



Provides Lync Response Groups with Real-Time
Call Waiting Information

Espera by AdvaTel for Lync



Espera's real-time call waiting information ensures the agent makes the right choice every time for their Lync Response Group



Should agents continue to converse with valuable clients, offering additional services?

Or should they efficiently and politely complete the current call and move to the next call?

Using Espera, Lync Response Group agents make the right choice every time.



Espera

by Advantec for Lync

Espera – ensuring better customer service

Call waiting traffic higher than normal:

- Be brief but effective on current call then start the next call
- Staff can adjust their greeting based upon the Response Group's activity at the time, e.g. "I'm sorry you've had to wait so long"

Call waiting traffic low:

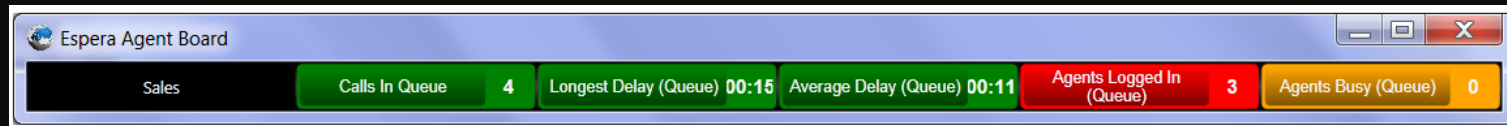
- Staff know they can speak for longer
- Offer enhanced services

In low traffic, a short call is not necessarily a good call!

Suitable for all Lync Response Groups



- Large variety of fields to choose from
- Colour coded, user-defined thresholds
- Located and sized to fit available PC real estate





More than just numbers on a screen

Displays the numbers of calls waiting and level of service clients are receiving at any point in time, therefore:

- Know best time for breaks
- Better balance between breaks and customer service
- Better staff time management
- Less supervision

Overall better staff self-management and better customer service.





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Data for non-Response Group staff

Others within the organization interested in the level of service to callers, (e.g. team leaders, sales/marketing managers) benefit from:

- Real-time data rapidly updated
- Timely and accurate information

Therefore better staff management, better business decision-making.

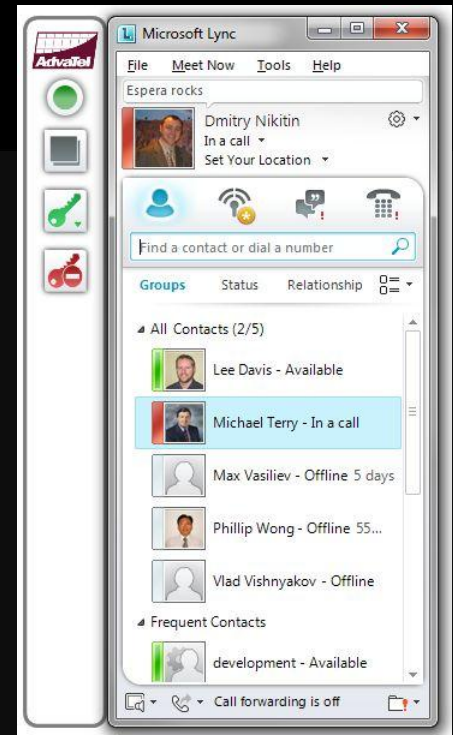




Lync Resource Group capability can now be used in larger Response Groups because real-time data is available

(Historical data late 2011)

- Small screen banner for use when a CRM package is used by the company
- Lync based log-on/log-off display attached to existing window
- Data displayed on wall-based panels





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Very easy to configure

- Simple drag and drop field selection
- Click to select threshold limits
- Set-up easily completed by Response Group supervisor



Espera – call waiting information integrated to Lync without the need to purchase a separate call handling software package.



Not an add-on package but uses Lync's core capabilities

Standard Lync Response Groups already have advanced call queuing and call waiting. Espera integrates directly with Lync to obtain calls waiting and agent log-on/log-off data.

- ✓ No duplication of features
- ✓ No duplication of infrastructure
- ✓ Uses existing queue and call-routing capabilities
- ✓ One click Log-In, one click Log-Out of Response Group

Enhances the value of the Lync solution without the cost of duplication.



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Summary

- Espera uses all of Lync's existing infrastructure and capabilities
- Not a separate add-on product
- Results in a low cost solution
- Better service to callers and more empowered agents



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