



imagine productivity  
through intelligence...





## The right solution for every need

Samsung CMS is available in three distinct software packages, allowing you to select the most appropriate and cost-effective solution to meet your individual requirements:

### **CMS**

Provides a complete call logging and reporting solution with advanced features, such as system statistics reports delivered via e-mail. Exploiting historical data to identify core trends in call traffic and resource usage CMS is an extremely effective entry-level application for single site, single user working.

### **CMS ACD**

Takes your solution one step further, introducing enhanced functionality for informal call centre environments. Utilising your Samsung system's ACD data\* to present ACD Group statistics and Traffic reports in graphical format and in real-time on PC wallboards, your business will benefit from a greater depth of analysis on staff and departmental resources. In particular, CMS ACD can monitor the performance of

individual or groups of agents in order to analyse their availability, punctuality, activity levels and productivity. CMS ACD is also designed for single site, single user solutions.

### **CMS ACD Professional**

Enables individual and multi-user management with a comprehensive suite of features and functionality and the ability to create bespoke reports to meet your specific business needs. To help maintain optimum efficiency, ACD Professional incorporates a call centre modelling report that illustrates the effect on a call centre's performance of increasing or reducing the number of agents or calls. With the addition of applications including Call Centre Agent, ACD Group Wallboard\* and ACD Group Monitor\* that provide real-time statistics, CMS ACD Professional is the ideal solution for more structured or multi-site call centre environments. This software can be run as a client-server for multiple users. Multi-site information can be gathered centrally using IP connectivity or using the optional hardware based solution.

\* Please note that certain features and functionality can vary dependant on the Samsung system being deployed. Please consult your chosen vendor for compatibility.



# A choice of effective tools

## Call Management

Samsung CMS has been designed to offer organisations of any size the ability to maximise the use of staff, telephony and IT resources. Using historical call statistics, group and extension activity can be analysed to assess call traffic and users efficiency, so that you can:

- Verify call costs, including multiple carriers
- Calculate call handling capacity and traffic flows
- Manage staffing levels to meet fluctuations in demand
- Create concise billing information for cost centres, extensions, clients and campaigns
- Create automated or on-demand reports in Excel, Word, HTML and email formats.

## Call Monitor

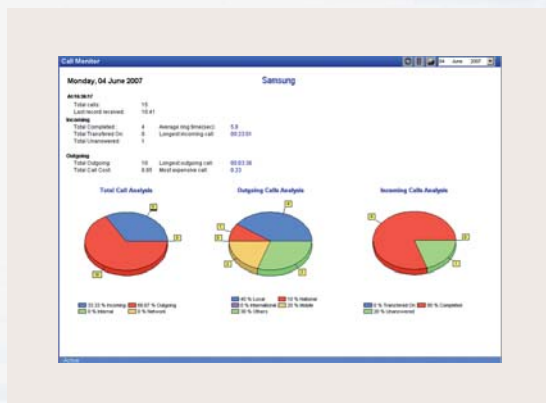
Samsung Call Monitor module is a powerful tool for identifying key statistics for your core business activities, including analysis of data relating to a particular group eg. sales team, switchboard operators, or a particular inbound number.

Call Monitor will highlight key statistics for 'today', such as number of calls made and received, total call cost and most expensive calls, and present the information in easy to understand charts and graphs. The resulting insights can then be used to maximise staff levels during key times of the day and minimise the wastage and costs from unsolicited inbound and outbound calls.

## Configurable System Wallboard

The latest primary traffic details can be displayed on a desktop PC or via a wallboard, to provide supervisors and/or staff with an easy to view summary of current performance rates of groups, extensions or DDI numbers.

The wallboard module allows 9 individual information fields to be customised for any group, to show one of the 20 available options, including total talk time, total incoming or outgoing calls, total answered or unanswered calls, average response times, most expensive call, total call cost to date, and percentage answered and unanswered.





### Call Centre Agent

Call Centre Agent is an ideal agent and call centre productivity reporting tool, providing up to the minute call information for each member of staff. Call activity for each agent, or group of agents, is represented using easily understood graphics and tables that highlight call trends.

Agent performance can be analysed using any of the 15 comparison charts including: total talk time, calls this hour and average response times. Crucially, unanswered calls can also be identified in real-time by CLI, enabling a rapid recovery of abandoned or lost calls.

### ACD Group "Soft Wallboard"

The ACD wallboard module allows the 10 group performance parameters to be displayed continually in real-time for any group on a supervisor or agent's desktop, or even fed into large screens for everyone to see. This is an essential tool for any call centre environment, providing real-time statistics including:

- Total calls received, waiting, answered or lost
- Current longest waiting call time
- Average and longest queuing time
- Individual agent call handling activity
- Average ring time before calls are answered
- Average transaction time after answering.

### ACD Group Monitor

ACD Group Monitor is the ideal tool for evaluating the success of each team or department against key performance indicators, such as number of calls made, received and abandoned, total call cost and longest incoming and outgoing calls.

