

# EZ Route

## Improve business efficiency and customer satisfaction

### Benefits

- **Cost effective**
  - No capital investment
  - Calls routed to the correct location the first time, saving transport costs for bridged calls
  - Pricing on a per-call rate
- **Efficient**
  - Improve customer service
  - Change routing options in real time—route to multiple locations or departments to handle call traffic spikes
  - Provide current status information to callers that can be updated in near real time
- **Fast**
  - Design your call management program to meet your changing business needs and deploy changes
  - Build custom solution applications in 30 minutes using the web-enabled IVR application wizard
- **Adaptable**
  - Use your existing infrastructure easily integrate with industry-leading ACDs and private branch exchanges (PBXs)

### Automate your routine business processes

With EZ Route, you improve your business efficiency and customer satisfaction by automating routine business processes and transactions through the deployment of menu-driven, self-help applications hosted within the CenturyLink network.

EZ Route is a network-based, self-help, interactive voice response (IVR) application that provides contact-center functionality (e.g., menu routing, database routing and links to custom applications) to businesses of all sizes. With EZ Route you can answer calls, provide messages, create announcements and support call routing to live agents or other IVR applications through a menu-driven interface.

You can quickly and easily develop a voice menu and routing scheme via a web-based, graphical user interface (GUI). This includes assigning toll-free numbers and transfer-to numbers for routing. You can record your own announcements or upload professionally-recorded audio files. You can also upload your own routing tables and modify them as frequently as you want.

**Contact your CenturyLink Representative today!**



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## Features

- Select from a touch-tone menu and/or speech-recognition menu and extensive routing options:
  - Time-of-day, day-of-week and holiday routing directs calls to specific contacts based on the routing schedules you define
  - Geographic routing based on caller area code + prefix and 10-digit number
  - Database routing to transfer calls and provide announcements based on caller entered digits (CEDs), automatic number identification (ANI) and dialed number identification service (DNIS) information stored on your database
  - Percent allocation shares call traffic on a percentage basis to multiple phone numbers, area codes, prefixes or 10-digit networks
- Busy-ring-no-answer overflow (create a default route to another POTS/VNS/8XX if the primary destination is busy)
- Comprehensive, web-enabled IVR application wizard allows you to:
  - Build call flows, menus and route calls in real time
  - View on-screen diagrams that show call flow progress with announcement, menu and transfer points
  - Build user-defined menu levels—choose from up to 9 menu levels and an additional 9 menu options per level
  - Remotely record and upload voice prompts in real time
  - Change routing options in real time to handle call traffic spikes
  - Access web-based reports that contain current IVR call center traffic data
  - Dynamically assign a toll-free number to the application
  - Get near real-time and historical call-activity reporting
  - Access online documentation and help desk
- Go to node (enables calls to be routed from one EZ Route application to another)
- Busy-ring-no-answer messages and customizable hold music (you can upload your own hold music to play while calls are being transferred)
- Integration with Hosted IVR applications (i.e. application module redirect)
- Applications with routine responses can use the integrated text-to-speech features for menus and responses
- Scalable with unlimited availability of ports to provide callers with access during peak calling periods
- Reliability created by the CenturyLink fully-redundant, geographically-dispersed network
- Pricing based on the number of calls made
- Disaster recovery:
  - In the case of a natural disaster or unforeseen event, call routing can be modified – calls can be sent to employees' home phone numbers or mobile phones anywhere or at any time
  - As conditions change, calls can be redistributed to alternative agents or sites through the administration interface; this keeps your business viable even during an emergency

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## How it works

The inbound 8XX call is routed to EZ Route. Based on your customized application design, the call is answered via touch-tone or speech-recognition menu. The caller inputs a menu choice or provides ANI or DNIS information that is then matched to the EZ Route application.

## Other products available from CenturyLink

In addition to EZ Route, CenturyLink has an array of products to meet your call center needs including:

- Toll Free Service
- Hosted IVR
- Interaction Routing
- Business continuity planning and implementation services
- Professional Services for solution design, integration, training and network security planning
- CenturyLink IQ™ Networking

## Why buy from CenturyLink?

- **Make and deploy changes** instantly with an easy-to-use graphic user interface
- **Access to the highly-reliable CenturyLink network**
- **Network and application** monitoring 24/7/365
- **Customer support centers** available 24/7/365

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