



What's new in rostrvm 7

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rostrvm CLIPboard patent Rostrvm Solutions Ltd (registration number 2290193)

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1. Introduction

This document provides

- an overview of the new **rostrvm** modules available to you with **rostrvm** release 7.
- a guide to the extensive product enhancements provided for users of earlier **rostrvm** releases.

rostrvm 7 key benefits

As well as over 100 customer-requested enhancements and a new "21st Century" look, **rostrvm** Release 7 delivers the following:

- Support for the new consumer with integrated inbound and outbound capability for multi-media channels including email, SMS and web-call.
- ControlCentre 7 consolidates all management information and administration functions in to a single, easily accessible environment.
- CallGuide Designer unleashes the true potential of call process management to make the most complex desktops simple to navigate and use.
- Support for informal call handling allows "formal" call centre process control and performance measurement to be extended to any area of the business.

Software upgrades to deploy the product enhancements are available to licensed **rostrvm** users with a current support & maintenance contract.

To learn more about how the new **rostrvm** modules and enhanced features can help you, please do not hesitate to contact your Rostrvm Solutions Account Manager.

2. Supporting call centre strategies

Release 7 continues Rostrvm Solutions' long term record of meeting current call centre operational and business challenges whilst establishing a platform for new communication channels that are expected to become influential in the coming years.

The Voice over IP (VoIP) call centre is a central component in developing and delivering a multiplicity of enhanced and new services to the call centre and the call centre's customers. In particular **rostrvm** takes advantage of the Session Initiation Protocol (SIP) to combine voice and data transactions delivering joined-up call handling.

Today's Multimedia Call Centres are built upon the concept that callers will contact the call centre using an intelligent device, usually a PC. Clearly PCs can support sophisticated contact – web browsing, co-browsing, chat and email – so the theory is fine. But for the vast majority of callers the PC is simply not as convenient as picking up the phone.

The widespread adoption of mobile and consumer VoIP telephones brings new consumer interfaces that run sophisticated applications and will change the way callers interact with the call centre. The impact will be as significant as the evolution of the PC as an alternative to the dumb computer terminal. We anticipate a myriad of new call centre applications derived from the new telephones including extended caller-self-help interaction and extended conversational interaction through data messaging.

With speech recognition built in to the telephone, it will be easier to accurately serve consumers through automated systems.

Always-on broadband capacity to the telephone handset will make video content in a call centre interaction a reality.

For example, we anticipate consumers browsing the call centre's web site to find the product or service they require. In many circumstances the consumer will find all the information they need without talking to anyone, but when they do want to speak to someone the phone will know exactly where to call. Equally, with the right intelligent infrastructure, the call centre will know what the consumer is seeking.

rostrvm 7 extends the functionality of the current advanced **rostrvm** product suite with its proven, patented facility for managing combined voice-and-data transactions with the underlying strengths of the consumer telephone network in a packet based environment.

