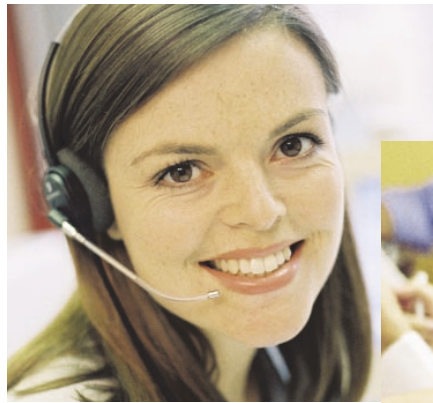# Tadiran Telecom

Coral CallMaster™

### When Customer Satisfaction Is Your Priority

First-Rate Service Every Time

When customers call, they expect superior service every time. Whether making reservations, placing orders, processing claims, or seeking information, callers expect to be routed to someone who can fulfill their requests in the shortest time possible. If your call center can't deliver, your customers will find one that will.

With Coral CallMaster™, you can provide the quick response, instant access to customer information and consistent service needed to stay ahead of the competition.

Effective Call Center Management

Whether you have 8 agents or 600, Coral CallMaster helps you meet the challenges of managing your call center with sophisticated ACD capabilities for centralized or networked sites. With reporting, forecasting, and performance measurement capabilities, you can maximize agent productivity, plan efficiently for future operations and ensure customers keep coming back.
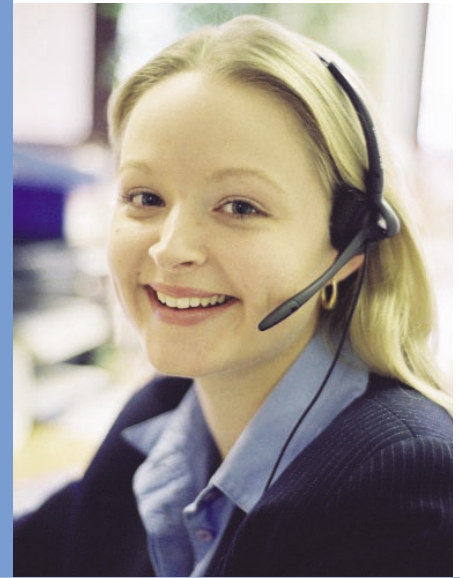
Provide quick response, instant access to customer information

The Power of Real-Time Information

Coral CallMaster provides valuable real-time information for tracking the progress of each incoming call and data on each agent's performance. Supervisors can monitor the exact information they need, such as percentage of calls answered, abandoned, or in overflow, the amount of time taken to answer calls, multiple queues, agent status and staffing. Armed with this valuable data, they can respond to changing conditions and fluctuating traffic, address unexpected problems, and verify results.

Comprehensive Reports for Making Informed Decisions

Coral CallMaster's flexible report generator lets you tap into a wealth of information you need to measure and improve call center performance. Call patterns, handling time and staff requirements can be analyzed through a variety of standard and user-defined reports. Historical data allows you to examine call center performance and workload trends over a period of time and use that data for future planning and personnel allocation.

Sorting and filtering capabilities let you generate reports according to an array of criteria including per group, per agent, time of day, time frame, and specific days. Reports can be created in text, table or graphical format and can be generated according to pre-defined schedules. Coral CallMaster's standard reports include:

- Agent performance
- ACD call distribution
- Trunk usage
- ANI/DNIS call reports
- Group performance
- Super-group performance
- Abandoned call list

Productive Agents Impact Customer Satisfaction

To help agents stay on top of their game, Coral CallMaster provides large overhead reader boards with continuous data display. Supervisors can enhance agent productivity by sending reader board type messages directly to an individual or a group of agent stations via the Agent Board application. The easy-to-use Agent Board enables supervisors to provide up-to-the-minute information about products, the organization or urgent situations that can affect the way an agent completes a transaction. Coral CallMaster supports up to 16 chained reader boards.

Networking for Multi-Site Efficiency

Coral CallMaster allows you to network call centers so you can maximize resources in multiple locations and centrally manage the entire system as a whole. Seamless connectivity within your operations means you can balance the workload of incoming traffic more efficiently without incurring redundant hardware and software costs. And as you expand your global presence or enter new markets, you can quickly take advantage of the human resources available wherever you need them.

