

# Vertical Wave Call Classifier

It is easy to extend the capabilities of your phone system with Wave Call Classifier. Dramatically improve your customer service and your competitive advantage with advanced call routing based on real-time lookup of customer data.

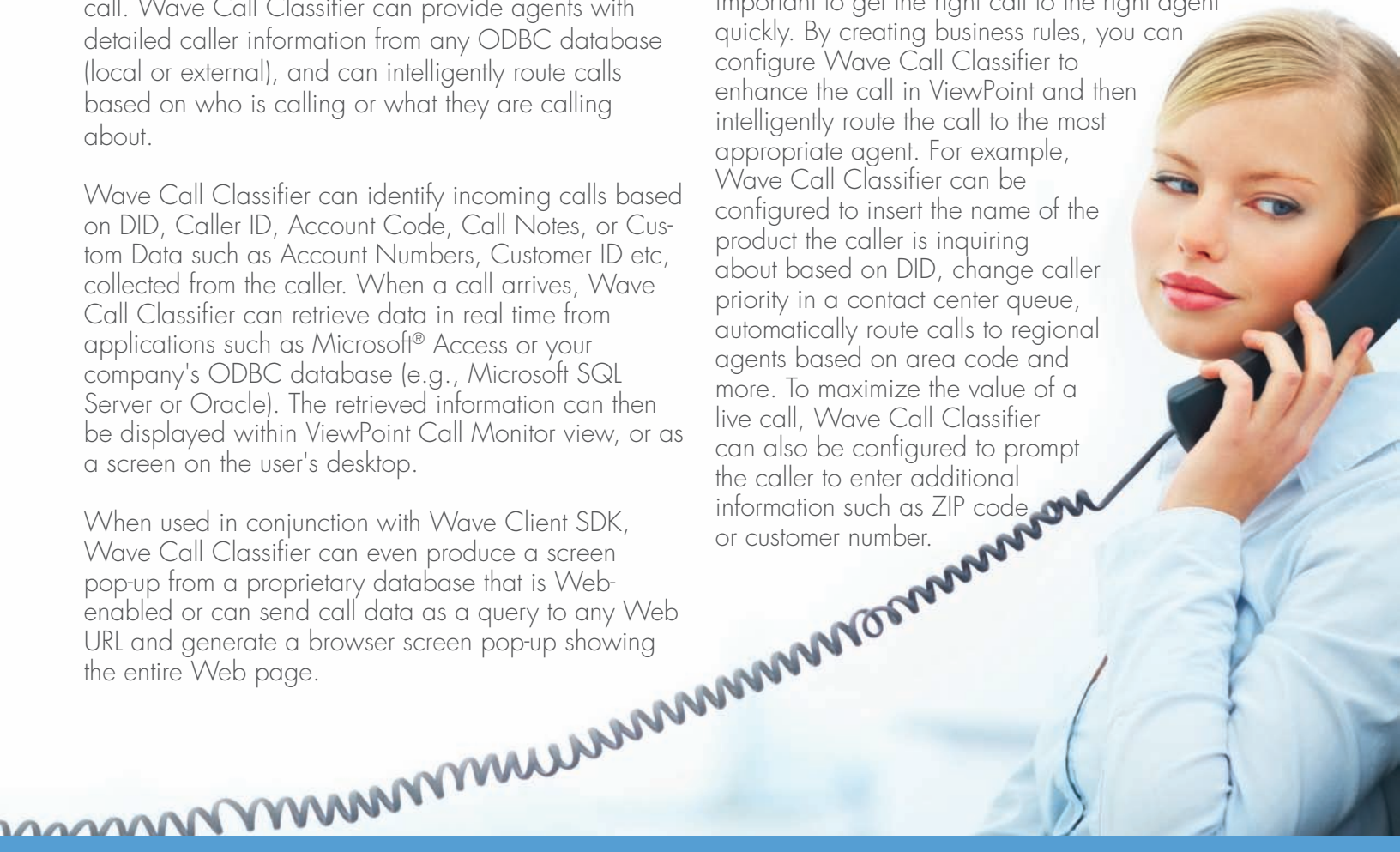
Wave Call Classifier enables professionals to provide better customer service by empowering them with information about the caller and the origin of the lead source or relevant promotion before they answer a call. Wave Call Classifier can provide agents with detailed caller information from any ODBC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

Wave Call Classifier can identify incoming calls based on DID, Caller ID, Account Code, Call Notes, or Custom Data such as Account Numbers, Customer ID etc, collected from the caller. When a call arrives, Wave Call Classifier can retrieve data in real time from applications such as Microsoft® Access or your company's ODBC database (e.g., Microsoft SQL Server or Oracle). The retrieved information can then be displayed within ViewPoint Call Monitor view, or as a screen on the user's desktop.

When used in conjunction with Wave Client SDK, Wave Call Classifier can even produce a screen pop-up 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-up showing the entire Web page.

## Easy to set up. Easy to use.

Wave Call Classifier is easy to set up and use to meet your contact center's specific requirements. It's important to get the right call to the right agent quickly. By creating business rules, you can configure Wave Call Classifier to enhance the call in ViewPoint and then intelligently route the call to the most appropriate agent. For example, Wave 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 contact center queue, automatically route calls to regional agents based on area code and more. To maximize the value of a live call, Wave Call Classifier can also be configured to prompt the caller to enter additional information such as ZIP code or customer number.



# Tangible benefits

There are hundreds of ways you can use Wave Call Classifier to benefit your organization or contact 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.
- Verify a caller's customer number and before the agent answers display a pop-up on their desktop containing the customer record.
- Based on who is calling, query your CRM or support databases and specify agent skill requirements (such as language, technical skills etc) that are required to properly handle the call. Wave Contact Center can then be leveraged to route the call based on agent cost and skill to ensure the call is routed promptly to the best available agent.
- 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 Wave IP auto attendants for fax detection, and then use Wave 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 Wave Call Classifier automatically prompt the caller for their phone number or search your CRM or customer database 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 Wave Call Classifier business rule.
  - Any ODBC supported database, for example: Microsoft Access, Microsoft SQL Server, or Oracle
- 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 Wave 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. Wave Contact Center agents using the Wave IP Call Monitor can see the product name before answering the call, resulting in a shorter call and a more informed agent.

For more information or to place an order, contact your Certified Wave IP Business Partner, call Vertical at 877-VERTICAL (877-837-8422) or visit [www.vertical.com](http://www.vertical.com)

