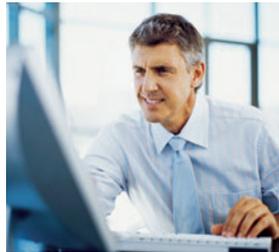


Vertical TeleVantage[®] Call Classifier

Automatically profiles and routes calls based on caller data



Easily extend the capabilities of your phone system with TeleVantage Call Classifier. This turnkey, cost-effective application dramatically improves your customer service and your competitive advantage with advanced call routing based on real-time lookup of customer data.

WHAT IS CALL CLASSIFIER?

TeleVantage Call Classifier enables professionals to provide better customer service by empowering them with information about the caller and the origin of the lead source or relevant promotion before they answer a call. TeleVantage Call Classifier can provide agents with detailed caller information from any database or Web site, and can intelligently route calls based on who is calling.

TeleVantage Call Classifier can identify incoming calls based on DID, Caller ID, Account Code, Call Notes, or Custom Data Variables. When a call arrives, Call Classifier can retrieve data in real time from applications such as Microsoft[®] Excel or your company's ODBC database (e.g., Microsoft Access, SQL Server or Oracle[®]). It can also be configured to access comprehensive profile information from ThinkDirect Marketing Inc.'s (TDMI) extensive DigitalDATA service. The retrieved information can then be displayed as a screen pop in the TeleVantage Call Monitor. Call Classifier can even produce a screen pop from a proprietary database that is Web-enabled or can send call data as a query to any Web URL and generate a browser screen pop showing the entire Web page.

EASY TO SET UP AND USE

TeleVantage Call Classifier is easy to set up and use to meet your call center's specific requirements. It's important to get the right

call to the right agent quickly. By creating business rules, you can configure TeleVantage Call Classifier to enhance the call in ViewPoint and then intelligently route the call to the most appropriate agent. For example, Call Classifier can be configured to insert the name of the product the caller is inquiring about based on DID, change caller priority in a call center queue, automatically route calls to regional agents based on area code and more. To maximize the value of a live call, TeleVantage Call Classifier can also be configured to prompt the caller to enter additional information such as zip code or customer number.

TeleVantage Call Classifier comes with several sample configurations that are ready to boost your call center performance right out of the box. You can use the supplied DID-to-Caller-ID, Agent routing via area codes or DigitalDATA configurations as references for designing your own.

EXAMPLE USES OF TELEVANTAGE CALL CLASSIFIER

There are hundreds of ways you can use TeleVantage Call Classifier to benefit your organization or call center, including:

- Set a caller's queue priority based on issue number, customer number or caller ID to bump them up in line - or route callers to the appropriate agent based on area code.

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- Verify a caller's customer number and before the agent answers display a Web page containing the customer record from Web-based CRM packages such as NetSuite.
- You can even send caller data as a query to any Web URL and generate a browser pop with the results.
- Get detailed profile information, such as name and address, on over 120 million of North American business or residences from TDMI's extensive DigitalDATA service.
- Prevent non-validated callers from reaching an agent by automatically prompting callers for diagnostic numeric information, validate it based on any ODBC database and then send the resulting profile information to the agent.
- Based on your own custom or company database, attach issue numbers, customer profiles, addresses and other information to the call.
- In conjunction with a third-party fax server, allow a single DID number to be used for both faxes and calls. Use TeleVantage auto attendants for fax detection, and then use TeleVantage Call Classifier to route calls to users if no fax is detected.
- Add address information to calls based on caller ID. If caller ID isn't displayed, you can have TeleVantage Call Classifier automatically prompt the caller for their phone number or search the Web for the name or number.
- Query the following for a match against any caller's DID, Caller ID Name or Number, Account Code, Call Notes or any Custom Data field and automatically update the stored data as a result of the query:
 - Any number or text that you enter in a TeleVantage Call Classifier business rule;
 - Any Microsoft OLE supported database, for example: Microsoft Access, SQL Server, Excel, or Oracle;
 - DigitalDATA service.
- Add agent call scripts (with optional embedded customer name) to the Call Notes based on caller ID and a custom database query.

EXAMPLE: "Is Mr. Jones available? This is Fred Holmes from XYZ Corp...."
- Add meaning to DID numbers.

EXAMPLE: ABC Corp. has a different support phone number for each of their products. As TeleVantage Call Classifier receives calls, it can add the appropriate product name to the Notes field based on DID, then route the call to the support queue. Call Center agents using the TeleVantage Call Monitor can see the product name before answering the call, resulting in a shorter call and a more informed agent.

SPECIFY WITH CONFIDENCE

Vertical Communications, Inc. is a leading provider of next-generation IP-based and digital communications systems for business. Vertical has established a track record of providing the world's leading business organizations with powerful communications solutions that improve efficiency and provide managers with new information and metrics to increase productivity and profitability. Vertical's customers are leading companies of all sizes — from small to large and distributed — and include CVS/pharmacy®, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass.

We're eager to show you how the Vertical TeleVantage Call Classifier can improve your organization's call handling efficiency. For more information or to place an order, contact your authorized TeleVantage Solution Provider or call Vertical today at **800-914-9985**.



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