This advanced insight is enhanced with charts highlighting incoming and outgoing call trends through the at-a-glance comparisons of 'calls today' or any other day chosen.

### Call back report

Provides intelligent analysis of missed calls to give a concise list of callers who have not been called back within a certain period or between a selected range of dates.

### DDI report

Specifically monitors inbound calls to your DDI numbers giving performance figures for the grade of service and PCA.

# The smarter way of working

## Enabling the informal call centre

Informal call centres are very much misunderstood phenomena. By definition in the new "Customer Economy" where service is the main differentiator, every company is or has an informal call centre. This could be a small team of Order Processors, Account Managers, a Help Desk, Sales, or any type of support team.

Success of these customer-facing departments depends on the ability to respond to demand and provide the greatest level of service to incoming callers. By identifying, monitoring and managing key performance indicators, Samsung CMS can help you to optimise staff efficiency and resource allocation.

## Flexible reporting for a tailor-made solution

For businesses that provide outbound call services to clients and third parties or wish to segment billing costs, Samsung CMS also includes over 60 standard and flexible reports that can be customised to your exact requirements.

Included are costing, response and traffic analysis reports which can be filtered by outgoing, incoming, DDI, Campaigns, account (PIN), tandem, internal, network, carrier, trunk and CLI. These reports can be automated to save you time and automatically distributed, via email, in various formats such as MS Excel or MS Word as well as HTML, .csv and .pdf.



## Enhancing service and support

Samsung CMS empowers you to make informed decisions about the way each informal call centre operates. With an advanced range of features and facilities that you would normally only expect in a large, formal contact centre, Samsung CMS helps you effectively manage your service levels by:

- Identifying trends in agent performance and resource usage in real-time
- Reducing manpower costs by minimising wastage
- Enhancing manpower planning and forecasting
- Controlling resource capacity and re-directing traffic flows
- Providing vital reports on performance, for senior management and other departments
- Generating revenue by offering and monitoring outsourced call centre services
- Enabling effective benchmarking and performance monitoring
- Creating specific billing for campaigns and clients.

## Multi-site management

Samsung CMS can effectively monitor an unlimited number of sites centrally. Using the very latest in IP data collection techniques, remote site data can be made available real-time over a LAN or WAN. The system constantly checks for any potential drops in connection so you can be sure that your analysis is correct and up to the minute. For additional resilience, data collection units can be used to store and periodically send data to the central system. Optionally local sites can also have their own individual analysis.

With the ability to analyse this information you can maximise the productivity of all your staff and resources, minimise the cost and missed opportunities from dropped calls and deliver the highest levels of customer service to existing clients and new prospects.

Feature	CMS	CMS ACD	CMS ACD Professional
Real-time system statistics	•	•	•
Call Monitor	•	•	•
Historical call reports	•	•	•
Scheduling of delivery of call reports	•	•	•
Call reports in multiple format outputs	•	•	•
e-mail delivery of call reports	•	•	•
System Wallboard	•	•	•
ACD Wallboard		•	•
Extension group analysis	•	•	•
Agent status and group analysis		•	•
Agent activity reporting		•	•
DDI activity reporting	•	•	•
ACD Group reporting		•	•
Call centre reporting		•	•
Call centre modelling			•
ACD report analysis		•	•
System traffic report analysis		•	•
Multi-site reporting			•
Multi-level reporting (division, department, cost centre, DDI, campaigns and extension)			•
Simple level reporting (cost centre, DDI, campaigns and extension)	•	•	
Client-server working			•

### CMS

A Call Logging & Reporting Package with reports for the hour, day, week, month, year, by extension, department or company.

### CMS ACD

A Call Logging & Reporting Package (as above) plus reporting by Agent or Groups of Agents for Call Centres or Helpdesks plus live call data on calls waiting and calls held in a queue for PC Wallboards.

### CMS ACD Pro

A Call Logging & Reporting Package with ACD features (as CMS ACD above) plus the functionality for multi-site data, multi-user management, bespoke reporting and the following applications: Call Centre Agent, ACD Group Wallboard and ACD Group Monitor.

### CMS-VR

Call Recording: A Voice Recording, Archive and Retrieving Solution that integrates with any of the CMS packages above.

## System requirements

### CMS

- Pentium P4 PC running 2.0GHz or faster
- Windows XP Professional Operating System
- Minimum 512MB RAM (1GB preferable)
- 150MB Hard Disk Free Space
- CD-ROM drive

\* The size of site and number of call per day does have a bearing on the minimum specification of the PC – please enquire if unsure.

### Samsung CMS VR

- Pentium P4 PC running 2.8GHz or faster
- Windows XP Professional Operating System
- Minimum 1GB RAM (2GB preferable)
- 250GB Hard Disk Free Space
- DVD-RAM drive or NAS (Network Attached Storage)



Samsung Electronics (UK) Ltd,  
 Samsung House, 1000 Hillswood Drive  
 Chertsey, Surrey KT16 0PS

Tel: 01932 45 5000 Fax: 01932 875030  
[www.samsung.com/uk](http://www.samsung.com/uk)