



# MERLIN MAGIX™ Basic Customer Care Solution

Built-in Capabilities for High-Performance,  
Easily Managed Business Calling

The **MERLIN MAGIX™** Basic Customer Care (BCC) solution from Lucent Technologies provides a full array of built-in tools to enhance your business today, plus give you plenty of room for growth tomorrow.

**MERLIN MAGIX** BCC is just one of the **MERLIN MAGIX** solutions that give you the latest technologies and sophisticated business functionality at a price that makes sense for your budget.

**MERLIN MAGIX** BCC utilizes the built-in call center features of the **MERLIN MAGIX** Integrated System. Designed especially for the small to mid-size business with departmental customer sales and service operations, **MERLIN MAGIX** BCC provides customer-pleasing capabilities without the need to invest in a lot of expensive adjunct equipment.

## Deliver Calls to the Right People, for Better Service

**MERLIN MAGIX** BCC gives you the ability to control where your incoming calls are delivered.



With BCC's group calling capability, you can set up groups of employees ("agents") who are responsible for handling the same kinds of telephone calls. For example, you can designate your salespeople as one calling group, your customer service reps as another.

**MERLIN MAGIX** BCC lets you set up as many as 32 groups, with up to 20 agents in each group, to easily accommodate new business applications and growing needs. Outside callers can dial a group directly or be transferred to the group by your company receptionist, another employee, or an Automated Attendant that's available with optional voice messaging.

Group calling allows you to provide expert or specialized service to your callers, helping ensure that they always reach the right group for their needs.

## Distribute Calls for Maximum Effectiveness

The **MERLIN MAGIX** system's built-in call distribution functionality also allows you to flexibly manage how calls are distributed within your calling groups, *automatically*, to provide more effective service.

For example, if you want to be sure that your top sales agent handles the majority of sales inquiry calls, you can have calls within the group distributed in the same order every time, always starting with the top agent. If that agent is busy, the call is distributed to the next agent in line who can provide backup.

If all the agents in a group have the same responsibilities and skills, you can have calls distributed sequentially. That way, calls are evenly distributed so that no agent is overburdened, and each agent has the opportunity to handle calls.

Or, to help increase all-around productivity, you can distribute calls to the agent who has been available the longest. This call routing capability normally requires investing in an adjunct automatic call distribution system but is cost-effectively built into the **MERLIN MAGIX** system. It also helps agents make the most of their time—and helps you spread work out among all your agent resources.

In addition, the number of calls allowed in any group calling queue can be administered from 0 to 99 (with 99 as the default setting). Once the number of calls in the queue has reached the limit set by your system administrator, callers can receive a busy signal. Based on the type of facility used, the local or long distance carrier may not bill for the call.

## More Ways to Get to All Your Calls Faster

To prevent long delays for your callers when all the agents in a group are busy, **MERLIN MAGIX** BCC sends your “overflow” calls to another group based on how long the calls have been in queue or on how many calls are waiting to be answered.

For example, suppose you have a product hotline where agents spend an average of two minutes on each call. With **MERLIN MAGIX** BCC, you can set a threshold to automatically send calls to another group when callers have been in queue for two minutes. The agent who receives the call can offer to help, take the caller’s name and number for a call-back, or manually transfer the call to someone else who can meet the caller’s needs.

In addition, a *priority call queuing* feature allows you to assign a support

calling group to act as a backup to another calling group (called a “home group”). When a call comes into the home group but all the group members are busy, the call can be automatically routed to an available member of the support group, for fast handling.

Priority call queuing also enables you to assign priority levels (1 for the highest priority, 32 for the lowest) to your calling groups, to help ensure that your most important calls receive the fastest treatment possible. So, for example, if the priority level of a home group is less than or equal to that of its support group, any calls that are redirected from the home group will be processed only when the support group has no calls in its own queue.

Optionally, the system can also automatically change the status of an agent’s phone to “unavailable” if a call is not answered within five rings. The call is then sent to an available agent phone or, if none is available, to the front of the queue—giving your caller the fastest possible response.

Options for music on hold, greeting announcements, and repeated follow-up announcements can also help you reassure callers in queue that they’re still “connected” and that you’ll be with them as soon as possible.

## Improve Customer Satisfaction

Callers can also be given the option of exiting a queue and going to an overflow position—voice mail, a queued call console, or another

group—to leave a message, request a call back, or get faster service.

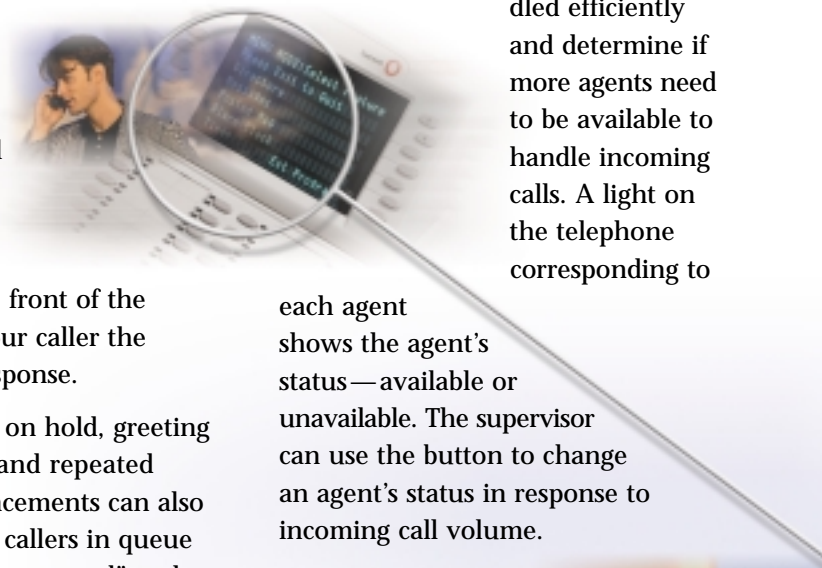
Providing callers with the ability to leave a message rather than wait on hold can greatly improve customer satisfaction. And unlike other systems that require investment in automatic call distribution adjuncts, **MERLIN MAGIX** BCC provides this capability with the simple addition of a delayed announcement device.

