

# CenturyLink Intelligent Pre-Route

## Reduce your call transfers and costly re-routes

Intelligent Pre-Route (IPR) will enhance your Cisco® premises intelligent call manager (ICM) solution by greatly reducing call transfers and costly re-routes of customer calls. With IPR you can distribute calls effectively between multiple locations, decrease your contact-center costs and create a faster, more effective calling experience for your customers.

### Description

IPR is a CenturyLink™ network-hosted, pre-route application that provides your business with a virtual routing operation using your existing Cisco ICM premises system. It routes incoming CenturyLink Toll Free Service calls to the appropriate destination directly from the toll-free network. IPR communicates with the premise ICM using industry-standard IP connectivity to determine the location, group, or individual best available to handle the incoming call. To achieve greatest efficiency, and maintain highest reliability, IPR uses Cisco technologies including: Call Manager, CRS protocol and standard network reporting.

### Features

- Network-based routing across multiple locations and groups
- Hosted on the highly-reliable and secure CenturyLink network
- Centralized administration, management and reporting
  - Supervisors or managers have up-to-date information to manage the changes that affect their agents' call-handling abilities
- Enhanced call flow across diverse private branch exchange (PBX) premises telephony systems
- State-of-the-art call routing using Cisco standard tools
- Disaster recovery for business continuity

### Benefits

- Enables your contact center to run more efficiently, supports an increase in call volume and leaves your agent headcount flat
  - Virtually eliminates costly transfers and re-routes; directs the call to the right location the first time
  - Reduces queue times, load balance and unusual abandon rates by routing to the most available location, group or agent directly from the network
  - Distributes calls across multiple diverse systems and locations
  - Manages and controls call flow, before the call is terminated to a specific location
- Improves your customers' service experiences with first-call resolution capabilities—reducing annoying and time-consuming transfers and re-routes
- Enhances existing premise telephony infrastructure without costly networking expenses
- Complements your telephony environment with network reliability and backup options
- Provides capacity and growth on demand; allows you to migrate and expand services without investing additional capital

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- Provides rapid response to unforeseen events; your business won't miss a beat with the IPR disaster recovery plan

## How it works

The premise ICM receives data from each premise telephony solution through peripheral gateways. IPR is connected to your ICM via TCP/IP allowing availability information to be shared between the two applications. Inbound Toll Free calls are briefly intercepted at the network central office and provided routing instructions by IPR. When the routing instructions are delivered to the network central office, the call is diverted directly to the appropriate location or group. Information is passed back to your premise ICM detailing the call completion. Call statistics are shared with the premise-ICM system for real-time and historical reporting.

## Why CenturyLink?

- True network-hosted solution for contact centers with disparate automatic call distributors (ACDs) or telephony solutions
- IPR uses the CenturyLink network—one of the most extensive and reliable networks in the world; enables us to provide you a total solution:
  - Nationwide multi-location service
  - Hosted and networked contact-center solutions
  - Telephony
  - Long distance
- Robust, feature-rich capabilities meet your enterprise operational requirements
- IPR is a Cisco-centric solution
- No need for expensive telephony infrastructure; IPR uses standard IP connectivity over new or existing data circuits

## Other CenturyLink products

In addition to IPR, CenturyLink offers these products:

- Toll Free Service
- Interaction Routing
- EZ Route
- Hosted IVR
- CenturyLink IQ™ Networking
- Application Hosting
- Managed VoIP
- Long Distance
- Business Continuity & Disaster Recovery
- Professional Services

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