

## Advanced text communications for call centers

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### OVERVIEW

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Call centers are challenged with meeting state and federal mandates such as the ADA and Section 508 for the deaf and hard of hearing. In addition to these mandates, the large number of deaf people in the population represents a new consumer base for call centers. Today's advanced ACD and CRM systems and the sophistication of call center clients are now being expanded to meet the needs of deaf consumers. This task requires creative solutions for text communications. They must:

- Have seamless integration – able to “bolt-on” to into existing contact/call centers and CRM systems and with management tools such as APM and CEM.
- Be able to answer calls from any browser or TDD device.
- Archive a transcript of any call
- Silently monitor many calls
- Be easy to use for call agents of varying skill levels.
- Be scalable and provide optional system redundancy.



NXi's Call Center Solution (CCS) systems have proven value in eliminating communications barriers with the deaf population. CCS builds on NXi Telephony System 6.0 (NTS™ 6) – the leading text communications system.

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### MEETING THE ADA ACCESSIBILITY CHALLENGE WHILE OPENING NEW MARKETS TO THE DEAF...

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NXi's patented CCS technology lets a system administrator:

- Create and manage groups and agent accounts and logins
- Manage agent access
- Monitor system utilization and resource availability.
- Perform LDAP user validation and synchronization
- Manage routing tables, scripts and IP filtering
- Deliver a notification to users and/or groups

NXi's NTS™ client-server model provides a state-of-the-art tool for added functionality. CCS systems include an SMTP e-mail interface, text messaging, and other CTI features. Together, they provide a highly functional system with a minimal integration effort. The CCS server supports remote access from multiple call centers and home-based agents.

For example, one call center running on two servers (located in different states) has 100 agent stations dedicated to answering calls from the deaf.

Incoming calls from TTYs are routed to the CCS system that then establishes a text connection with the TTY. CCS then places an incoming call to the ACD for queuing for the next available agent. CCS then opens a window on the agent's screen and sends the agent's personalized welcome message to the TTY user. The window is used to “talk” with the deaf person, much like Instant Messaging. Upon completion of the call, it is archived.

## NXi Hosted System Services

For call centers of any size, NXi maintains secure, multi-site NTS/CCS servers for outsourced hosting. NXi maintains and manages the server resources for your organization and provides T1 lines and secure network connections into your call center.

Call centers needing immediate TTY access can quickly deploy the hosted resources and set up the required connections. There is a setup fee and a monthly service charge.

## ISSUES

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- ◆ Many client contracts specify TTY as a requirement.
  - ◆ Currently installed call center systems are expensive to retrofit or replace; existing infrastructure must be used.
  - ◆ Call agents, supervisors, and system administrators need an easy-to-use text system that can be quickly learned and integrated into CRM, call center procedures and workflow.
  - ◆ Deaf consumers need a direct, consistent form of text communications.
  - ◆ Call centers need to save money: call times are reduced from 50% to 80% when compared with a call through a voice relay.
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## CCS Client Features

- User defined TTY welcome message
- Agent and caller conversation both shown in window
- Scroll through entire conversation window
- Automatic save option with review and print of conversations.
- Optional message forwarding to email / pager / PDA
- Transfer call to another agent or supervisor
- Establish a conference call with another agent or supervisor
- 128-bit encrypted communications

NXi Communications designs and produces products for the Deaf and Hard of Hearing by providing an integrated system for advanced text communications.

NXi's products provide text accessibility for organizations such as schools and universities, call / contact centers, and state and federal government agencies.

The technology found in NTS and CCS are

To learn how NXi can help your call center or contact center solve text communications requirements, please contact NXi.

## For more information

Contact your NXi, Inc. sales representative or partner or call NXi, Inc. at (801) 274-6001 or (801) 274-6004 (TTY).

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Visit our Web site at:  
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