



MERLIN MAGIX™ Enhanced Customer Care Solution

Easy-to-Use Technology That Helps Build Customer Relationships and Generate Revenue

The **MERLIN MAGIX™** Enhanced Customer Care (ECC) solution from Lucent Technologies expands the built-in functionality of the **MERLIN MAGIX** Integrated System to provide powerful tools to improve customer service, reduce costs, and increase revenue for your business.

Call centers are a key tool wherever businesses depend on customer and employee interaction—whether for providing customers with access to products, service, technical support, or information, or for expanding sales, order processing, and other important employee operations. And with the **MERLIN MAGIX** Enhanced Customer Care solution, you have a solution designed to do all this and more.

High-performance **MERLIN MAGIX** ECC gives your business advanced call handling, visual monitoring, reporting, and management capabilities usually available only to much larger businesses.



Yet, **MERLIN MAGIX** ECC offers these capabilities in a package that's user-friendly and adds greater value to your departmental sales and service operations, helping you manage calls more effectively and provide better customer service.

MERLIN MAGIX ECC is just one of the **MERLIN MAGIX** solutions designed to give you the latest technologies and sophisticated business functionality at a price that makes sense for your budget.

Geared to the Way You Do Business

MERLIN MAGIX ECC is geared toward the small to mid-size business with departments that spend at least part of the workday dedicated to answering the phone and responding to customers' needs.

MERLIN MAGIX ECC is designed to help you provide a quality experience for these customers, with automatic call distribution, call tracking, options in queue, and other tools that increase your ability not only to satisfy customers' needs, but to actually exceed their expectations.

MERLIN MAGIX ECC supports a wide array of departmental sales and service functions that can provide agents with opportunities to generate revenue while they meet customers' needs and increase productivity, including:

- Customer hotlines
- Claims processing
- Trouble reporting and dispatch

- Reservation/Registration centers
- Help desks
- Order processing
- Account/Order status inquiry
- Marketing.

