

AAIRR™ Intelligent Call Routing (ICR) Analytics-Driven, Adaptive and Real-Time Routing

Deliver the Best Customer Experience

Route Customer Service Requests to the Right Service Center on First Contact at the First Step of the Customer Journey

Accurate Call Routing is Critical to Customer Satisfaction

Accurate routing of customer calls with no or minimal transfers and delays is critical to overall customer satisfaction. No matter how well customer calls are handled by agents, if a customer is on hold for too long or transferred multiple times, most likely they are already dissatisfied with their experience related to the service.

At the same time, and when multiple service centers are engaged in handling customers calls, routing customer calls to the center that is best positioned to provide the service with no or minimal delays and transfers is a complex task as it requires capturing and analyzing in real-time a range of Key Performance Indicators (KPIs) (such as available skills required to handle the calls, call queue sizes, workload distribution, distribution per certain schedules, status of networks and systems, etc.), followed by automatically launching routing actions.

Routing is even more complicated when companies who outsource their service centers to multiple business process outsourcers (BPOs) must comply with contractual obligations such as traffic distribution.

AAIRR provides analytics-driven and automated routing of customer calls at the carrier network level, connecting the calls to the right service center that can best provide the service they need.

Using KPIs to Determine Next-Best-Actions

Users can provide AAIRR with extensive KPIs and a broad range of associated rules and conditions. AAIRR's automated capture capabilities interface with all entities for which the KPIs are defined and capture those KPIs on a periodic basis as determined by the user.

AAIRR utilizes an AI-driven decision-making engine in real time to analyze KPIs against dynamic rules and select the next-best-available service center. It then launches network-level communications to network routing systems. AAIRR also updates the status of KPIs and maintains historical data for the next round of decision-making actions.

AAIRR can create a knowledge base for each major segment of the customer journey beyond routing, using multichannel capture, unification and analytics. Results are then provided to a decision-making engine to determine the best next decision and automatically launch an action. A library of standard and custom action modules is used to automatically execute the selected action.

Although some capabilities of AAIRR ICR are supported by Automatic Call Distribution (ACD), ACD offers only a subset of AAIRR's broad capabilities and operates mainly on a local basis while AAIRR operates at the carrier and network service provider level. AAIRR utilizes the actionable knowledge created during other segments of the customer journey to make better decisions.

