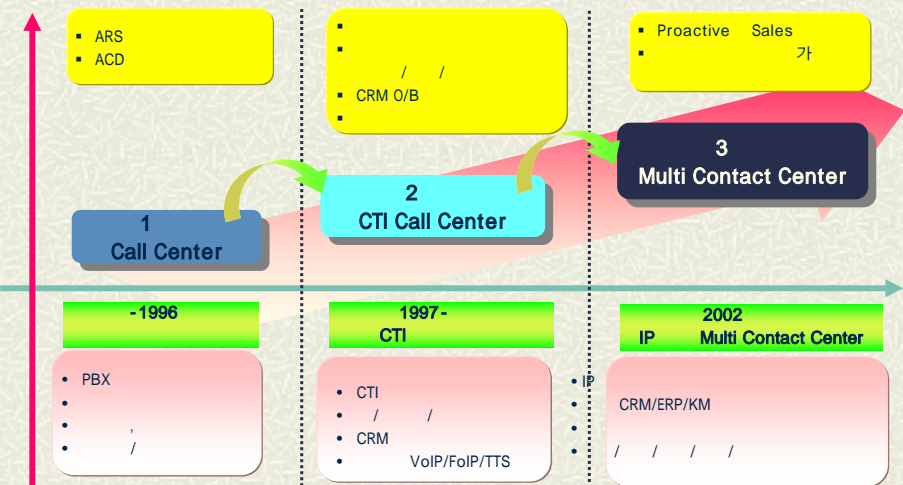


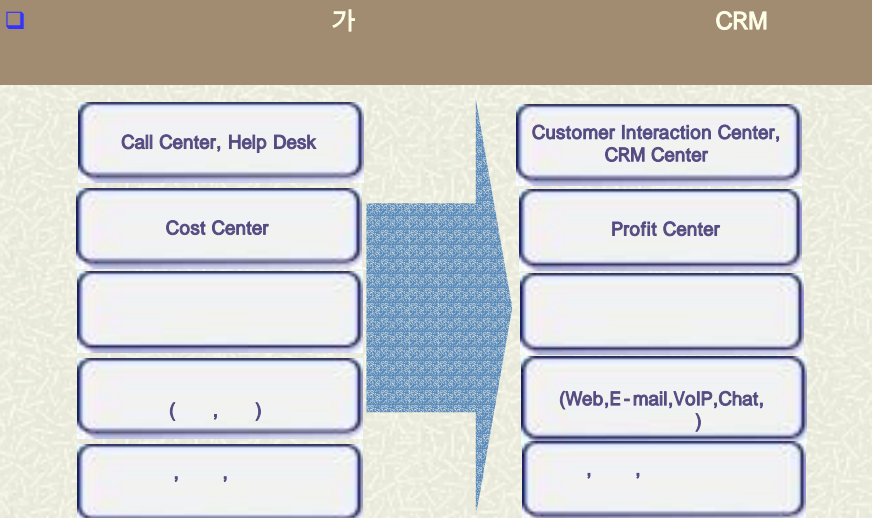


1. Call center

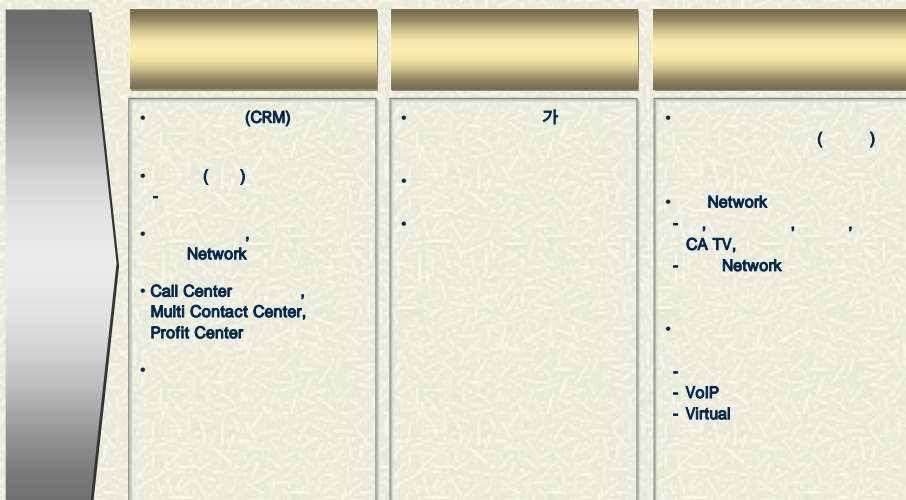
Call Center