3. Product enhancements

3.1 21st Century look and feel

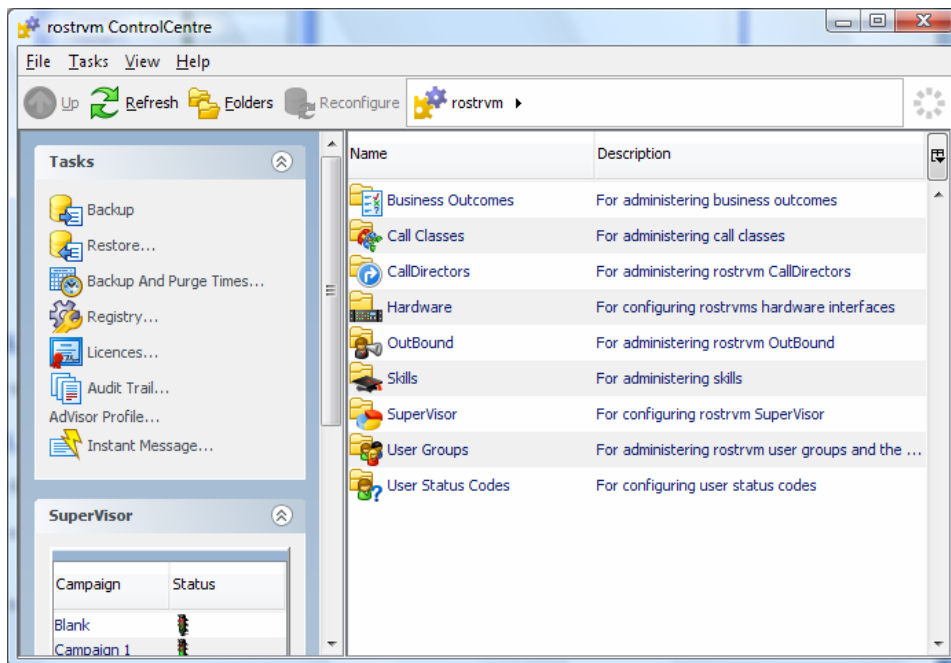
This year we are celebrating **rostrvm**'s 21st anniversary. Functionality has grown organically year-on-year with a wide range of new call centre applications with a range of different user interfaces.

For **rostrvm** 7 we have redesigned the user interfaces to provide a consistent look and feel. And, at the technical level, introduced Windows Vista-compatible icons.



3.2 ControlCentre 7

rostrvm ControlCentre has been completely redeveloped as a 'thin client', browser application. As part of the redevelopment, the interface has been simplified, and elements of real-time MIS have been embedded within the new ControlCentre. The aim is to ensure that all of the day-to-day information you need is easily to hand



The new ControlCentre

- Supports distributed operation – ControlCentre software does not need to be preloaded
- Revises the interface to make common tasks easier to find and use
- Provides a new look and feel including consistent icons across all areas, on-line help together with giving you the ability to display and access facilities in the way that you want.
- Combines real-time management information with administration to a single screen so that everyday tasks are available to you

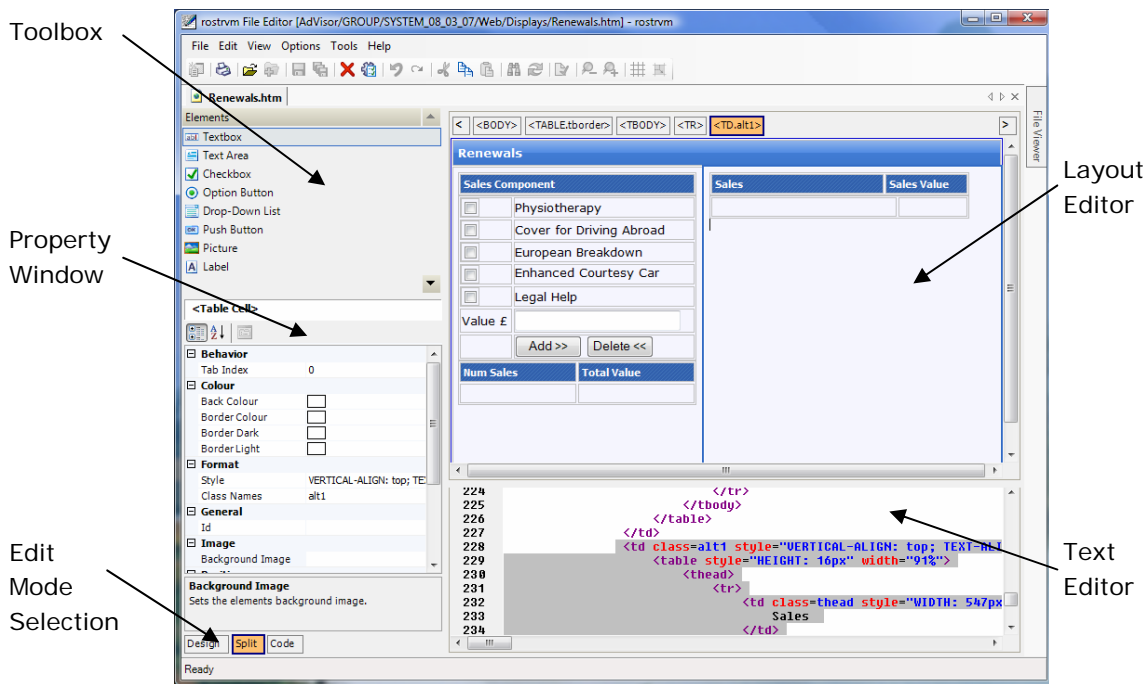
During the ControlCentre redesign we have taken into account feedback from around 50 'Customer Requested Features'. In particular to an Audit Trail has been incorporated into the new ControlCentre. This records all **rostrvm** configuration changes. **rostrvm** records:

