

## **Glossary of Call Center Terms**

The following is a glossary of terms and products used in the call centre industry. It covers the commonly used terms, however new ones are constantly being added.

**ACD** : Automatic Call Distribution. A function available on some telephone systems, that distributes incoming calls evenly, with the caller waiting longest being connected first. Available as a software add on in some circumstances. See also UCD.

**Account Codes** : can be entered by an agent for various purposes, campaigns, or to describe the nature of the call.

**Agent** : the telephone operative who handles the call at an extension. Each agent is normally identified by a PIN

**Agent Group** : agents can be allocated to a group when the centre is handling several operations or campaigns at once.

**Aggressiveness Level** : used with power or predictive diallers. The level or speed at which the calls are automatically placed for the agent.

**Alarm Window** : alarm windows or condition occur at preset levels, such as an agent taking too long to handle a call, callers waiting too long, or an agent logs off for an unacceptable length of time. Normally displayed as a change of colour on a reporting screen.

**Automated Fax** : systems that will automatically send a fax to the caller if requested. See also **Fax on Demand**.

**Blended Operation** : refers to call centres which are operating in both an inbound and outbound mode. Generally requires special software.

**CLI Call Line Identity** : identifies the number calling on a screen. Exchange dependent, but now available in most areas. With very sophisticated software, can also display the name and address of the caller, using the White Pages on CD in the database.

**Call Completion Code** : refers to a series of codes that indicate whether the call was successful or not. Entered by clicking on a floating tool bar.

**Call Connect** : term used to describe the point at when an outbound call is connected with a live recipient and not an answering machine or no answer.

**Call Record** : digital recording system, primarily for inbound centres. It is mandatory to inform the caller that the call may be recorded. Storage limited only by hard drive space.

**Campaign** : refers to specific campaigns, either outbound telemarketing, or inbound in response to a media campaign. System software allows multiple campaign within a single call centre.

**Campaign Management** : software function that monitors a specific campaign, records success rate and that all lists were completed.

**CRM** : Customer Relationship Management. Software programs that interact to enable all transactions with clients to be up dated on the database. Can be very sophisticated.

**Database** : the base list from which all calls are made. Can be a simple list of existing customers, to a comprehensive base incorporating details of past transactions/contacts. In inbound operations, will appear on screen when called up. Refer to CRM.

**Device Numbers** : extensions, agents and lines can be given a code to identify them in system reporting.

**DID** : also known as DI, refers to direct in dial numbers, which come automatically with OnRamp ISDN services.

**Extension** : the physical telephone handset at which an agent takes/makes calls

**Extension Contention** : not enough extensions are available to take calls within the extension group.

**Fax on Demand** : device where the caller is automatically sent a prepared fax after requesting it.

**GOS** : grade Of Service. The type of call being handled

**GUI** : Graphical User Interface. A windows based system to display graphics.

**IVR** : Integrated Voice Response. Automated answering system, where the caller is prompted to enter a number of options from their telephone handset.

**Local Database** : dedicated call centre LAN. Main advantage is speed of response.

**Log on** : when an agent tells the system he/she is connected and and ready to make/take calls.

**Long Call** : agent has been on a call for too long. (alarm condition)

**Long Free** : extension/agent has been free to take calls for too long (alarm condition)

**Long Queue** : too many calls waiting to be answered in the queue group (alarm condition).

**MIS** : Management Information System. Software designed to provide management control, particularly for inbound operation.

**Predictive Dialling** : automatically placing outbound calls on the prediction that an agent will be available to take the call. If all agents are busy, the party called is placed in a queue. See also **Tolerance Level** .

**Preview Dialling** : automated system, whereby the agent is presented with a window containing information on the next call to be placed, so the agent can decide whether to place the call or not.

**Screen Pop** : a window which appears on an agents screen providing information on the call being placed. Can also provide information on a range of subjects.

**Skills Routing** : a system which directs calls to a particular agent where specific skills or knowledge is required. Can be an automatic process, best operated from Voice Recognition System or IVR.

**Tolerance Level** : a term for callers who are placed in a queue. Low tolerance means they will usually hang up rather than wait. Particularly important in outbound calls using power dialling.

**UCD** : Uniform Call Distribution. Feature available on some telephone systems for the uniform distribution of incoming calls.

**Unavailable** : an agent may make themselves unavailable for a next call, even though they have not logged off, to (eg) enter data etc.

**Voice Mail** : system for recording messages to agents/operators. Usually incorporates automatic attendant function. May be very sophisticated with unified messaging, combining voice, e-mail and fax in one inbox and have text to speech conversion ability.

**Voice Recognition** : sophisticated auto attendant system where the caller can respond to prompts with spoken answers rather than entering key strokes on their handset. Now highly developed.

**Wallboards** : displays information from the MIS on a large board in real time. Visible to all agents and supervisors. May be multiple displays.

**Wrap Up** : an agent can enter a wrap up state before they terminate a call, to complete paperwork or enter data and will not receive another call until they leave wrap up.