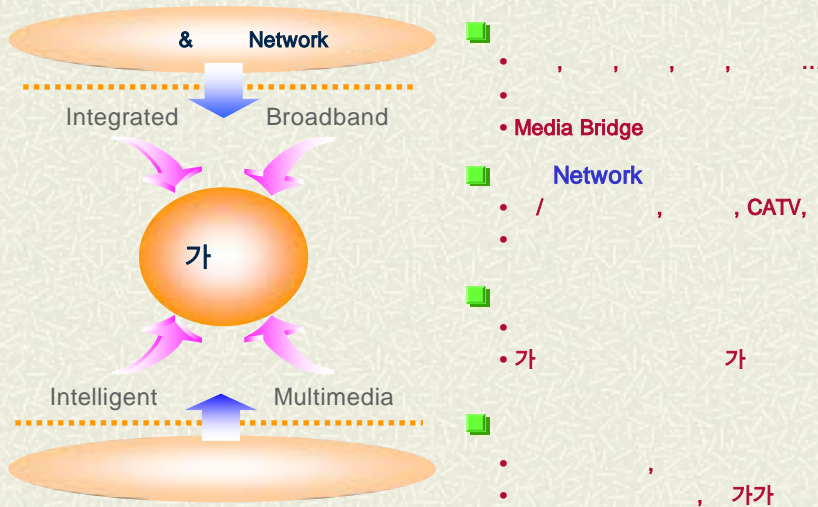
2. Call Center Trend



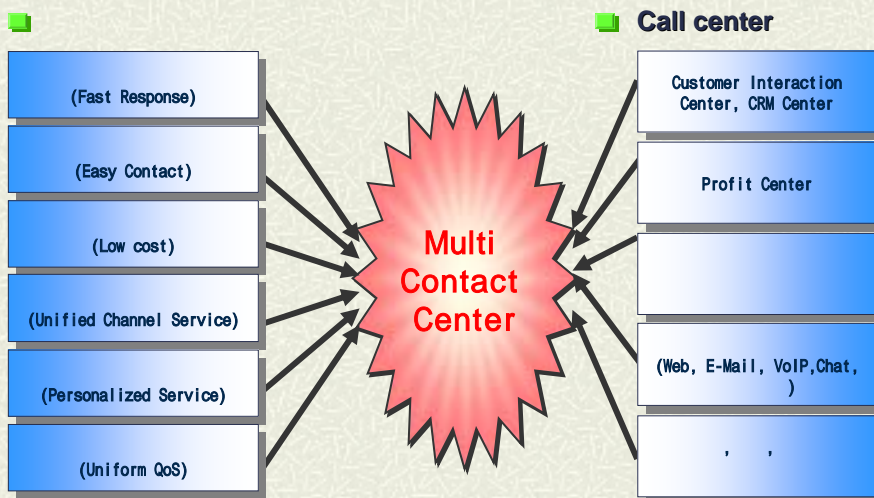
3. Call center



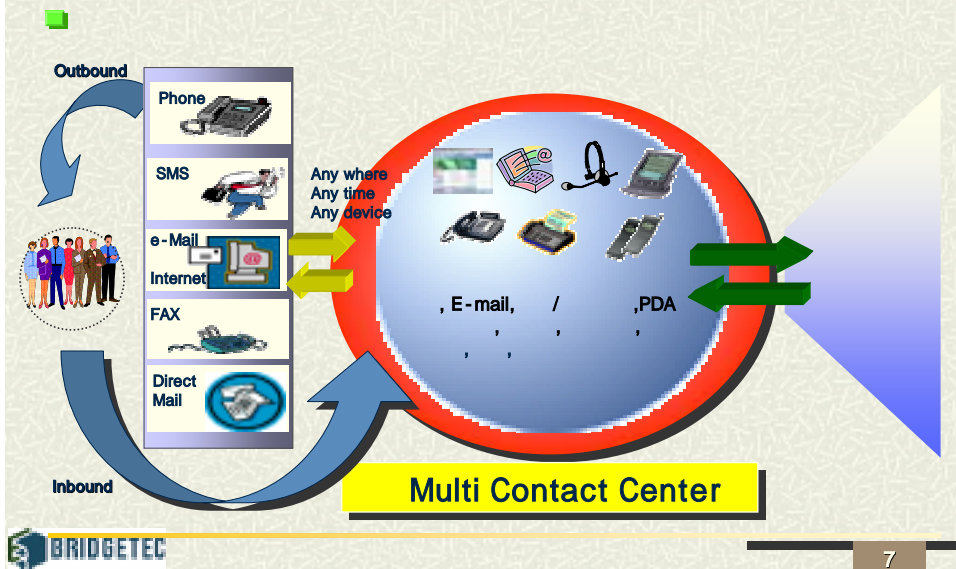
3.1 Call center ()



