Using Click-to-Call in a Call Center

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Background

Call centers allow members of the public to call a group customer service agents. Typically there are more members of the public calling than there are customer service agents, so the callers need to wait in a *call queue*. A specialized software element, called an Automatic Call Distributor (ACD) decides when a call from the call queue is to be connected to a customer service agent.

In most call centers, the ACD makes outbound calls to the customer service agents.

The diagram below shows the call center configuration which includes external callers needing service (visitors), the Automatic Call Distributor, and the customer service agents.

Calls arrive from the visitors, are placed into the call queue, and then available agents are called.

Agents may be co-located in a corporate office, or can be home-based in remote locations.
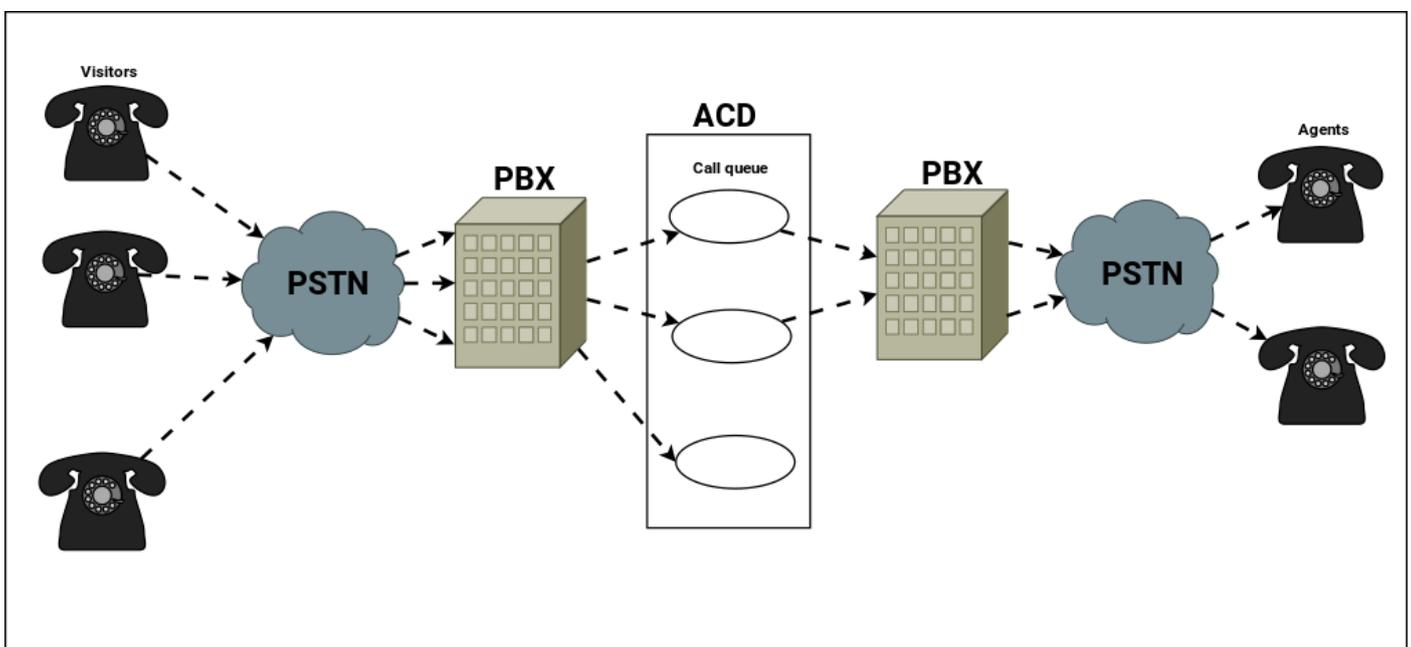

Figure-1: Typical ACD Network Configuration

There are several problems with the configuration described above:

- The customer service agents need to have Public Switched Telephone Network (PSTN) service.

- The call center needs to have PSTN service.

- The call center needs to pay for long distance *per-minute* charges for calls to the customer service agents.

