Call Centers with Avaya, Lucent or AT&T phone systems may use the popular Alpha programmable LED Displays to exhibit ACD Call Center statistics and Supervisor messages to Agents in one or more splits conveniently and automatically. If Supervisors and Agents use PC's on a local area network using a Windows™ platform (Windows 98, NT, 2000, XP, etc.) on a network, then Supervisors may also compose messages in a browser screen on their PC's using Internet Explorer to transmit the messages to the Alpha LED readerboards. The ACD statistics may also be displayed on remote Supervisor and User computer screens.

Benefits:

•   When Agents are able to see "real time" call waiting status, sharp increases in productivity and dramatic reductions in "Calls Abandoned", "Calls Waiting", and "Longest Wait" are reported. Through the use of visual and audible alerts, Agents know within seconds when ACD Call Center statistics exceed acceptable thresholds.

•   Call Center Supervisors are no longer "tied" to their desk watching a computer terminal. They can use their time more productively, focusing on Agent performance, on problems with customers and on training.

•   Higher Call Center service levels translate into better customer service and faster response time to customer requirements.

•   Telephone equipment and personnel are utilized more efficiently.

•   Call Center Supervisor and Agent communications are improved and are speeded up. Typed messages can be broadcast simultaneously to all Agents in a Call Center.

Features:

•   **Display Flexibility** – Each Alpha LED Display (readerboard) is individually addressable. This permits different Call Center statistics and messages to be displayed on different Alpha LED Displays at the same time. Multiple splits may be displayed on a single Alpha LED Display, and different combinations of splits may be displayed on multiple Alpha LED Displays. Messages and statistics may be sent to all Alpha LED Displays at once, to groups of Alpha LED Displays, or to individual Alpha LED Displays.

•   **Select Which ACD Statistics Are Displayed** – A variety of ACD statistics may be displayed for each Call Center split. In fact, any statistic shown on a CMS or BCMS Display may be displayed on the Alpha LED Display(s). Examples of these statistics include: Number of Calls Waiting, Longest Call Waiting in minutes and seconds, Agents Manned, Agents on ACD Calls, Agents on DN Calls, Agents Waiting, Total Calls, Abandoned Calls, Service Level, etc. The Supervisor may specify and arrange the statistics fields that are displayed.

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Typical ACD Statistics

```
ID    CW MN  LCW  WT AC DN NR AB
CH    00 01 00:00 01 00 00 00 00
```

| **Where:**	**CW**=Calls Waiting	**MN**=Agents Manned
	LCW=Longest Call Waiting	**WT**=Agents Waiting
	AC=Agents on ACD Calls	**DN**=Agents on DN Calls
	NR=Agents Not Ready	**AB**=Abandoned Calls

- **Multiple Avaya Interfaces** – The Alpha Call Center System will read and display ACD statistics from multiple reports and from connections to multiple Avaya phone systems at the same time. This means that your Alpha readerboards can show the widest variety of ACD statistics -- Calls Waiting, Longest Wait, Positions Manned, and any statistics shown in CMS, BCMS and custom reports from any Avaya phone system on your network. Data can be gathered by field selection within terminal emulation. The Alpha Call Center System will also report ODBC/SQL custom queries of selected data fields in one or more databases. Data fields also may be read and displayed by interrogation via TAPI or TSAPI interface provided by certain systems vendors.

- **The Call Center Supervisor may set multiple Alert Thresholds for each field for each split.** Alert thresholds may be set for each of the statistics for each split. For example, if the number of Calls Waiting reaches 5, or the Longest Call Waiting exceeds 1 minute, or Agents Manned drops to 5 Agents, the displayed statistic for that field can change color, beep the audible alert, display a message, or flash, at the preference of the Call Center Supervisor. If Calls Waiting or Longest Call Waiting reach the next threshold, the displayed statistic(s) can again change color, beep the audible alert, display a message, flash or perform a combination of these actions.

