Wave Call Classifier

Improve Customer Service with Advanced Call Routing

Dramatically improve customer relationships with more responsive, personalized call handling using Wave Call Classifier. An optional add-on application that comes preinstalled on every Vertical Wave IP unified communications system, Call Classifier can immediately impact the effectiveness of your staff and call center agents by empowering them with information about a caller or the origin of a lead source before they even answer the call. Wave Call Classifier can provide agents with detailed caller information from any Open Database Connectivity (ODBC) compatible database, and intelligently routes calls based on who is calling or what they are calling about.

Intelligent Call Routing

Wave Call Classifier can identify and search incoming calls based on:

- Incoming Number Called (DID)
- Caller ID Number
- Caller ID Name
- Account Code (entered by user)

or fields already filled in:

- Call Notes (a memo field)
- Custom Data (a variable to assign to the call)
- Skill (used in advanced call center routing)

Through the Wave's award-winning ViewPoint UC interface, caller information automatically appears in ViewPoint's Call Monitor view, or in a pop-up screen using ViewPoint's built-in custom Pop-up Box notification feature, so agents are ready to respond as soon as they pick up the phone or click on the call.

Call Classifier automatically delivers caller information to your agents' screens so they're ready to respond to each caller's unique needs in real time.

Easy Set Up, Big Benefits

Wave Call Classifier is easy to set up and integrate with any of your existing data systems. Call Classifier uses industry-standard ODBC to connect to databases and standard SQL so you can quickly create advanced connections to other data sources through Call Classifier's graphical interface.

With the ability to connect Call Classifier to any data source, you can maximize the Wave's business benefits and enhance the customer experience by being able to easily:

Connect to your accounting software to:
- Flag and automatically redirect customers on credit hold to your accounting department.
- Include a recorded notification about outstanding invoices when a customer calls in.

Connect to your CRM or customer database to:
- Check a customer record for specific languages or skills and assign the call to an agent with the same ones.
- Add customer information (such as location or contract number) to a log entry to make reporting easier.

Connect to your ERP to:
- Identify stage of workflow that a customer is in and route to corresponding call recipient in the workflow.
- Attach real-time order information to call data so that the call recipient has information for the customer.

Connect to a custom database to:
- Include a call script based on what phone number is called which is displayed to the call recipient.
- Assign a higher priority to VIP customers so their calls get answered sooner.

Connect to public records databases to:
- Identify what region of the country a caller is from and assign call to the right sales team.
- Qualify a prospect based on public information (such as loan data) and add that data to the call.
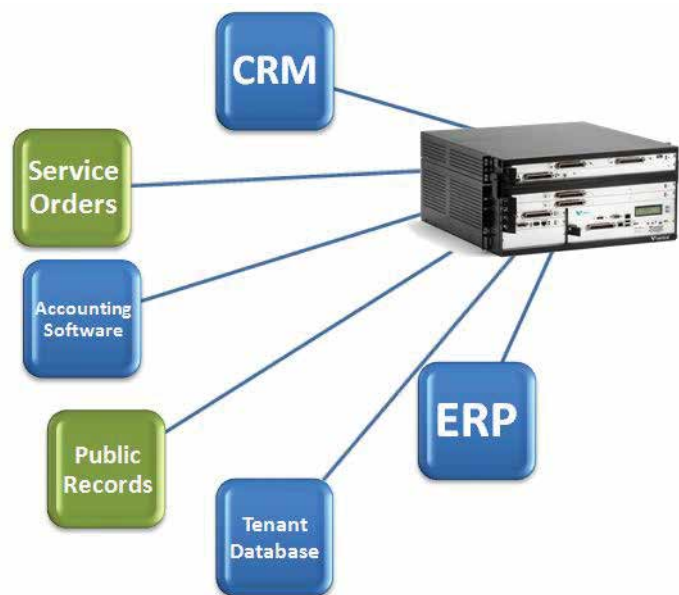
For more information on Vertical products and services, contact your Authorized Vertical Business Partner, call Vertical at 1-877-VERTICAL (1-877-837-8422), or visit www.vertical.com.

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