- There is additional call connection time needed when the call center initiates calls to the customer service agents.

XOP Networks Unique Solution

XOP Networks brings a unique solution to the shortcomings of the typical call center network.

In this solution, the customer service agents use a browser-based application to form a permanent connection to a Click-To-Call server. The connection is made using the agent's standard internet service.

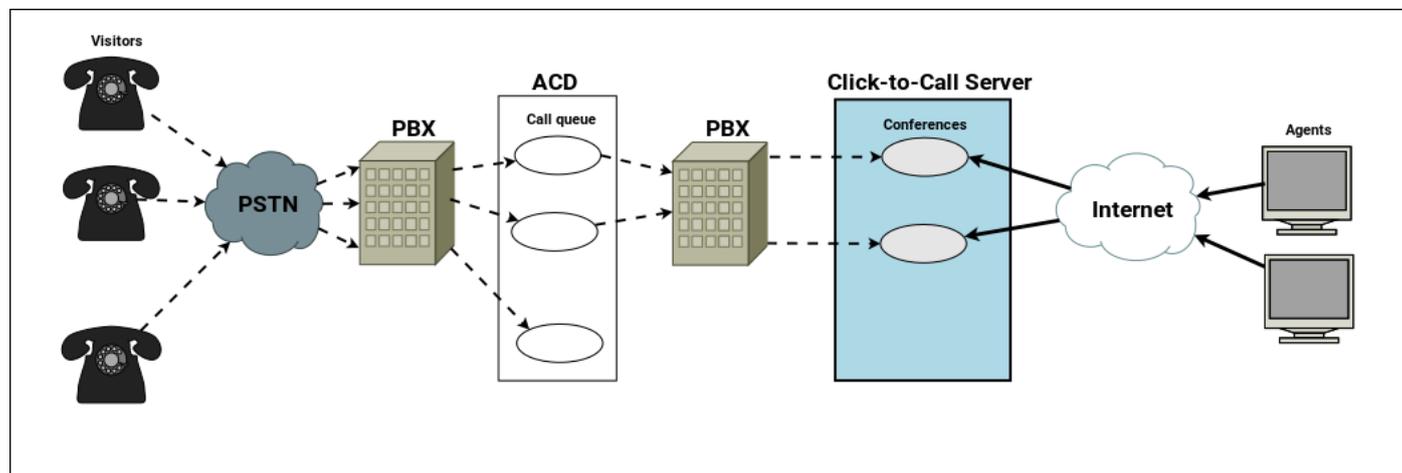The network architecture for this solution is shown below.

Figure-2: Call Center Using Click-To-Call

The ACD makes Voice over IP (VoIP) calls to the Click-to-Call server. The Click-to-Call server can be co-located with the ACD to make the call setup times much faster than dialing through the PSTN.

Since the customer service agents connect to the Click-to-Call server via a standard internet connection, no PSTN service is required by the agents. Furthermore, no PSTN service to the agents is required by the call center.

The network quality between each customer service agent and the Click-to-Call server is continuously monitored. In the event of poor network connection quality, an announcement or tone can be played to the customer service agent and new calls to the agent's conference can be blocked, *causing the ACD to search for another agent*.

The Click-to-Call service uses **WebRTC** technology. The advantages of using WebRTC are that the media connections are _fully secure_, and _no software downloads or installs are needed_.

Furthermore, since the Click-to-Call call center solution uses a conference to connect the ACD and agent call legs, the ability for one or more supervisors to assist with the live call.

The conference capabilities of the Click-to-Call server include the ability of a supervisor to "whisper" to the customer service agent. When whispering, the supervisor/coach can hear the conversation of the visitor and customer service agent, but only the customer service agent can hear the instructions from the supervisor/coach.

Conclusion

By using the XOP Networks Click-to-Call service, a call center can realize *significant* cost savings.

Customer service agents also can realize cost savings, by not needing to purchase unnecessary PSTN land-line connections.

Learn more

Call us at 972-590-0200. For more information, please visit: http://xopnetworks.com