- **Audible Alert** -- All Alpha readerboards have a built in Audible Alert. The Audible Alert consists of three quick beeps or a solid beep that sound when the red threshold is reached. The Audible Alert may be easily "muted" for one or more splits by changing the beep setting. The beep can sound once when a threshold is reached, or it can sound over and over. The supervisor sets the number of seconds between beeps. Optionally, the system can activate a strobe light or bell or play a specified .WAV file, or it can transmit a message to a pager.

- **Sleep Feature** – The "Sleep Feature" blanks the readerboard display for a split when no Agents are logged in. Supervisor messages continue to display.

- **Versatile Connectivity Options** – Several connectivity options are available for reading a long list of real-time and historical ACD statistics from the Avaya ACD phone system:

  - ◄ Direct serial connection (via COM1, 2, 3 or 4) between the Alpha Controller and the Avaya ACD system.
  - ◄ Direct serial connection between an 8400B digital data modem connected to the Avaya ACD system and the Alpha Controller.
  - ◄ Telnet session over the Local Area Network between the Alpha Controller and the Avaya ACD system.

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- **Enter Messages** -- Supervisors may enter messages to agents and service messages using a browser program, such as Internet Explorer. These messages are typed on the Alpha Controller keyboard. An optional feature allows the messages to be typed on a Supervisor's PC. Display effects and animations may be included in the messages. Supervisor messages may either alternate displaying with the display of Call Center statistics, or on multi-line readerboards, messages may occupy a separate line of the readerboard. Readerboards may also be dedicated to displaying messages only. *NOTE: Typing messages on a Supervisor's PC on a LAN is an option that requires additional software as well as network connectivity.*
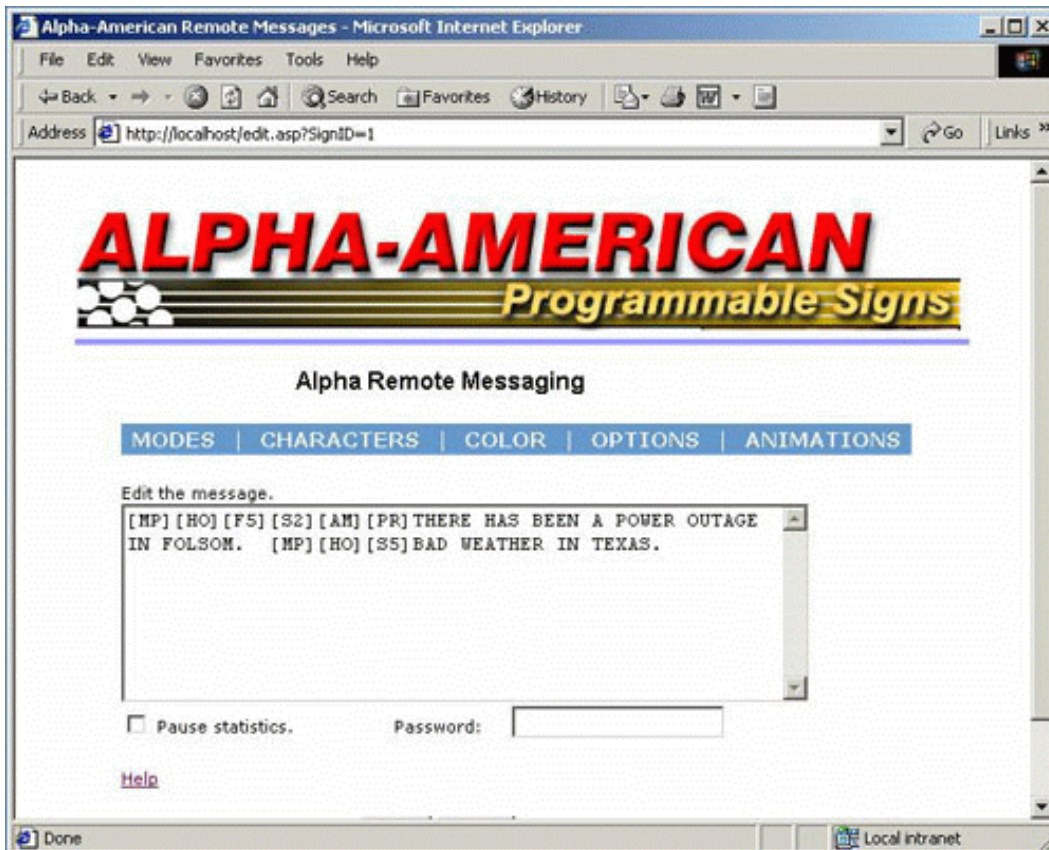
Message Editor with Message
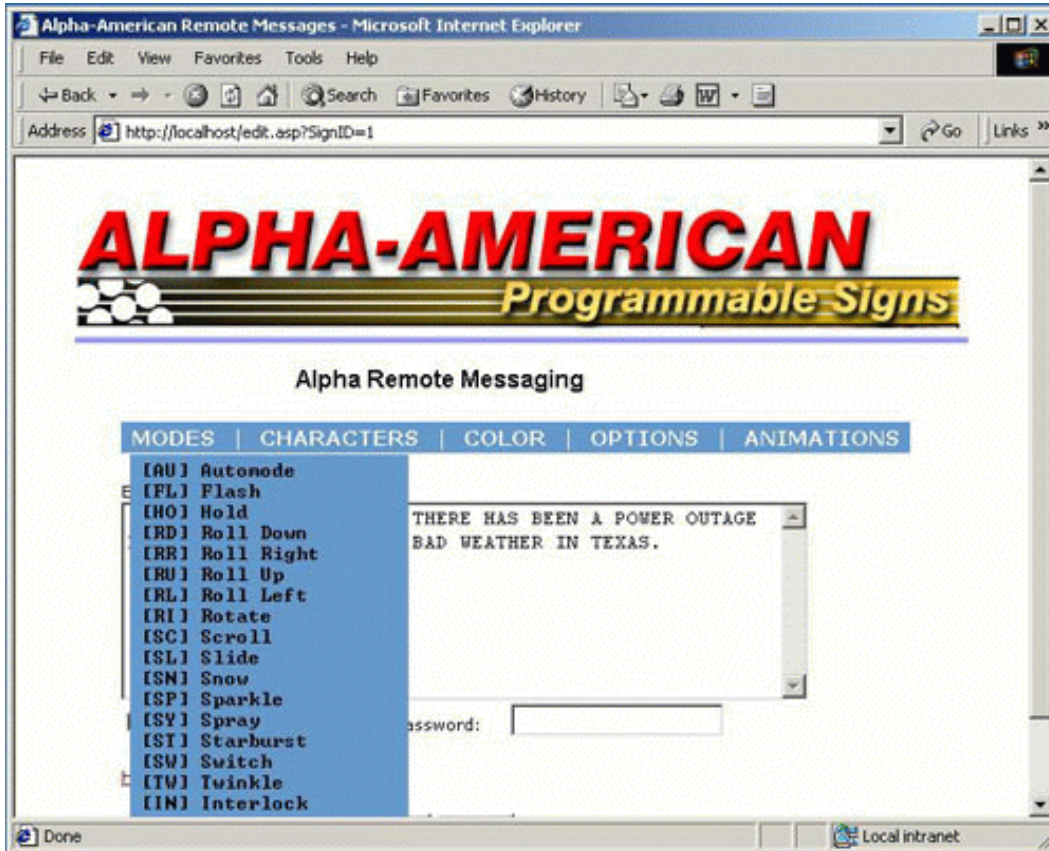
Message Editor with Drop-Down Menus

- **User-Friendly and Intuitive** – The Alpha Call Center System employs user-friendly and intuitive drop-down menus and dialogue boxes to facilitate changing thresholds and typing local messages.