- The date and time that the change was made.
- The user that made the change.
- The IP address from which the change was made.
- A message indicating the change that has happened.
- The component that made the change.

3.3 CallGuide scripting development tool

The **rostrvm** CallGuide desktop agent support tool has been a focal point in delivering operational business benefit to **rostrvm** users. Introduced in **rostrvm 5** and extended in **rostrvm 6**, CallGuide has evolved from relatively simple prompts and information guides to complex interactions across multiple IT systems and multiple media

A new CallGuide script development tool has been developed for **rostrvm 7** to provide an easy-to-use interface that can create 'standard' format scripts that are easier to modify and support. Rather than use a third party web development application (such as Microsoft Expression), the new CallGuide Editor provides comprehensive HTML editing capabilities, that allow the creation of complex, yet easy to use CallGuide screens.



3.4 Updated Management Information

We have been working in call centres for decades. One thing we keep discovering is that, no matter how hard you try, no matter how many people you consult, when it comes to management information you can **never** please all of the people all of the time.

rostrvm SuperVisor provides comprehensive real-time and historical information; but for some users we have provided too much data. Whilst all users have the Designer tool available to configure displays that exactly meet your needs, **rostrvm** 7 incorporates a new suite of simplified real-time displays 'out-of-the-box'.

3.5 The 'Informal Call Centre'

Call centre systems such as **rostrvm** have traditionally been deployed in highly structured operations. Many organisations are now seeking to take advantage of call centre technology, such as supportive call handling, intelligent call routing and management information, in less structured business functions – the informal call centre.

rostrvm 7 extends the Invex architecture to deliver the informal call centre. There are a number of potential applications

The intelligent hunt group

In some informal call centres it doesn't matter which person answers the call. The ability to offer calls on a round-robin or hunt group basis allows some or all available phones to ring for anyone to answer. **rostrvm** can monitor the environment to provide MIS and control.

The field based engineer

An example application is a field based engineering group. The group contains engineers with a number of skills working 24 hours per day and in multiple locations – office, home, mobile.

The engineer's prime role is to fix problems, not answering calls so we cannot assume that they are sitting waiting for calls.

Callers make calls to specific DDIs – identifying the skills required. The call needs to be distributed to an appropriately-skilled, available engineer. If the initial engineer doesn't answer the call, or that person's phone is busy for any other reason, then the call needs to be taken back and sent to the next-in-line engineer. If the call is not answered by any engineer it is sent on to a separate answer point (could be external voicemail or external call centre).

4. Underlying technology support

rostrvm operates in harmony with the IT and telephony technology in your call centre. **rostrvm** 7 continues Rostrvm Solutions' record of maintaining compatibility with the surrounding technology.

4.1 Windows Vista

All **rostrvm** client applications are fully supported on the latest Microsoft Windows Vista platform.

4.2 Internet Explorer 7

rostrvm's 'web' applications – SuperVisor and ControlCentre – aim to be browser independent, that is these applications operate in most browser environments and have been tested in the Explorer 7. However it should be noted that **rostrvm** CallGuide takes advantage of embedded Microsoft Explorer functions. **rostrvm** CallGuide has been enhanced to support the latest Microsoft browser platform.