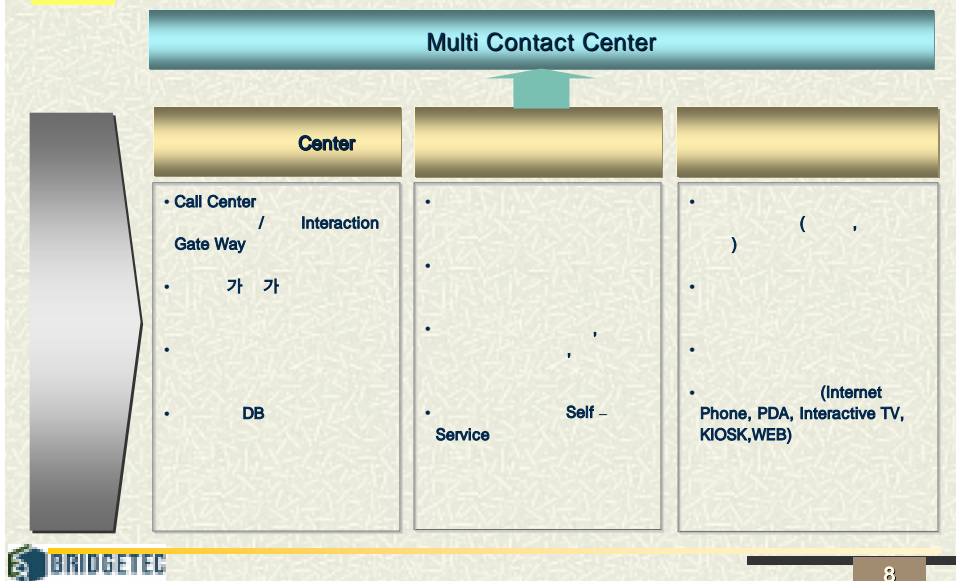
3.3 Call center ()



3.4 Call center ()



4. Call center

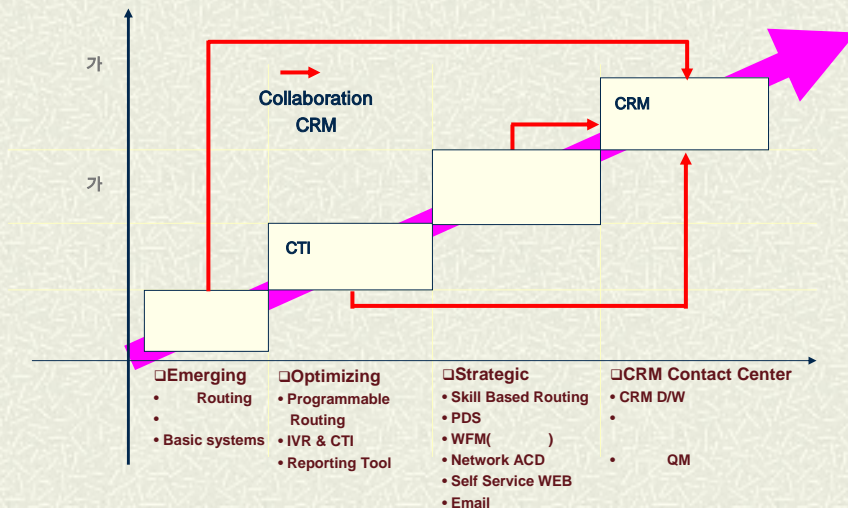


4.1 Multi contact center

Multi Contact Center 가?

