

Samsung Business Applications

– Productivity through intelligence



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SAMSUNG

Productivity Through Intelligence

Competitive advantage through communications

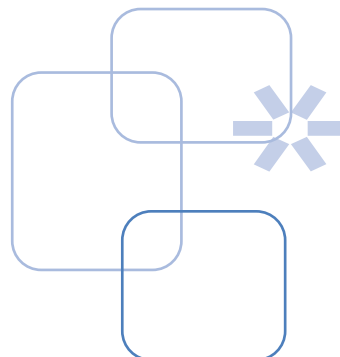
All businesses face the challenge of finding the right technology to help improve their efficiency and increase productivity.



Utilising the existing intelligence within your chosen Samsung Solution, your business can be re-assured that the addition of the Samsung CMS will allow you to maximise your investment in staff, communications and IT resources. Samsung CMS delivers 95% of the features required for an advanced enterprise call centre at a fraction of the cost, ensuring efficiency and control to your organisation.

Samsung CMS delivers a range of software-based applications that create real business benefits. Providing real-time, accurate data and analysis on system, department and user call activity your business is able to make informed decisions on resource allocation to:

- **Create greater staff efficiency**
- **Identify opportunities for cost reduction**
- **Deliver more effective services to customers, and**
- **Maximise the return on your existing and future IT investments.**



Choose a solution that meets your needs

Samsung CMS is available in 4 distinct software packages, allowing you to select the most appropriate and cost-effective solution to meet your individual requirements:

- **CMS Lite** – provides a competitive call logging solution with advanced features such as System statistics reports delivered via e-mail. Exploiting historical data to identify core trends in call traffic and resource usage CMS Lite is an extremely effective entry-level application for single site, single user working.
- **CMS Lite ACD** – takes your solution one step further, introducing enhanced functionality for informal call centre environments. Utilising your Samsung system's ACD data* to present ACD Group statistics and Traffic reports in graphical format and in real-time on PC wallboards your business will benefit from a greater depth of analysis on staff and departmental resources. CMS Lite ACD is also designed for single site, single user solutions.
- **CMS Professional** – enables individual and multi-user management with a comprehensive suite of features and functionality and the ability to create bespoke reports to meet your specific business needs. With the addition of applications including Call Centre Agent, ACD Group Wallboard* and ACD Group Monitor* that provide real-time statistics CMS Professional is the ideal solution for more structured call centre environments. This software can be run as a client-server for multi users. Multi-site information can be gathered centrally using IP connectivity or using the optional hardware based solution.
- **CMS Professional Multi-Site** - the ability to effectively manage multiple sites is often not catered for in call management software, the Samsung CMS Professional Multi-Site is specifically designed for this complex application. Furthermore it has been specifically designed to make the installation and choices as intuitive as possible, thus making the installation as simple as possible in the same manner as the rest of the Samsung CMS range. Multi Site reporting can be a complex area requiring much care in how reporting is presented. The Samsung CMS Multi-Site, through a series of guided questions in the installation wizard, will take the complexity and stress out of the installation process.

The management reports produced from the Samsung CMS Multi-Site provide cross-site reporting so that departments that may be distributed across several sites can be accounted for from one location.

- **Multiple site installation wizard**
- **Cross sites reporting groups**
- **Multiple site reporting**
- **Real time statistics from multiple sites.**

*Please note that certain features and functionality can vary dependant on the Samsung system being deployed. Please consult your chosen vendor for compatibility.



Effective Call Management

All too often incoming calls go unanswered are missed or there simply aren't enough staff available to manage busy periods of the day.

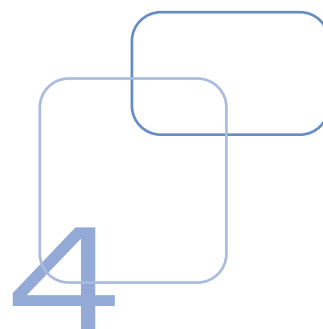


Every call represents an opportunity to generate revenue, win a new customer or retain an existing client. Therefore it is imperative to any business that calls are answered, greeted and managed as professionally as possible.