Coral CallMaster provides real-time and historical reports for a network of call centers operating independently. When Coral CallMaster servers are tied together with leased data lines, frame relay or IP connectivity, a central Nodal Control Point (NCP) server allows managers to analyze enterprise-wide call center information and compare performance across sites.

and consistent service needed to stay ahead of the competition

Increase agent productivity and customer satisfaction with Coral CallMaster

- Enable supervisors to take immediate corrective action when problems arise

- Keep agents informed and productive through the use of reader boards

- Provide information supervisors need for staff allocation

- Generate a variety of reports to help supervisors make sound decisions

- Save time by allowing supervisors to monitor only the data they need

- Improve call center responsiveness

- Scale to accommodate small to very large call centers

- Enable cost-effective networked call centers at multiple sites
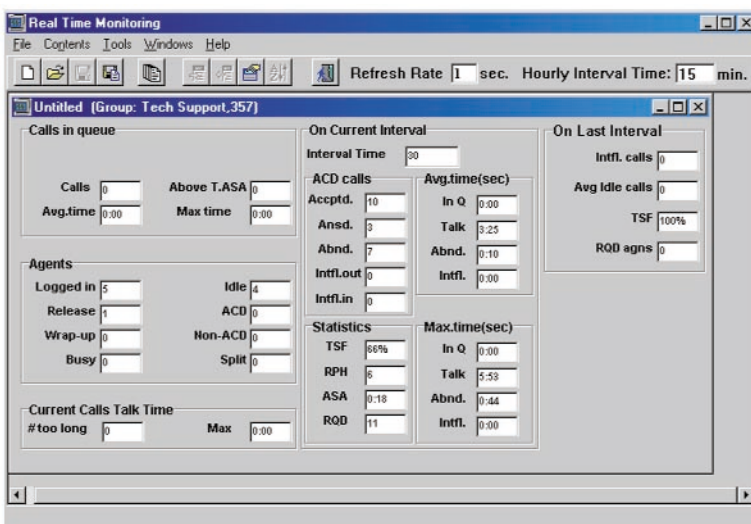
Coral CallMaster
When Customer Satisfaction is Your Priority
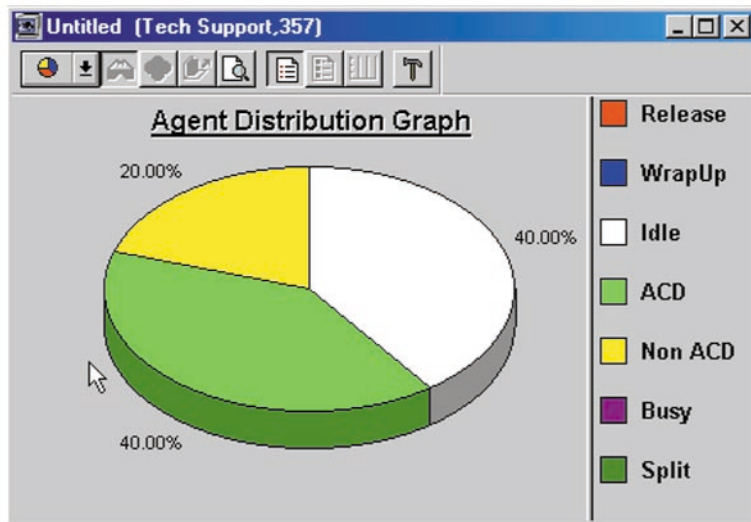
To suit the needs of a range of call centers – from informal help desks to large telemarketing departments – Coral CallMaster supports up to 32 supervisors and 600 agents working simultaneously over LAN or WAN.

Real-Time Data for Quick Action

Coral CallMaster provides all the data the supervisor needs to respond to current conditions and fluctuating call volumes:

*   Number of calls
*   Average time calls are in queue
*   Maximum time a current call is in queue
*   Number of groups/agents logged in
*   Number of released agent stations
*   Target Service Factor (TSF)
*   Rate Per Hour
*   Average Speed of Answer
*   Maximum number of agents required to meet TSF
*   Average length of calls (since beginning of shift)
*   Average time abandoned call waits before hanging up
*   Average time for call to overflow
*   Maximum time a call is active
    (since beginning of shift)

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