Multi Contact Center ?	Multi Contact Center
<ul style="list-style-type: none"> <input type="checkbox"/> Multi Channel (, Fax, E-mail, Web, PDA, Mobile, VoIP) <input type="checkbox"/> Multi Media Call Center <input type="checkbox"/> Web Communicate <input type="checkbox"/> UMS / UCS <input type="checkbox"/> One stop, One Number Service 	<ul style="list-style-type: none"> <input type="checkbox"/> Multi Channel Communication <input checked="" type="checkbox"/> Network routing, Load balancing <input type="checkbox"/> Communication, <input type="checkbox"/> Sales <input type="checkbox"/> IP communications <input checked="" type="checkbox"/> Web Call Back <input checked="" type="checkbox"/> Web 24 Access <input type="checkbox"/> Profit Center

5. Call Center



6. Call Center trend

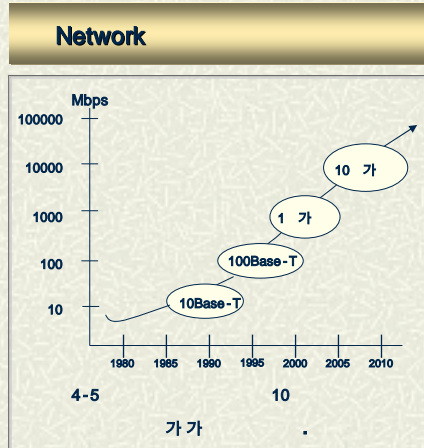
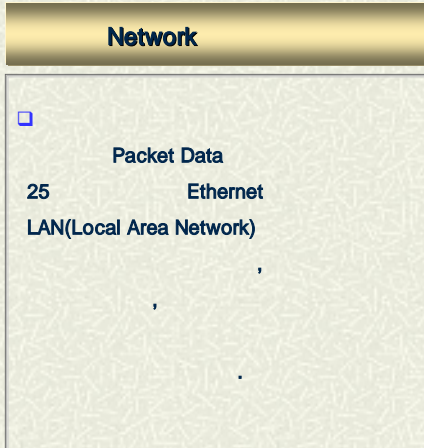
- (/)
- 1~2
-
-
- 24 365
- Service Order After Service ,
- , 가
- (e-service)
- (,)

7. Call Center Platform

Platform		for NGN
Channel	<input type="checkbox"/> Voice, FAX,	<input type="checkbox"/> Voice, Fax, E-mail, Web, PDA, Mobile, VoIP
Network	<input type="checkbox"/> Overlay Model	<input type="checkbox"/> Integrated, Converged Network
	<input type="checkbox"/> Circuit Switch	<input type="checkbox"/> Packet Switch, IP, Internet
IVR	<input type="checkbox"/> In/Outbound, Fax, , <input type="checkbox"/> Un-PBX(Call Center)	<input type="checkbox"/> cPCI Contact Center PBX/IVR <input type="checkbox"/> IP-PBX <input type="checkbox"/> , UMS, SS7, VoIP / 가
Recoding	<input type="checkbox"/> H/W Base <input type="checkbox"/> CTI MDF	<input type="checkbox"/> H/W 가 Network Base <input type="checkbox"/> IP-PBX IP-Phone / Soft phone
CTI	<input type="checkbox"/> Call Control, Call Routing	<input type="checkbox"/> IP-PBX UMS / UCS <input type="checkbox"/> CIM(Customer Interaction Management)
UMS	<input type="checkbox"/> Messaging (e-mail, voice, fax, Mobile, SMS)	<input type="checkbox"/> UCS(Unified Communication System) <input type="checkbox"/> (Proactive Communication)

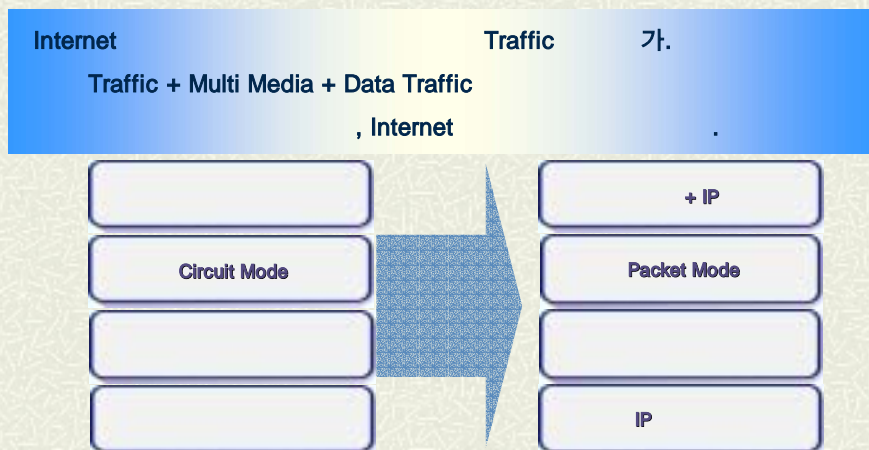
7.1 Call Center Platform (Network)

