

# CenturyLink Interaction Routing

## A Cloud-based, network-integrated contact center solution

### Description

Interaction Routing is a Cloud-based, network-integrated, CenturyLink™ service that provides virtual call center management oversight as if the system were on your premises. This service can be customized to adapt to the needs of your enterprise for managing inbound, outbound, email, chat and online transactions through universal queuing and reporting.

With Interaction Routing, you can route calls to any agent—whether you are using private branch exchange (PBX), Centrex, analog, ISDN, plain old telephone service (POTS), cellular, voice over IP (VoIP) or PC desktop phones—working in the office or at home. Agents can be centralized or widely dispersed, and the system can be configured to support even the largest agent populations.

### Benefits

With Interaction Routing, you can lower your contact center costs by 30% to 50%, eliminating large capital outlays, networking costs and the expense of specialized, dedicated IT staff and equipment maintenance. Interaction Routing lets you focus on managing your business—focusing on providing efficient and effective applications to your customer.

Interaction Routing allows you to:

- Reduce average handle times with network computer telephone integration (CTI)
- Reduce queue times and load-balance with queuing in the Cloud
- Distribute calls to any agent anywhere, potentially increasing call volume while leaving agent headcount flat
- Mitigate the risk of buying premises technology that could soon be outdated or outgrown
- Manage costs through license flexibility and pay only for what is needed
- Access features and capabilities not previously available
- Test new applications without committing to capital dollar out-lays

Comparatively, other PBX/automatic call distributor (ACD) vendors require multiple platforms to serve multiple locations. With Interaction Routing, multiple locations can be served from a single platform, providing superb economies of scale as well as ubiquitous management and reporting across all locations.

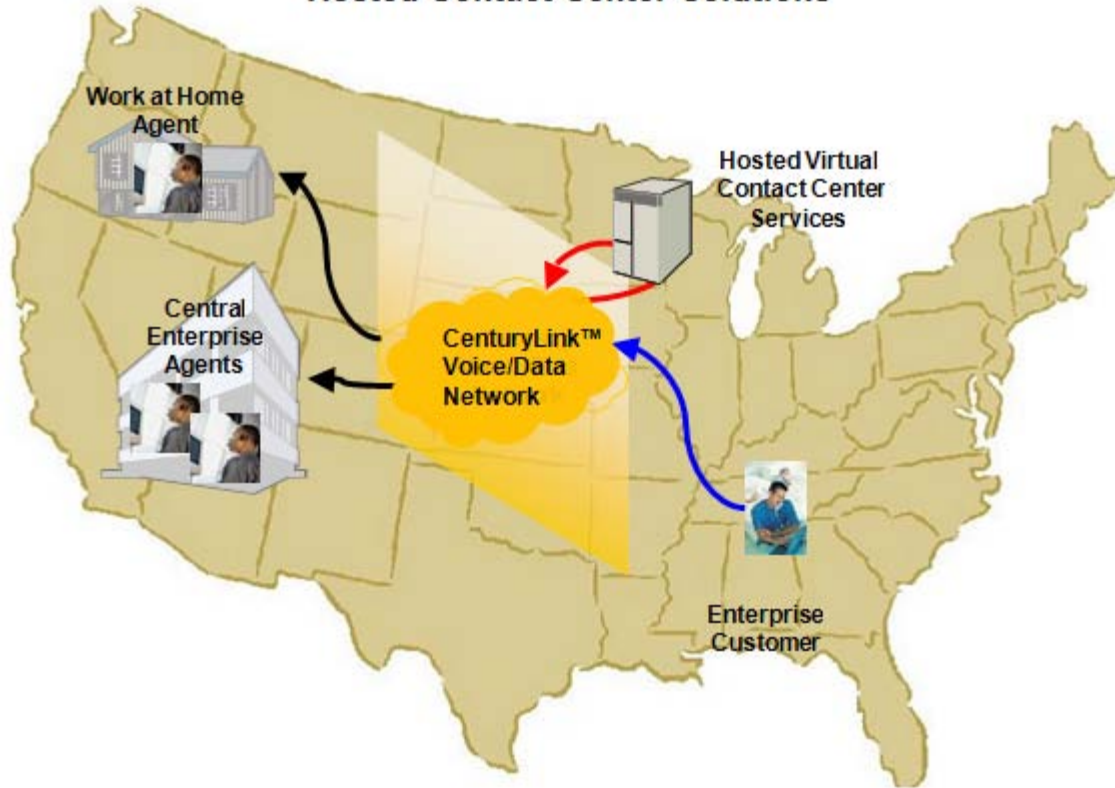
Interaction Routing reduces complexity, making it easy to migrate and expand services without investing additional capital. All expensive hardware and software are hosted on the CenturyLink network. We monitor, maintain and upgrade the applications as required to provide optimum performance and technology/software improvements.

With a single, Cloud-based service, you are in a better position to take advantage of economies of scale and improved reporting. On-demand reporting is available by enterprise, location, group or agent, and you have the choice of running real-time, historical or cradle-to-grave reports.

**Contact your CenturyLink Representative today!**



## Interaction Routing Hosted Contact Center Solutions



### Features

Interaction Routing provides state-of-the-art capabilities required for the most sophisticated contact-center operations including:

- Network, skills-based business rules routing
- CTI and agent screen pops
- Centralized administration, management and reporting
- Multi-media (voice, email and chat) transactions
- TDM or VoIP support
- Disaster recovery for business continuity

### Why CenturyLink for Interaction Routing?

- An all-in-one contact-center solution that runs on the highly-reliable CenturyLink network
- Supports multiple contact-center sites (globally) from a single platform and location
- 24/7/365 monitoring ensures carrier-grade reliability and performance
- Works with virtually any infrastructure and doesn't require costly upgrades
- Provides you with the ability to focus on your business without concern over the underlying infrastructure

**Contact your CenturyLink Representative today!**

