



Aastra 400 Call Centre

Call routing and more for small and medium-sized businesses

Customer service and therefore customer loyalty begin with the initial contact. Even today the phone is still the primary choice for that all-important first contact by potential customers and repeat calls by existing customers. Ensuring that customers can actually reach you and are handled professionally is crucial. Therefore the back-up of a professional communication solution is vital.

The Aastra 400 Call Centre provides all the key functionality that small and medium-sized businesses need – a cost effective, worthwhile solution. For more than a decade businesses have been successfully using Aastra solutions to maintain their market share.

Aastra 400 Call Centre solutions - simply better

One main point of contact

Call centres and the tasks they perform have changed dramatically in recent years. Today they are less frequently used purely for customer service. They have evolved to include specific services i.e. banking enquiries, mobile network issues. Customer satisfaction is vastly improved by increased internal efficiency and higher productivity - and by automation simplifying work processes.

As a main point of contact call centres have become increasingly important, particularly in small and medium-sized businesses. Potential and existing customers both appreciate getting the information they need right away, without delay.

The Aastra 400 Call Centre can deliver all the functionality required to deliver an excellent service experience.

First impressions count

Customer service staff benefit immensely from having all the caller's key data in front of them the moment the phone begins to ring.

If required, Aastra's call centre solutions can also be inter-linked with CTI applications (e.g. Aastra OfficeSuite), which means that all the main customer data is automatically displayed on the screen whenever an incoming call is received. Not only can the call centre staff then greet the caller by name, they can pick up seamlessly from the last conversation.

This boosts efficiency tremendously and again improves the quality of the service experience.

Easy to use

Functions such as log-in/log-out, call distribution, and the monitoring of wrap-up and break times can be carried out either via desk phone, DECT phones or via a monitor application. And with the Aastra Mobile Client (AMC), mobile phones can be integrated in such a way that all key functions are available.

This feature is greatly appreciated by staff who are managing calls via an emergency hotline at weekends as it means they can do so remotely.

Using the Aastra 2380ip softphone means additional added value. It creates a purely PC-based all-in-one solution that ensures professional customer service both at the main call centre and when utilising remote workers.

Optimise your customer service with the Aastra 400 Call Centre!

Individual rules

Various rules can be defined for routing calls through to call centre staff, based on their area of responsibility or individual expertise.

The call routing sequence can be defined in a variety of ways:

- ✦ Conventionally, based on the principle of first-in, first-out, i.e. with callers put through to the next available member of staff linearly, just as the call is received
- ✦ "Longest waiting", i.e. the agent who has been free the longest is handed the next caller
- ✦ CLIP-based, i.e. VIP numbers can be defined or number groups assigned to agents with special skills (such as languages)
- ✦ Last agent routing, whenever possible callers are put through to the agent they last spoke to enabling call continuation.



With CLIP-based routing, the call is routed specifically to those members of staff who speak the relevant dialect or language. This is very practical particularly in countries that have several national languages or regions. This feature is also widely used at international call centres that cover several countries.

One solution for all requirements

The call centre solution specially adapted to the Aastra 400 series is geared to the requirements of both small businesses and medium-sized businesses.

The application can be expanded at any time and adapted to new circumstances, making the Aastra 400 Call Centre as versatile as your business environment.

Value added performance

In addition to their daily responsibilities employees are often entrusted with call routing, particularly in smaller companies.

Here, too, the Aastra 400 Call Centre offers added value. Staff are able to switch between the various tasks as required while maintaining permanent access to the full range of telephony functions and performance provided by the Aastra 400 communication system.

Designed with ease of use in mind, the Aastra 400 Call Centre makes call routing simplicity itself.

Cost effective, easy to use

The Aastra 400 Call Centre is also ideal for businesses looking for a cost-effective, easy-to-use call centre solution that goes beyond ordinary call routing.

Special features such as the Statistics Tool provide professional call analysis features, helping to optimise workload planning.

Other features used according to requirements make for added transparency and professional customer service at the highest level.

So whether it's a small or a medium sized business, the Aastra 400 Call Centre provides the full range of functionality for professional customer service and call management.

Superfluous complexity has been dispensed with in favour of simple installation and management.



Aastra provides call centre solutions that stand out by virtue of their unbeatable value for money and easy operation.

Added value through transparency

The aim of any call centre is to deal with incoming calls as quickly and as professionally as possible. As a rule 95% of calls should be answered within the first three rings. The Aastra 400 Call Centre also provides various options and functions to facilitate the task planning of agents and supervisors alike.

Call Centre Supervisor

The Call Centre Supervisor (CCS) is a key part of the call centre application. It provides the call centre supervisor with three sub-areas:

- ✦ **Wallboard integration:** The current service level is permanently displayed on a central monitor. This helps agents to act autonomously, assume responsibility, assists them in planning their breaks, and motivates them to be particularly efficient during peak times.
- ✦ **Online reporting:** Visualises the call centre's current status and its main performance characteristics or selected sub-areas – in a way similar to the Wallboard but with far more detail. It also allows the supervisor to step in immediately and take corrective action, for example by including additional agents, recalling agents from their break, etc.
- ✦ **Offline reporting:** Generates daily, weekly and monthly assessments at the touch of a button, complete with call volumes and service level to measure delivery against targets. They can also include detailed analysis of individual agent responses - average time to answer, call length and wrap.

CCS allows the supervisor to draw up precise statistical evaluations and analysis, derive measures for improving workflows at the call centre and also plan ahead for the anticipated demand for agents.

With the integrated applications for statistics and administration the supervisor has complete control over the call centre both in daily operations, medium-term planning and optimisation.

Professional call handling is a key success factor in initiating and maintaining profitable business relations. Businesses have it within their power to boost competitiveness and improve their overall market share by using innovative call centre solutions.

Optimising availability in a cost-effective way

The Aastra 400 Call Centre is the cost-effective alternative to some of the more expensive call centre solutions. The professionalism of the solution is never compromised; on the contrary: the Aastra 400 solution has been tailored specifically to meet the requirements of both small and medium-sized businesses. Superfluous complexity has been dispensed with in favour of simple installation and management.

Cost-effective does not simply mean that the solution offers outstanding value for money. It also means that quick and simple installation and management are major contributing factors to cost efficiency. With some call centres the setup alone can take several days or even weeks. By contrast the Aastra solution is up and running within a matter of hours.

The Aastra 400 Call Centre

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Technical details:

- ✦ For the administration of up to 150 agents
- ✦ For creating an unlimited number of specially tasked teams
- ✦ No special PC hardware requirements
- ✦ Supports Windows 7 and 2008, 32 and 64 bit
- ✦ Full integration into the Aastra 400 communication server, pre-installed version available on the application server



Benefits at a glance

- ✦ Professional call routing based on:
 - The area of responsibility and expertise of the call centre agents
 - The caller's call number (CLIP) (e.g. country code, area prefix)
 - Equal workload distribution among agents
 - Last agent routing
- ✦ Supervisor features for controlling the agent workload, for the medium-term planning and optimising of the call centre agents
- ✦ High level of reliability including emergency routing to secure communication areas critical to the business
- ✦ Integrated tools for online and offline data analysis (call distribution, call duration, wrap-up time, etc.)
- ✦ Flexible expandability
- ✦ Outstanding value for money
- ✦ Future-proof, safeguarded investment
- ✦ Improved customer satisfaction and loyalty



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