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- **Many Display Modes** – 25 different effects (roll up, roll down, roll in, roll out, roll right, roll left, wipe up, wipe down, wipe in, wipe out, wipe right, wipe left, flash, sparkle, twinkle, starburst, snow, slide, spray, hold, etc.) are built into the Alpha LED Displays to provide variety and interest to messages and to capture the attention of the viewer when these effects are used.

- **Animations** – Most Alpha readerboards will display pre-programmed animations -- fireworks, cherry bomb, turbo car, running animal, don't drink and drive, no smoking, slot machine, welcome and thank you -- and a real time clock. The animations and the time of day may be used in your messages.

- **Reliable and Trouble-Free Displays** – Alpha state of the art LED readerboards are solid-state and made in the USA (in Milwaukee, Wisconsin) using only the highest quality components. Every unit is subjected to extensive testing before delivery. Alpha message boards that were sold years ago are still operational today, and repair and replacement parts for those units are still available. LED technology provides energy savings of up to 94% compared to bulb systems, and no bulb replacement is required. The service life of Alpha LED's is estimated to be 100,000 hours (10 years).

- **Use Any Alpha Display Model** – The Alpha 4000 models display one or two lines at a time, the Alpha 7000 models display from one to four lines at a time. The Alpha 215 and 220 models display one 2" line at a time, and the AlphaVision models display up to 16 lines at a time. Two-inch high letters are easily readable from a 75' distance. Four-inch high letters are readable from a 125' distance. Seven-inch letters are readable from 200' away.

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- Two manuals are provided:

  ▸ The <u>Networking Alpha Signs</u> manual describes various methods of connecting the Alpha LED Displays to the Alpha Controller. This manual is available on the Internet at the following address: http://www.ams-i.com/Pages/97000112.htm

  ▸ The <u>Alpha Call Center System</u> manual explains: (1) how to change thresholds; (2) how to compose messages using the message editor, special effects, time of day, animations and international characters; (3) how to put the displays to sleep, (4) how to mute the Audible Alert, (5) how to change passwords and (6) how to exit and restart the system. It also has an installation section that describes (1) installing the Alpha Controller, (2) mounting the Alpha LED Display(s), (3) cabling and connecting the Alpha LED Displays, (4) cabling and connecting the Alpha Controller to the Avaya 8400B, and (5) installing the Remote Diagnostics software. This manual is provided to you upon receipt of your Purchase Order or upon request.

- **Warranty** – The Alpha software is covered by a lifetime warranty. If the Alpha Call Center System software fails in any way, we will fix it or replace it by modem at no additional charge. The hardware is covered by a one-year warranty. If an Alpha LED Display fails, we will repair it at no charge and return it to you freight prepaid. When we receive a report that an Alpha LED Display is broken, we ask you to take down the broken Alpha LED Display and ship it to us for repair. Alpha-American can replace most components by overnight freight, if required. It is the customer's responsibility to ship the broken item back using the same packing materials.

- **Remote Diagnostics and Support** – Software installation, custom modifications and program updates are provided using a modem and the pcAnywhere remote access program. This enables us to respond instantly to your requests for program changes. It simplifies installation and lowers installation costs, and it allows us to respond immediately to any problem you may experience with your software or hardware.

Required System Components:

- **Alpha Controller** – The current system is a 1.8 Ghz Celeron (Pentium IV-class) Computer System with 256MB of High Speed RAM, 20GB 7200 rpm Hard Disk, 1.44MB 3.5" Diskette Drive, 52X CD-ROM Drive, 2 High Speed Serial Ports, 3COM 100BT Network Interface Card, 32MB VGA Display Adapter, Windows Keyboard, Microsoft PS/2 Optical Mouse, 56Kb Creative Labs Internal Modem, 17" SuperVGA Monitor and Surge Suppressor Power Strip. All hardware and software is configured and tested at Alpha-American before delivery. The Alpha Controller may be set up by the customer or by our installation staff.