Network



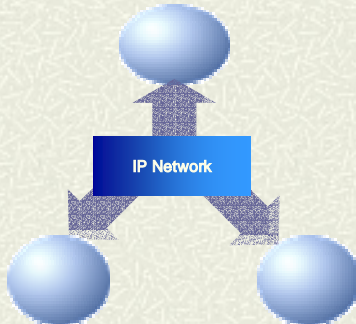
7.2. Call Center Platform (Switching)

Circuit switch



7.3 Call Center Platform (All IP)

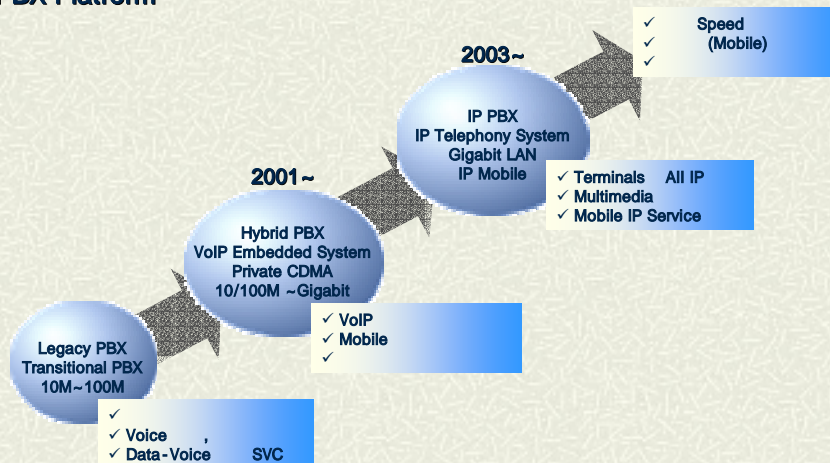
IP Network



<ul style="list-style-type: none"> ✓ 가 ✓ 가 ✓ 가 ✓ 가 ✓ Home Networking, Cyber APT 가 	<ul style="list-style-type: none"> ✓ Traffic 가 ✓ Network Security ✓ end-to-end QoS ✓ Scalability ✓ 가
--	---

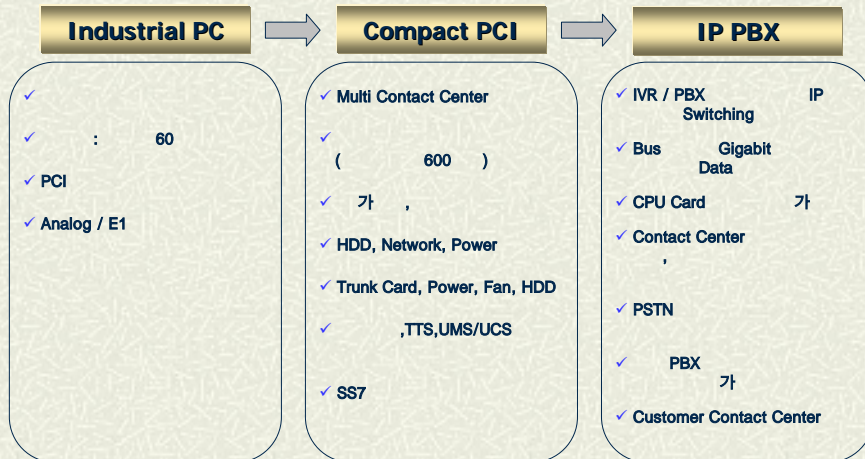
7.4 Call Center Platform (PBX)