4.3 MySQL 5

MySQL is the underlying database used by **rostrvm** to maintain the information used to route calls and record Management Information.

rostrvm 7 has been enhanced to take advantage of a new version of MySQL. This ensures that we remain up-to-date as a technology platform and also presents us with the opportunity to further extend **rostrvm**'s inbuilt software resilience and delivers further options for more Management Information features.

4.4 Switch support

At release 5, Rostrvm Solutions introduced our Invex Enhance architecture that allows us to deliver full call centre functionality with almost any telephone switch and independent of the underlying telephone software. This means that our customers now use a wider variety of telephone switches than ever before.

But we maintain our commitment to 'traditional' CTI integration and in released 7 we have added and extended direct switch integration.

- Avaya TSAPI
- Avaya S8700 - initially available in later versions of **rostrvm** 6
- Ericsson MXone - initially available in later versions of **rostrvm** 6
- SpliceCom MaxiMiser – initially available in later versions of release 6. Extended in release 7 for enhanced support for multi-CallServer configurations

4.5 Voice recorder support

Rostrvm Solutions continues to add support for new and updated voice recorders. For example support for the Axtiva Voice Recorder platform was added in later versions of release 6.

In **rostrvm** 7 our Invex architecture has been enhanced to support call-by-call recording with almost any voice recorder.

5. Customer requested enhancements

Rostrvm Solutions' customers regularly offer suggestions for enhancing the system. We are delighted to receive this input and, in consequence, a large number of specific enhancements have been implemented within **rostrvm** 7.

Many of the suggestions relate to administration and Management Information and have been included in ControlCentre 7 and management information templates. Other key release 7 enhancements are described below.

5.1 **rostrvm** OutBound

OutBound now supports campaign specific Do Not Call lists to enhance compliance with guidance from the Information Commissioner's Office.

Expiry of agent scheduled callbacks on dialler expiry date, has been made configurable. This removes the current position that agent scheduled callbacks will expire on the Expiry Date the promised callback may not happen.

The fact that a Campaign or a List has a filter applied is now reported to both real and periodic Management Information databases.

The 'Sex' field in dialler accounts has been made more flexible – 'M' is acceptable for Male, and 'F' is acceptable for Female.

The relationship between contact lists and campaigns can now be viewed via **rostrvm** SuperVisor.

An additional reporting macro has been added to OutBound for exporting the results of Account call attempts that result in the account being terminated without being contacted.

5.2 **rostrvm** AdVisor and Screenphone

The outbound dialling prefix (for example dialling '9' for an outside line) is automatically added for outbound calls initiated via **rostrvm** AdVisor ensuring that your manual outbound calls are routed correctly.

rostrvm ScreenPhone (our standalone VoIPsoftphone) has been enhanced to support Voice Activity Detection (VAD) and Comfort Noise Generation (CNG).

The 'Recent Calls' facility is enhanced to enable agents to easily return incoming calls.

5.3 **rostrvm** Autoagent

A 'CLIP' facility has been added to **rostrvm** AutoAgent (our IVR, autoattendant and announcement system) to make announcement preparation easier.

AutoAgent has been extended to support Voice Activity Detection (VAD) and Comfort Noise Generation (CNG).

5.4 Administration and security

Security has been enhanced within **rostrvm** System Control. Users are now required to enter a user id and password at log on.

Switch specific call failures codes are logged to the **rostrvm** MI database for detailed analysis of telephony errors.

Reporting of SIP error messages has been extended and SIP trace debugging has been improved.

Enhancements have been made to logging of switch-related error messages to improve debugging switch related problems.

Enhancements have been made to the Contact API to support device/call monitoring.

Restrictions on inbound/outbound Call Classes have been removed from the Call Metric displays in **rostrvm** SuperVisor.

A number of enhancements have been made to the look and feel of the CallDirector Editor.

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6. Upgrading to rostrvm 7

rostrvm applications are provided as a suite of components. Each component is licensed separately to match users' operational needs.

Enhanced software for each component is available free-of-charge to users with a current licence Maintenance Agreement.

Chargeable Professional Service support to install your enhanced software is available from Rostrvm Solutions and can be scheduled to meet your operational needs.