## Tools That Make Supervising Your Agents Easy

**MERLIN MAGIX** telephones such as the 4424LD+ and 4424D+ models can be programmed to allow you to supervise the agents within one or more calling groups.

These phones allow a supervisor to monitor the number of calls in queue, to ensure that calls are handled efficiently and determine if more agents need to be available to handle incoming calls. A light on the telephone corresponding to

each agent shows the agent’s status—available or unavailable. The supervisor can use the button to change an agent’s status in response to incoming call volume.



With the queue alarm feature, a flashing light can alert a supervisor or agent to the number of calls in queue *at a glance*. Based on three different thresholds that you select, a light will flash slowly when threshold one has been reached, flash more quickly at threshold two, and shine steadily at threshold three. Once alerted, you can adjust agent status to respond on the spot—or, if necessary, change your call distribution or implement call overflow for a long-term solution.

In addition, a *Service Observing* feature that's built into the **MERLIN MAGIX** system allows a supervisor to listen in on a call to observe how well an agent is handling the call. For example, Service Observing lets you monitor customer service representatives or help desk agents in real time, to evaluate performance or detect if there's a need for additional training. You can also observe calls to get a perspective on your customers' calling experience, to help you fine-tune your service or call-handling procedures if necessary.

With the **MERLIN MAGIX** system, you can have up to 16 "service observers," each with the ability to easily monitor a group of up to 200 extensions or all the extensions in the system. A supervisor simply presses a programmed Service Observing button on a **MERLIN MAGIX** multiline 4400-Series or **MERLIN LEGEND** MLX telephone, then dials or

selects an extension number in order to listen in on a call. A warning tone can alert the agent and caller when a supervisor is observing a call.

## Improve Employee Productivity

**MERLIN MAGIX** BCC also supports an optional standards-based interface that lets you link your telephones to your business database. Using Computer Telephony Integration (CTI) with the Telephony Application Programming Interface (TAPI) and **MERLIN LEGEND** MLX phones or with the Telephony Services Application Programming Interface (TSAPI) can help you provide more *personalized* service to callers by putting caller and dialing information in your agents' hands.

These interfaces utilize Windows-compatible software and a familiar graphical user interface with your desktop PCs, and support Windows 95, Windows NT, NT servers, or Novell servers.<sup>1</sup> For example, with CTI and TAPI or TSAPI software, your agents can get "screen pops" of pertinent information about a caller before they pick up the phone, based on the caller's telephone number.<sup>2</sup>

Screen pops will save time and better prepare agents for a call. Callers will be assured that you know who they are even before you pick up the phone.

Your agents can spend less time asking basic questions or searching for existing customer files—enabling the agents to handle more calls in less time than ever before.

TAPI and TSAPI applications also include online telephone directories that let your business maintain an electronic, up-to-date "phone book"

that everyone can share. You can also use TAPI or TSAPI applications to dial, answer, transfer, and set up conference calls right from your desktop, with the click of the PC mouse.

## Get More Facts to Help You Make Decisions

As part of the **MERLIN MAGIX** BCC offer, optional **MERLIN MAGIX Reporter** software is another powerful tool for understanding and managing the way you are handling calls—something that's especially important for a growing business.

**MERLIN MAGIX Reporter** gathers vital historical data about your incoming call traffic—such as peak calling periods, average wait time for callers, average call length, and more—and provides call activity reports that help you monitor and evaluate efficiency.

Based on the information gathered and organized by the **MERLIN MAGIX Reporter** software, you can make important decisions that will



<sup>1</sup> Windows and Windows NT are registered trademarks of Microsoft Corporation. Novell is a registered trademark of Novell, Inc.

<sup>2</sup> Requires subscription to ISDN Automatic Number Identification (ANI) or Caller ID. Availability may be limited by your service, geographic availability, or central office equipment.





help you fine-tune your calling groups and call distribution, manage your business resources, and provide better service.

## All the Quality and Support You're Looking For

The **MERLIN MAGIX** Basic Customer Care solution is designed to help your business manage growth and offer

your callers the utmost in high-quality service. And as with all Lucent Technologies products and services, **MERLIN MAGIX** BCC is backed by our dedication to providing your business with the most reliable technology and superior customer support.

To learn more about this and other **MERLIN MAGIX** solutions for your

business, talk to your Lucent Technologies Representative, Authorized Dealer, or Sales Agent. Or, visit our Web site.

**[www.lucent.com/smallbusiness](http://www.lucent.com/smallbusiness)**

