

# Pega Call

Integrate CRM and telephony. Deliver seamless customer experiences.

A Pega Datasheet

## Call center service, streamlined.

Despite the growth of digital channels, the phone remains a critical channel for escalation. When customers decide to call, they're often continuing a service conversation that started on other channels or they've already provided information to an IVR. The last thing they want is to restart that conversation by repeating crucial information such as their name, account number, and a summary of their issue to the agent.

The Pega Call™ adaptor ensures that your customer service application communicates with your telephony systems for a seamless customer experience. When a customer call is routed to an agent, a screen pop provides the caller's number, reason for calling, and other information from the computer-telephony integration (CTI) systems and interactive voice-response systems (IVRs). The Pega Customer Decision Hub™ application can also suggest a next best action to the agent based on call data and contextual information, driving improved efficiency.

Because Pega Call can manage agent availability status, as well as control soft phone features, agents can be productive without switching between a CRM app and a telephony app. Users can:

- **Transfer information from the voice response system to the customer service desktop.**
- **Simplify the customer service experience by bringing together CRM and telephony capabilities in a single portal, using out-of-the-box call controls from Pega, or web call controls from a telephony vendor of choice.**
- **Improve productivity by suggesting or initiating cases for agents to process, based on voice response selections.**
- **Ensure speedy deployment with tight integration to leading telephony platforms.**

## Challenge

Many customers still prefer to speak with an agent because they believe it helps them get to resolution faster, and agents need to be able to efficiently and accurately address these customer needs. Customers expect a seamless experience when requesting help and don't want to have to reiterate crucial information already provided via chat or through an IVR, nor do they want to be passed around to multiple agents to have their issue resolved.

## Solution

When customer service calls come in, the telephony system should communicate with the customer service application and any available caller information should seamlessly transfer to the agent's desktop. This empowers the agent to respond efficiently and effectively, speeding time to resolution and improving customer satisfaction.

- **Screen pops and automated case processing**
  - Screen pops: Provide incoming call notifications that include CTI information about the caller.
  - Automated case processing: Initiate interaction processing within Pega Customer Service™ when a call arrives. Pega Customer Decision Hub can suggest or initiate service cases to process based on context data collected through Pega Call.
  - CTI data: Deliver call data to the Pega Customer Service desktop application, such as the calling and called phone numbers (ANI and DNIS), the UII string (Avaya AES), call variable and expanded-call-context data (Cisco), and key value pairs (Genesys).
- **Call handling and agent-state management**
  - Call control: Answer, hold, retrieve, and disconnect calls; if an agent needs help, they can consult, conference, or transfer to a supervisor or specialist.
  - Agent-state management: Manage agent availability in automatic call distribution (ACD).
  - Seamless transfers: Transfer calls (warm or single-step) with the in-progress customer interaction and service cases so that the receiving agent can continue serving the customer without any interruption.
  - Extend existing applications: Receive screen pop data in the Pega Customer Service desktop application while still using legacy apps for call control and agent-state management.
  - Outbound calling: Place external calls through the Private Branch Exchange (PBX).
  - Dial plan: Configure dial plans for site or PBX to account for locale or site differences.
  - Phone books: Provide easy access to look up frequently-used telephone numbers.
- **Scalability and fault tolerance**
  - Scalable: Build on the Pega Platform™ to meet the needs of the enterprise.
  - Multi-site: Deploy in distributed or centralized configurations to support multiple contact center locations.
  - Fault tolerant: Ensure high availability by handling node failure, maintenance, and client-side failures with minimal disruption. Support fault-tolerance feature of integrated CTI platforms.
- **Integration with leading CTI platforms**
  - Wizard-driven configuration guides administrators through a simple five step configuration process, leveraging a wide range of pre-built connectors for major CTI vendors.
  - Amazon Connect – Cloud-based contact center.
  - Avaya Aura Application Enablement Services (AES).
  - Avaya Aura Contact Center (AACC).
  - Cisco Finesse Unified Contact Center Enterprise (UCCE) and Unified Contact Center Express (UCCX).
  - Cisco Unified Intelligent Contact Management (ICM) Enterprise.
  - Genesys Customer Interaction Management Platform/PureEngage.
- **Open CTI Support to extend Pega Call**
  - Open CTI support: Enables integration with other leading CTI vendors in addition to building additional CSR facing functionality.
  - Open CTI server: Allows support for full or simple telephony with agent state management from within a Pega application.
  - Open CTI web services: Supports simple telephony mode (through external tools for call control operations and agent state management) using screen pops into a Pega application.
  - Open CTI Client: Allows CTI integration at the desktop.