

# Ensure calls are never missed with **SwyxECR**

Imagine the reduction in business and customer satisfaction that can result from unanswered phones and badly routed calls. Consider the situation where all incoming calls have to be answered by one person before the call can be put through to the right person or department. Without the right communications solution the time and resources taken to do this can be immense and, at peak calling times, one person may not be enough to answer all the incoming calls.

SwyxECR (Extended Call Routing) is an easy to use graphical tool that allows you to set up action sequences for incoming calls, ensuring the satisfaction of the

caller by enabling you to easily manage even complex call handling scenarios. This means you can set up options menus to route calls to multiple numbers or specific departments to ensure they are always answered, and callers can even be given the option to direct their own calls by touchtone. It is also possible to automatically manage the routing of calls based on factors such as caller ID, called extension, time/date/day, and the called party's Microsoft® Outlook®/Lotus Notes Calendar. Calls can also be routed from one site to another so callers do not have to re-dial using a different number and, as an added bonus, internal call mechanisms can be set up to record Human Resource issues such as staff sickness.

## Key benefits of **SwyxECR**

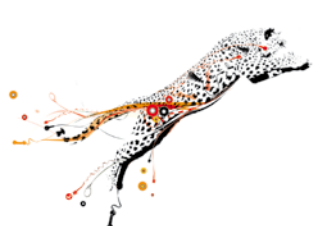
- Convey a high level of professionalism even when the company is quite small
- Ensure sales opportunities and customer satisfaction are not adversely affected due to badly routed or lost calls
- Put the caller in the driving seat as they decide on how their call is routed
- Reduce administration costs and time through automatic call routing that any SwyxWare user can set up
- Further reduce costs and support internal communication by managing basic processes like automatically routing internal calls using recipient's name (including off site calls) and recording sick days

## How does **SwyxECR** work?

The Swyx 'Extended Call Routing' Option Pack is the graphical extension of the Call Routing Manager that is included as standard within the SwyxIt! softphone.

The ECR option contains a Graphical Script Editor (GSE) to help you to easily set up rules and action sequences for

incoming calls. It allows you to clearly visualise call handling scenarios in the form of a flow chart so even complex call handling scenarios can be set up in a matter of minutes with the click of a few buttons and drag and drop functions.



## SwyxECR scenarios

### Scenario 1: Interactive Voice Response (IVR)

Incoming calls can be routed to the appropriate employee according to the caller's telephone keypad entries using interactive voice response

*SwyxWare provides the ability to not only easily define the sequential actions (through the Call Routing Manager) but also link more complex actions logically and to define rules (through the Graphical Script Editor). DTMF tone recognition and evaluation capability enables interactive, caller-controlled Interactive Voice Response.*

### Scenario 2: Interactive call forwarding

A caller hears a welcoming message, which provides information on the different redirection options ("Please press 1 to get information on our products. Press 2 to be put through to our support group..."). The caller makes his selection by pressing the corresponding key on the telephone and is then connected to the appropriate employee or department. In the meantime the caller can listen to product or service information or information on upcoming events.

## Features of SwyxWare ECR

- 'Number/Date/Time to Speech' function
- Actions: loop, follow me, message, record message, generate email, voicemail, receive DTMF signals, remote inquiry, access IMAP4 mail server
- Decision-dependent actions (Caller ID, Called Extension, Time/Date/Day, Outlook/Notes Calendar, etc)
- User definable enhancements through COM objects or procedures in Visual Basic Script
- Graphical Script Editor (GSE)
- Interactive Voice Response (IVR) via DTMF
- Text-to-speech (TTS)<sup>1</sup>
- Time and date-dependent actions
- Variables: length of call, number, name, date, time, weekday, extension dialed, identification number (PIN)

<sup>1</sup>Requires additional licenses

## System Requirements

- Server: SwyxServer Installation
- Client: SwyxIt! softphone

## For more information

For more information contact your local Swyx distributor or reseller. To find your local distributor or reseller visit [www.swyx.com](http://www.swyx.com) or call Swyx on +44 (0) 118 325 0110 or +49 (0) 231 47770.