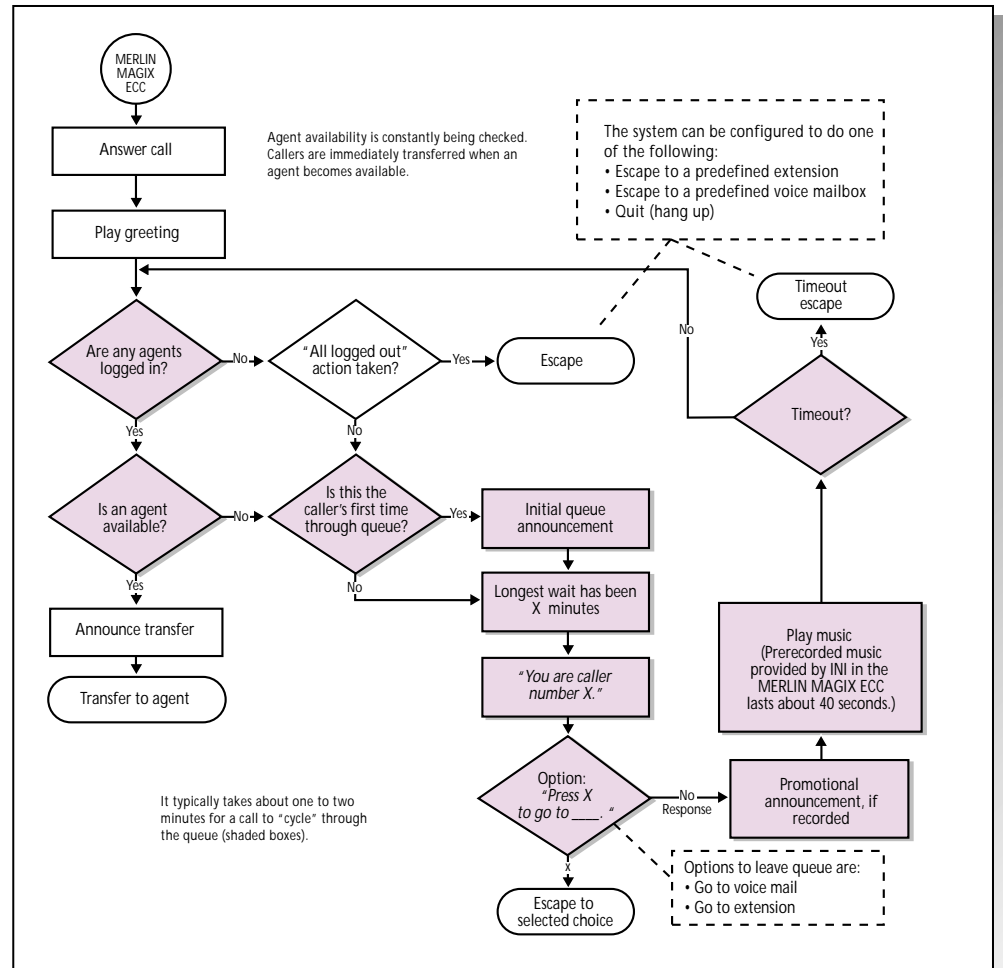
More Control of Your Call Routing

With **MERLIN MAGIX** ECC advanced call routing functionality, you have greater control over where and how your incoming calls are delivered—so you can provide the best possible service for your callers *and* make the most of your agent resources.

With dynamic allocation, the system can support multiple splits. For example, you can have day and night routing tables for calls in queue, to handle waiting calls differently based on the time of day. And in addition to distributing calls to agents sequentially, you can:

- Increase overall agent productivity and distribute calls throughout a calling group by using the *Most Idle Agent* feature. It delivers calls to the agent who has been available the longest, helping you balance workloads among all your agents.
- Prevent long delays for your callers when all the agents in a split are busy, using the built-in *Intraflow* feature. It “intraflows” calls to another split based on thresholds you set for maximum queue time or number of calls in queue—helping ensure more timely response to your callers.
- Add/remove members of a call split based on real-time split information.

MERLIN MAGIX ECC lets you have up to 25 active agents at any one time, and allows you to move calls among as many as four queue “lines” or splits. Any number of agents can be on duty and recognized by the system simultaneously. Agents can be available to handle calls in multiple splits. In addition, **MERLIN MAGIX** ECC



This flowchart shows how a call can typically be handled by **MERLIN MAGIX** Enhanced Customer Care solution.

can support up to four supervisor positions using terminal adapter software on your Windows-equipped PCs.¹

It all adds up to faster, more efficient response to your callers’ needs.

Information and Options for Callers in Queue

MERLIN MAGIX ECC also provides intelligent queuing, giving you more ways to treat callers well even *before* you answer their calls.

For example, *Multiple Announcements* allows you to greet multiple callers simultaneously, with a friendly message that lets them know their calls are important to you.

Additional follow-up announcements can be played as often as every 30 seconds to reassure callers that you’ll be with them as soon as possible.

But that’s only the beginning. By integrating Lucent Technologies interactive voice information capabilities into your communications system, **MERLIN MAGIX** ECC actually gives callers choices if they do have to wait in queue.

With **MERLIN MAGIX** ECC, an announcement can tell callers the longest wait time for the current callers in queue—how long they can expect to wait in queue based on the number of available agents and the number of callers waiting—or tell callers their position in

the queue. The application can then give callers several options:

- Remain in queue for the first available agent.
- Leave a voice message—for example, to report information or request a call-back.
- Exit the queue and be routed to another extension.

An *Automated Attendant* has up to nine selections to determine how to route calls. For example, callers can be transferred to predefined extensions, sent to the four separate splits, or routed to a day, night, or holiday schedule. Each split has its own unique voice mailbox with message waiting notification.

These powerful **MERLIN MAGIX** ECC announcement and queuing options empower your callers and tell them you care about their needs, which in turn encourages callers to stay on the line. And that gives you more opportunities to provide satisfying service—or make a sale.

Be Prepared *Before You Pick Up the Phone*

One of the features available with the **MERLIN MAGIX** system includes a standards-based interface that lets you link your telephones to your business database. This optional link, Computer-Telephony Integration (CTI), can help you provide more *personalized* service to callers, using Windows-compatible software and a familiar graphical user interface with your desktop PCs.