Samsung CMS has been specifically designed to offer organisations of any size the ability to maximise the use of staff, telephony and IT resources by identifying and acting on key historical call statistics to:

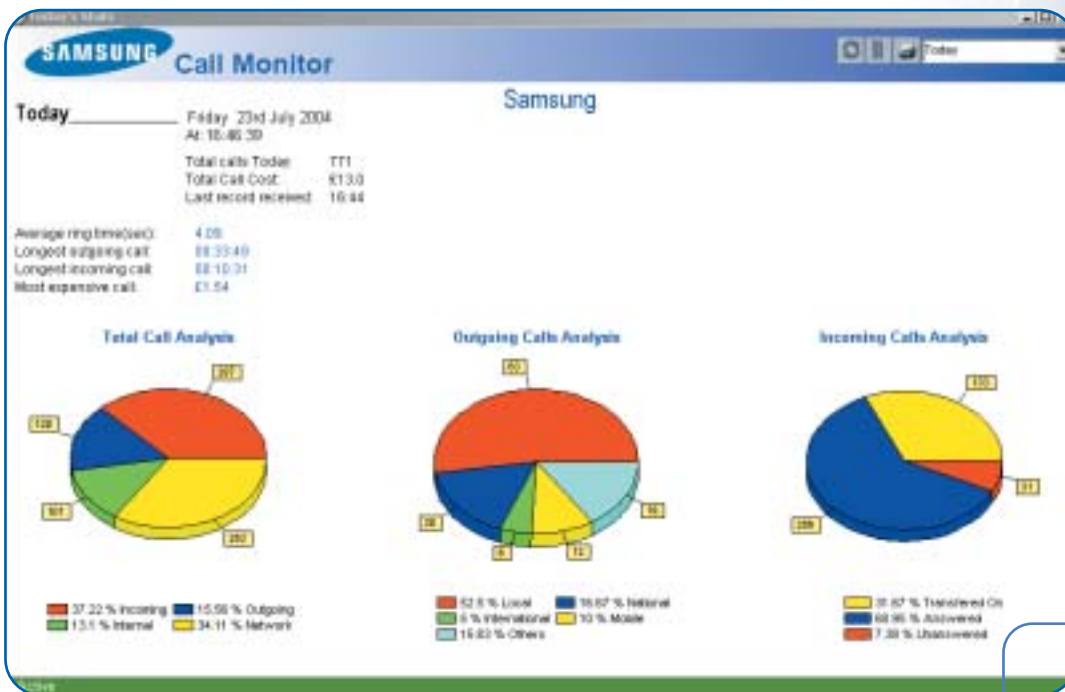
- **Verify call costs, including multiple carriers**
- **Calculate call handling capacity and traffic flows**
- **Manage staffing levels to meet fluctuations in demand**
- **Create concise billing information for cost centres, extensions, clients and campaigns**
- **Create automated or on-demand reports in Excel, Word, HTML and email formats.**

Through detailed management reports, group and extension activity can be analysed to give thorough evaluation of call traffic and users efficiency. This functionality ensures that you make the most of your resources throughout the day.



Call Monitor

Samsung Call Monitor Module is a great tool for identifying key statistics for your core business activities. It will help you analyse a particular group e.g. your sales team, switchboard operators, or a particular inbound number.



Call Monitor will highlight key statistics for 'today' such as number of calls made and received, total call cost and most expensive calls.

This advanced insight is made simple to understand through the use of charts and graphs. This information can then be used to maximise staff levels during key times of the day and minimise the wastage and costs from unsolicited inbound and outbound calls.

Configurable System Wallboard

The latest primary traffic details can be displayed on desktop PC or via a wallboard, to provide supervisors and / or staff with an easy-to-view summary of current performance rates of groups, extensions or DDI numbers.

The wallboard module allows 9 individual Information fields to be customised for any group, to show one of the 20 available options including total talk time, total incoming or outgoing calls, total answered or unanswered calls, average response times, most expensive call, total call cost to date, and percentage answered and unanswered.

