaster.**

*Now that's not just clever, that's vital ...*

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