For example, with **MERLIN MAGIX** ECC and CTI software, your agents can get “screen pops” of pertinent information about a caller before they pick up the telephone, based on the caller’s telephone number, the number dialed, or other Caller ID information.²

Additionally, the *call-prompted digits* capability allows callers to provide an account number by using a touch-tone phone. Utilizing a Local Area Network (LAN)

and a Telephony Services Application Programming Interface (TSAPI) connection, the system sends the account information to the server and facilitates a screen pop, using the call-prompted digits.

Callers will be impressed that you know who they are even before you pick up the phone. And you can spend more time meeting the callers’ current needs and less time asking basic questions or searching for existing customer files.

CTI applications also include online telephone directories that let your business maintain an electronic, up-to-date “phone book” that everyone can share. You can dial, answer, transfer, and set up conference calls right from your desktop, with a click of the mouse.

Real-Time Reporting and Call Management

The **MERLIN MAGIX** Enhanced Customer Care solution has both real-time and historical reporting capabilities to help you or your supervisors manage dynamically changing situations and measure call handling success throughout your business.

The system gathers data on all your group activity, agent activity, and abandoned calls, and can generate reports on demand, as you need them. The reports will reveal information that can help you see how well all your employees are handling calls, including:

- The number of calls an agent received
- Average talk time
- Call lengths
- Average “after-call” work time
- The inbound number dialed
- The number of abandoned calls
- Peak calling times.

This real-time information capability also helps you determine if incoming calls are being answered efficiently. It lets your supervisors monitor agent status and the

number of calls in queue, view queue status, and monitor performance in real time, utilizing PC-based software. A supervisor can use the terminal to change an agent’s status—available, unavailable, or in after-call work mode—in response to call volume.

MERLIN MAGIX ECC also supports *virtual agent log-in*—a feature that provides a unique agent identification that enables agents to log-in to any system phone and allows a supervisor to track the agents’ activities. And with *automatic agent log-out*, if an agent leaves his/her position without logging out or does not answer calls, the system will automatically log-out the position and alert the supervisor.

Reports can be downloaded to a floppy disk in ASCII format to be exported to other applications, such as spreadsheets. And selected reports can be saved for up to three years.

External Wallboards Help Empower Your Staff

In addition, **MERLIN MAGIX** ECC will support up to four external wallboard displays of threshold alerts, to empower your staff and keep them aware of ongoing changes in call volume. Having service center statistics displayed on wallboards also encourages a team atmosphere.

Lucent Technologies wallboards allow you to distribute critical information quickly and efficiently, helping supervisors and agents communicate and provide faster, more responsive customer service. Agents can use their **MERLIN MAGIX** 4400-Series telephones to log-in and help during peak calling periods.

You can have a single wallboard or multiple wallboards daisy-chained together to form a visual information system that is updated automatically as call statistics change. Multicolor LED wallboard displays allow supervisors to assign a different color for each split or each type of call statistic.

The colors make it easy for agents to differentiate among groups—and for supervisors to target problem areas and take fast action, so callers will enjoy the benefits of immediate improved response.

The Utmost in Support for Your Business

MERLIN MAGIX ECC is designed to help you offer callers the highest quality service while you empower your employees, agents, and supervisors.

And as with all Lucent Technologies products and services, the **MERLIN MAGIX** Enhanced Customer Care solution is backed by our dedication to providing your business with the most reliable technology and superior customer care.

To learn more about this and other **MERLIN MAGIX** solutions for your business, talk to your Lucent Technologies Representative, Authorized Dealer, or Sales Agent. Or, visit our Web site.

www.lucent.com/smallbusiness

Specifications

Requirements:

- **MERLIN MAGIX** and (1 or 2) 016 T/R module
- Windows 3.1 software or higher (supervisor PC) with 1 available comport
- 28D MLX voice terminal
- Mandatory turnkey installation and training

Optional Features:

- Wallboards with right-to-use software
- CTI applications
- External queue alarms
- 570 parallel printer



¹ Windows is a registered trademark of Microsoft Corporation.

² Incoming Caller ID is available where provided by your Local Exchange Company (LEC) and requires a special **MERLIN MAGIX** circuit pack.