Enabling the Informal Call Centre

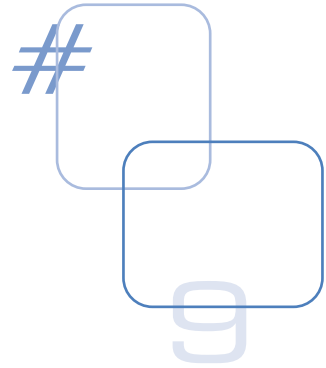
The informal Call Centre is a much-misunderstood phenomenon. By definition in the new "Customer Economy" where service is the main differentiator, every company is or has an Informal Call Centre. This could be a small team of Order Processors, Account Managers, Help Desk Agents, Sales or any type of support team.

Success of these customer-facing departments depends on the ability to respond to demand and provide the greatest level of service to incoming callers. By identifying, monitoring and managing key performance indicators, Samsung CMS can help you to optimise staff efficiency and resource allocation.

Enhancing service and support

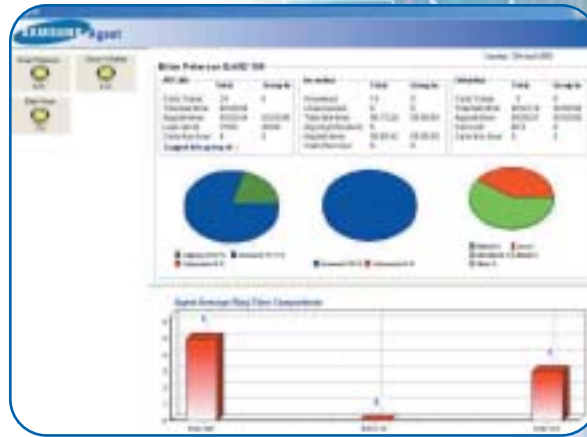
Samsung CMS empowers you to make informed decisions about the way each informal call centre operates. With an advanced range of features and facilities you would normally only expect for a formal large contact centre, Samsung CMS helps you effectively manage your service levels by:

- **Identifying trends in agent performance and resource usage in Real-Time**
- **Controlling resource capacity and re-directing traffic flows**
- **Generating revenue by offering and monitoring out-sourced Call Centre Services**
- **Creating specific billing for Campaigns and Clients**
- **Reducing manpower costs by minimising wastage**
- **Effective manpower planning and forecasting**
- **Vital Reports on performance for senior management and other departments**
- **Effective Benchmarking and performance monitoring.**



Call Centre Agent

Call Centre Agent is an ideal agent and call centre productivity reporting tool, providing up to the minute call information for each member of staff. Call activity for each agent, or group of agents, is represented using easily understood graphics and tables highlighting call trends. Agent performance can be analysed using any of the 15 comparison charts including; total talk time, calls this hour and average response times. Crucially, unanswered calls can also be identified in real-time by CLI, enabling a rapid recovery of abandoned or lost calls.



ACD Group Monitor

ACD Group Monitor is the ideal tool for evaluating the success of each team or department against key performance indicators, such as number of calls made, received and abandoned, total call cost and longest incoming and outgoing calls. This advanced insight is enhanced with charts highlighting incoming and outgoing call trends through the at-a-glance comparisons of 'calls today' with 'calls yesterday' and 'this time yesterday'.



ACD Group Wallboard

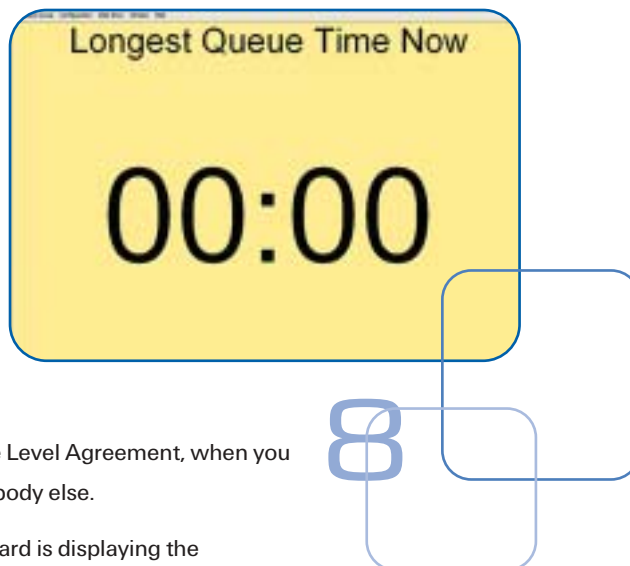
Samsung CMS Wallboard – This is a software module that can be added to the Samsung CMS Lite ACD and Samsung CMS Professional solutions. This module provides a fully configurable wallboard application to monitor your ACD groups and display your important information focused on your requirements. This software module is designed to be used with a large screen display.