- **Network Connection, Avaya 8400B Data Module or Serial Connection** – There are several ways to connect to the Avaya ACD System for the continuous display of CMS or BCMS statistics:

  ▸ You may use a Network Telnet session, or
  ▸ You may use a dedicated Avaya 8400B Data Module that dials in to the Avaya System as a short haul modem.
  ▸ You may use Null Modem cable to connect to a Serial Port on the Avaya ACD System.

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- **A CMS or BCMS Supervisor User Login and Password** must be assigned for use by the Alpha Controller.

- **Communications Cable** must be run from the Alpha Controller to the first Alpha LED Display and from the first Alpha LED Display to the next, etc. The cable requirements depend on how many Alpha LED Displays are needed and how far away from the Alpha Controller they will be located. Alpha LED Displays may be attached up to 10,000 feet from the Alpha Controller. The Communications Cable used should be a quality, UL listed cable, such as Belden 8761. Communications Cable may be ordered with the Alpha LED Displays, or it may be purchased locally. The cabling is terminated at each Alpha LED Display and at the Alpha Controller using surface mounted or recessed telephone company type RJ11 modular adapter jacks or "biscuit" boxes. The individual Alpha LED Displays are then connected to the RJ11 jacks with modular cables. Additional cabling information is provided upon receipt of order or upon request.

- **Modem Phone Line** – An analog modem line and telephone jack must be installed near the Alpha Controller to connect the Alpha External Modem. This phone line is used to install the Alpha software and to change the software to your exact requirements. It is also used to troubleshoot problems, if and when problems occur.

- **Electricity** – 24 hour electrical wall plugs should be installed within 6' of each device. Four electrical wall plugs installed within 6' of the Alpha Controller are also required (for the Alpha Controller, SuperVGA Monitor, the RS-232/485 Converter Box and Wall Transformer for the Avaya 8400B Digital Data Module). One or two conditioned power strips (or optionally, a UPS) plugged into live electrical wall plugs near the Alpha Controller will usually satisfy this requirement.

- **Installation** of the Alpha Controller, Remote Diagnostics software, Alpha software, communication cabling and all Alpha LED Displays.

- **One or more Alpha LED Displays**. Some Call Centers install one or more Alpha LED Displays for each split, split or application area being monitored. Others display Call Center statistics for multiple splits, groups, splits, etc. on a single Alpha LED Display. In large service areas, multiple Alpha LED Displays or multi-line AlphaVision LED Displays are sometimes required for all Agents to be able to see their ACD statistics, depending on how the Agents' desks are situated in the room.

- **Alpha Call Center System**

  ‣ Alpha Call Center Statistics Display System software that connects to your phone system. The system displays ACD statistics and supervisor messages in brilliant colors on one or more Alpha LED Displays.

  ‣ Networking Alpha Signs manual and Alpha Call Center System Instruction manual.

  ‣ Training assistance by phone as needed.

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Options available:

- **Turnkey Installation** – We will come to your facility to install and attach the Alpha Controller and the Alpha LED Displays. We will work with your facility manager to hang the Alpha LED Displays, and we will work with your telephone specialist to attach the Alpha Call Center System properly to your phone system and to verify the wiring and connections between the Alpha LED Displays and the Alpha Controller. When the hardware is installed and operational, we will train your personnel in the use of the system. Prior to our visit, you should have electricity, cabling and jacks installed at the Alpha Controller location and at each Alpha LED Display location.

- **Remote Messaging via Browser** – This option allows Supervisors to transmit messages from their own PC on a LAN to one or more LED Displays using a browser application, such as Internet Explorer or Netscape.

- **Display ACD Statistics on Agent and Supervisor PC's** – ACD Statistics may be displayed in a pop-up window on an Agent or Supervisor's PC screen, if the PC's are on a network and use Windows or use a browser in a Unix Client. To use this option, your LAN administrator must install your client software on the Alpha Controller, and must provide a login, a password and a shared file with read and write privileges on the Alpha Controller or on the network File Server.

Popup with Title Bar Showing Last Update

Popup with Title Bar Suppressed

Popup with Configuration Display

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