PBX Platform

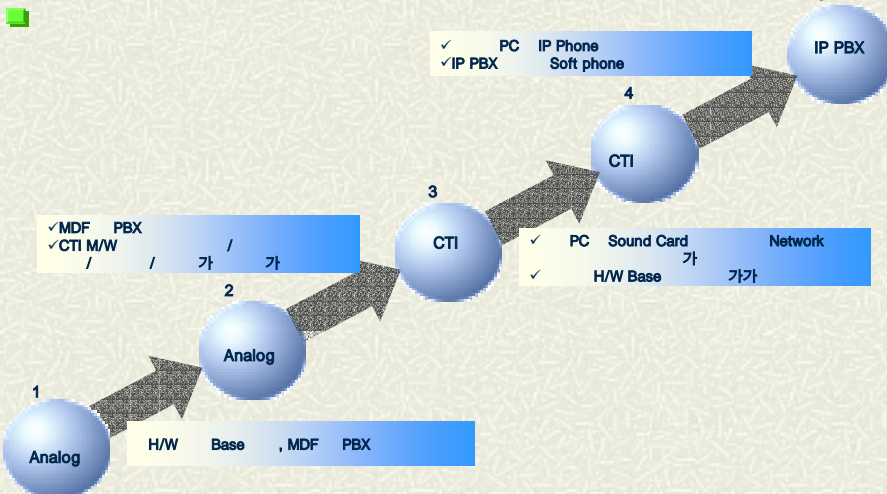


7.5 Call Center Platform (IVR)

IVR

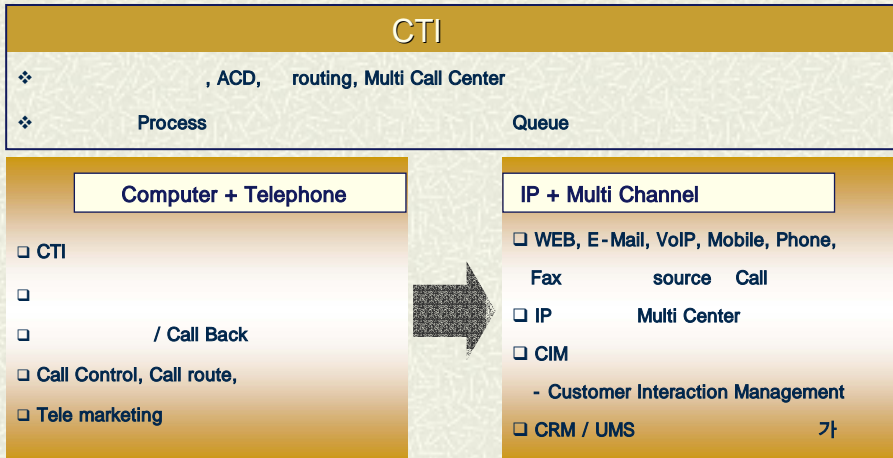


7.6 Call Center Platform (Recording)



7.7 Call Center Platform (CTI M/W)

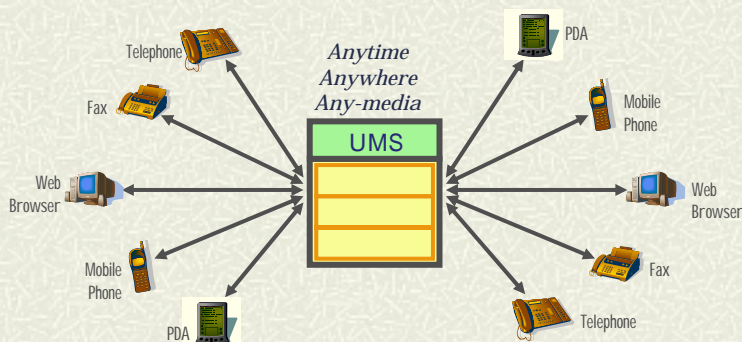
CTI middleware



7.8 Call Center Platform (UMS)

UMS

❖	E-Mail, Voice, Fax, Mobile, PDA, SMS	Type
	Anytime, Anywhere	Media



7.9 Call Center Platform (UMS)

■ UMS

❖		
1	VMS / FMS	<input type="checkbox"/> 가 <input type="checkbox"/>
2	VMS + FMS	<input type="checkbox"/>
3	UMS	<input type="checkbox"/> , Email <input type="checkbox"/>
4	UMS + VoIP + Wireless + Campaign Service	<input type="checkbox"/> (VoIP, Wireless)
5	UCS + + IMT-2000 Proactive Communication	<input type="checkbox"/> , Communication <input type="checkbox"/> All IP, IMT-2000

7.10 Call center platform(Outbound)

■ Outbound System Type

❖ Outbound System

❖ Outbound Call Needs

Preview Dialing	<ul style="list-style-type: none"> • Manual Dialing 가 • Application Outbound Center • 3
Soft Predictive Dialing	<ul style="list-style-type: none"> • Campaign Make call • 가 • Predictive Outbound Call • 가 Signal Analysis (AMS: answering machine detection)
Hard Predictive Dialing	<ul style="list-style-type: none"> • Predictive Dialing System • System Call • 가 PDS Signal Analysis • 1 Outbound Center