The Wallboard module incorporates an alarm function, this provides a visual indication and external reporting of events that have occurred or thresholds that have been exceeded within the ACD group. The result of an alarm being triggered is user definable, some of the options are:

- **Change of text colour on the wallboard**
- **Change of background colour on the wallboard. Event report, this can be sent to an external device including an e-mailed alert.**

The ACD Wallboard is a very flexible and configurable monitoring tool, it can be set in its most simplest form to show one specific value, such as the current longest waiting time, a value all ACD group supervisors need to know as this is often the single most important measurement of the groups performance. The longest queuing time throughout the day is also often linked to a Service Level Agreement, when you are answering calls on behalf of somebody else.

A more usual view is when the wall board is displaying the monitored group name and several values, a typical example would be the number of calls waiting and the longest queue time now. These are realistically the only figures that a supervisor can react to in real time, other values are of a more historic nature and allow analysis of the overall performance of the ACD group.



Supervising with Alert Thresholds

Very few people will just sit and watch a monitor screen showing that their ACD group is performing normally. Supervisors are however interested in the times when things are starting to go wrong so that the supervisor can react to that and fix the problem. The Samsung ACD Wallboard has an alarm feature included that allows these alarms to be shown in various ways according to the severity.

Step 1, on the first threshold being exceeded the text will change to a pre-determined colour and flash

Step 2, on the second threshold being exceeded, the background will change to a pre-determined colour and flash.

The visual impact of these alarms will alert the supervisor so that appropriate action can be taken.

It is a rarity that ACD group supervisors have the luxury of only monitoring one group, the Samsung CMS ACD Wallboard allows you to monitor as many or as few groups as required. The information fields displayed for each group are independent of each other and also the style and size of display is also independent allowing for everyone's personal preferences to be catered for. This allows for the quick recognition of important information from the total information displayed.

- **Multiple group monitoring**
- **Multiple wallboards**
- **Configurable information display - per group**
- **Configurable colour scheme**
- **Auto scaling with window resizing**
- **Group display configurations saved on exit**
- **Configuration wizard.**



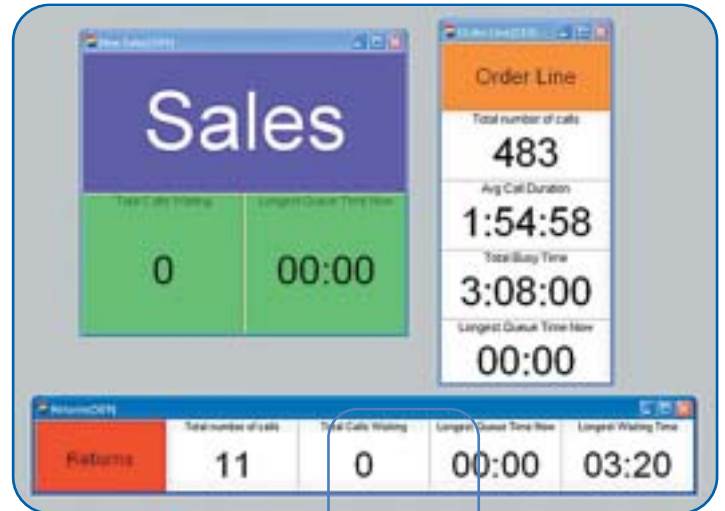
If the requirement is to view all information about an ACD group or several ACD groups this is simply achieved using the simple configuration screens for the Samsung CMS ACD Wallboard. Ticking the boxes for all information fields and selecting the display layout style present a full real-time screen for the ACD supervisor to analyse. This will present on the screen ten live information fields and two fields of static information giving the group name and number.