7.10 Call center platform(Outbound)

Contact Center Outbound

Telemarketing

- ✓ Telesales
- ✓ Call Backs
- ✓ Fund-raising
- ✓ Market research
- ✓ Polling

Collections

- ✓ Collection
- ✓ Black List

CRM Proactive Contact

- Service follow-ups
 - , , ,
- Welcome, Happy calls
- Requested callbacks
 -
 -
 - 가
 - DM
- Segment History History

CRM Contact Center



7.10 Call center platform(Outbound)

Predictive Dialing System

Predictive Dialing Algorithm

- Manual Dialing , Outbound
- , Outbound Call Pace
- 10% 10 Call

Signal Analysis (AMD : Answering Machine Detection)

- , , Call
- Tuning , ,
- Message

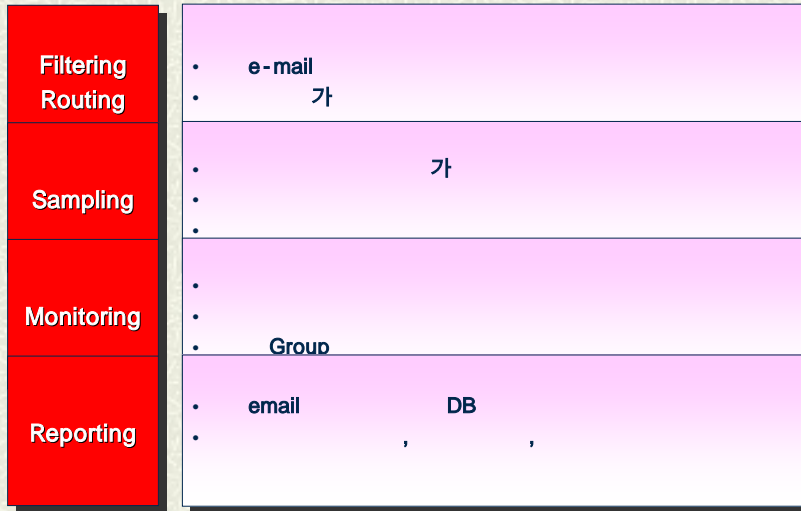
Campaign Management

- Campaign
- DB , Campaign
- Outbound Script

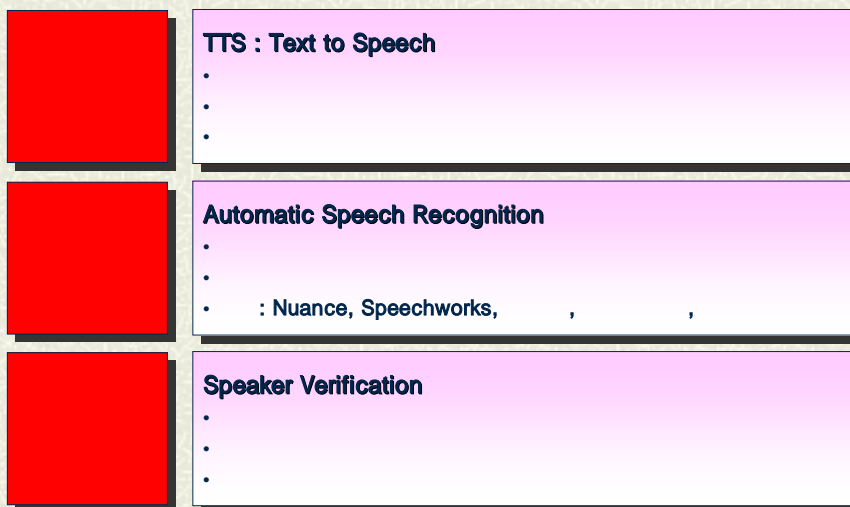
Call Blending

- Inbound Call Outbound Inbound Call
-
- Manual : , Automatic Call Blending:

7.11 Call center platform(ERMS) (E - mail Response Management System)



7.12 Call center platform(ASR)



7.13 Call center platform(IN) (Intelligent Network)



?

- ▶ SS7 , ITU-T
- ▶ PSTN Digital Signaling Network , Call Set-up, Routing, Control .