Flexible reporting for a tailor-made solution

For businesses that provide outbound call services to clients and 3rd parties or wish to segment billing costs Samsung CMS also includes over 60 standard and flexible reports than can be customised to your exact requirements. Included are costing, response and traffic analysis reports which can be filtered by outgoing, incoming, DDI, Campaigns, account (PIN), tandem, internal, network, carrier, trunk and CLI. These reports can be automated to save you time and automatically distributed, via email, in various formats such as MS Excel or MS Word as well as HTML, .csv and .pdf.

Multi-site management

Samsung CMS can effectively monitor an unlimited number of sites centrally. Using the very latest in IP data collection techniques, remote site data can be made available real-time over a LAN or WAN. The system constantly checks for any potential drops in connection so you can be sure that your analysis is correct and up to the minute. With the ability to analyse this information you can maximise the productivity of all your staff and resources, minimise the cost and missed opportunities from dropped calls and deliver the highest levels of customer service to existing clients and new prospects.



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Samsung CMS System Alarm

The Samsung CMS System Alarm module is attached to the Samsung CMS Lite ACD or Samsung CMS Professional software packages.

The system alarm module will trigger on a number of user definable triggers, using the power of a fully integrated solution with the OfficeServ system, the alarm module can report on:

- **System hardware alarms**
- **ISDN line failures**
- **System software errors**
- **Alarm reports on exceptional calls, examples would be, Cost threshold exceeded, Maximum call duration exceeded, time to answer exceeded**
- **Alarm reports on ACD group activity.Samsung CMS Maintenance option.**

Samsung CMS feature matrix

Feature	CMS Lite	CMS Lite ACD	CMS Professional	CMS Pro Multi-Site
Real-time system statistics	•	•	•	•
Call Monitor	•	•	•	•
Historical call reports	•	•	•	•
Scheduling of delivery of call reports	•	•	•	•
Call reports in multiple format outputs	•	•	•	•
e-mail delivery of call reports	•	•	•	•
System Wallboard	-	•	•	•
ACD Wallboard	-	•	•	•
Agent status and group analysis	-	•	•	•
ACD report analysis	-	•	•	•
System Traffic report analysis	-	•	•	•
Client Server working	-	-	•	•
4 level reporting (Division, Department, Cost Centre, DDI, Campaigns and Extension)	-	-	•	•
Multi site reporting	-	-	-	•

Samsung CMS Maintenance option

Have you ever been concerned that the fast pace of software development means that whatever you buy today is out of date tomorrow. With the Maintenance option for your Samsung CMS Solution this is a worry that you need not have. The Maintenance option gives you access to all future software revisions and also, as important, tariff table updates. With the Samsung CMS Maintenance option you have built in future proofing and peace of mind.

- **Updates to the tariff table for accurate call costing**
- **Access to bespoke tariff tables for carriers not in the default tables**
- **Software updates within the purchased version**
- **Software upgrades to future versions within the same package.**

A Samsung DigitAll Revolution

Samsung Business Communications is a division of Samsung Electronics – a global leader in the manufacture and supply of innovative electronics solutions – which in turn is part of the Samsung Group, one of the world's largest companies with global turnover exceeding \$100 billion and more than 170,000 employees.

With a proven pedigree in the manufacture of electronics for commercial and domestic applications, an annual R&D budget of over \$2 billion, and 63,000 staff committed to the development of fixed and wireless communications, Samsung is at the forefront of delivering converged voice and data technologies including Voice over IP, WAN integration and SIP.

Samsung Electronics' core strategy continues to be to maintain leadership in the digital convergence revolution with the mission to bring innovation and digital technology to all products in ways that will make life easier, richer, and more enjoyable for all generations and all customers. This philosophy is known as Samsung DigitAll and everyone's invited to join us in achieving this ambitious goal.

Samsung's expertise in communications and digital technology, combined with a strong commitment to international sport, has made the group a Worldwide Olympic Partner – providing state-of-the-art equipment and playing a vital role in the Olympic experience of billions of people across the globe.

With this backing, Samsung Business Communications is perfectly placed to exploit the convergence of telephony and IT services, and provide organisations with cutting-edge communications solutions.



WORLDWIDE OLYMPIC PARTNER

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