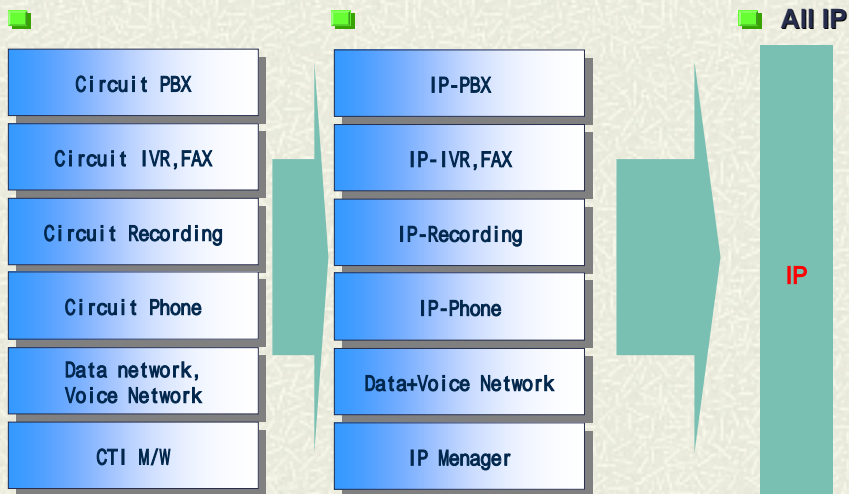
- ▶ PSTN VIP
- ▶
- ▶
- ▶ PSTN

7.13 Call center platform(IN)

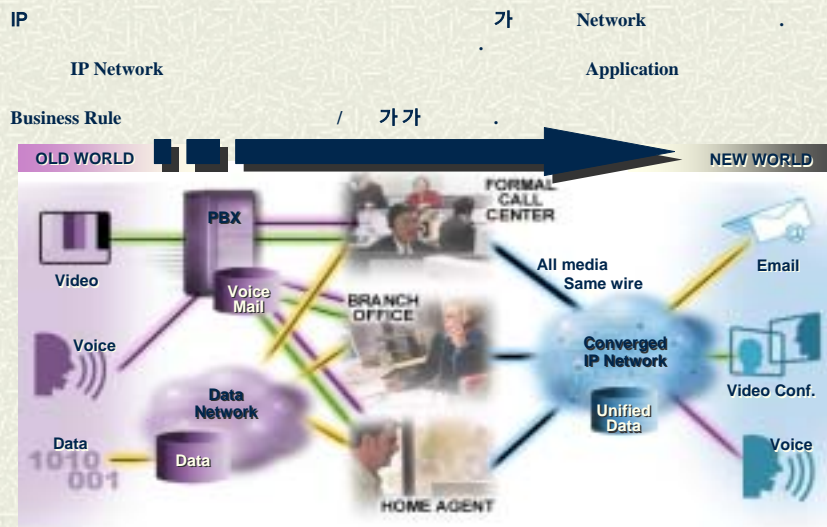


	SS7	R2
	□ (0.1 Secs)	□ (2), ANI 5~7
	□ SS7 가	□ R2 가
	□ 가	□ 가
Resource	□ 31	□ 30
	□ Link 4096	□ Link 30
	□ 가	□ 가
/	□ SS7 □ Busy Hour CPU /	□ 가 (Busy Hour) CPU /

8. Call center platform goal

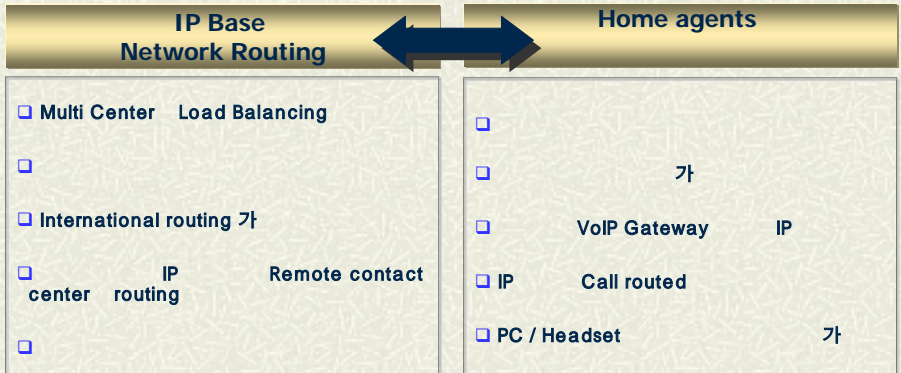


9. IP Call center



10. IP Base Contact Center

- ❖ (VoIP, Web, , Mobile) IP
- ❖ Multi Center, 가
- ❖ (IVR / PBX) Circuit Packet (IP Network) Solution



11. All IP based Call center

Anywhere
Anytime
Anydevice

