

# EPIC Center





# EPIC Center

*A leader in Contact Center solutions and CTI integration, EasyRun defines new standards for the Contact Center Industry.*

*The ever-growing need to service existing customers with more cost-efficient, yet more diverse channels, such as e-mail and the Internet, has caused the evolution of support-centric Call Centers into multi-purpose, multimedia Contact Centers. Companies must be able to provide efficient and intelligent solutions to customers and prospects, or they will lose them to competitors who are just one click or phone call away.*

*This evolution of more sophisticated customers and the ever-growing competitive landscape has caused many companies to fall into one of three categories:*

- *Many companies are supporting up to 5 or more disparate systems to provide a solution for their customers. These systems must provide call routing (ACD), interactive voice response (IVR), call detail recording (CDR), e-mail, fax and web interaction handling. Each of these systems requires independent maintenance and expertise to administrate, which equates to a high cost of ownership*
- *Other companies have purchased very costly middleware solutions, which, with varying degrees of success, provide a more unified platform for handling multi-channel customer interaction. These systems cost anywhere from 250,000 to upwards of 1,000,000 U.S. dollars. In addition, these systems can take up to 6 months to install and months more to optimize.*
- *Finally, a major percentage of established or emerging companies with Contact Centers have not made the move to provide multi-channel support for their customers. These companies are still running hardware platform ACD systems and handling e-mails in a manual fashion.*

*EasyRun's goal is to provide the Small-to-Medium Enterprise (SME) marketplace with cost-efficient and robust Contact Center solutions. At EasyRun we realize that most organizations can not afford to spend hundreds of thousands of dollars on Contact Center initiatives. Yet, these companies are just as concerned, if not more so - about providing the best solutions for their customer - as the Fortune 1000. Our experience in this industry has taught us that most organizations have neither the bandwidth nor time to invest in a long implementation project.*

*Over the last decade, EasyRun has been specializing in the development of software solutions for the Call/Contact Center market, geared towards solving the aforementioned issues. To meet this market's ever increasing demands for sophisticated technology, EasyRun has developed the ultimate turnkey product in multi-media Contact Center software: The EPICCenter.*

*Designed to be implemented and functional within days not months the EPICCenter promises to be the highest return on investment and value-adding product in today's market. And, to insure cost-efficient maintenance, the EPICCenter provides user interfaces that enable non-technical personnel to manage and administrate the system, while deriving maximum utilization of all its features.*

## EPICCenter Overview

The **EPICCenter** is a comprehensive, multimedia, web-based, routing and management system designed to control and monitor the interaction, distribution and handling activities of the Contact Center.

The **EPICCenter's** turnkey solution comprises the **EPICRouter, EPICAdmin, EPICVisor, EPICAgent, EPICWeb** and **EPICEmail**.

It supports CRM, Work Force Management and Call Recording systems integration, transparent information retrieval from a business application or external database as well as e-mail messaging and web interaction capabilities.

The **EPICCenter's** modular architecture allows users to change the functionality and structure of their Contact Center easily and smoothly, and its scalability enables an organization to grow without the need for massive investments. The **EPICCenter** encompasses the elements needed to ensure a superior service for both the Contact Center and its customers. The **EPICCenter** supports legacy PBX and Internet based PBXs (IP-PBXs) with the ability to use the same application across either or both telephony platforms. This provides a saving cost by averting the need for new integration, training and Contact Center down time.

### **Some of EPICCenter's primary features are:**

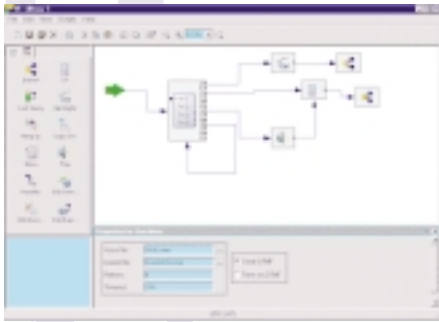
- Fully featured Inbound and Outbound Contact Center application
- Multimedia Routing – all available media types are treated the same
- Unique and powerful built-in report generator for all media call types
- Web enabled Contact Center using chat and web collaboration tools
- E-mail intelligent and statistical automatic rules router
- The EPICCenter integrates with existing CRM systems, Work Force Management and Call Recording systems
- MS-Windows™ technology-based

**EasyRun**  
Communication Software

## EPICCenter Modules

### EPICRouter

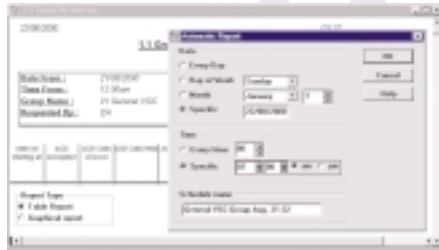
Provides an easy-to-use and easy-to-comprehend Graphical User Interface (GUI) for building call routing rules. These easily operated and implemented flexible rules enable significant improvement in the level of service an organization provides its customers as well as reducing total cost of ownership.



### Historical Reports

There are a wide variety of reports that can be used to reflect the activity and functionality of the Contact Center and Agent activity. Almost every report one might need can be easily generated from the predefined report list. The system provides an extensive range of predefined templates that can be sorted by different fields.

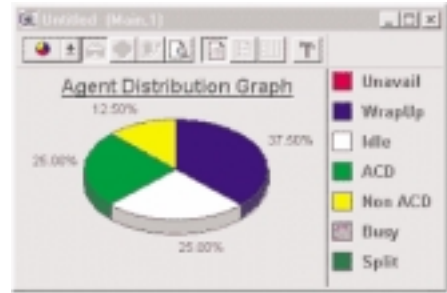
In the event that a unique report is needed and can not be found in this list, EPICCenter gives authorized Supervisors complete freedom to design customized reports. All reports can be viewed either as a graph or table and can be exported into a wide range of file formats for use in common applications.



### Real-Time Supervising

The Real-Time Supervising application is used to obtain online statistical and graphical information concerning Contact Center activities.

The information can be displayed in several different convenient formats, thus providing a clear picture of what is actually going on in the Contact Center. The Real-Time Supervising application also includes: Contact load analysis, ANI and DNIS analysis, sliding window interval reports, trunk activities, ACD and non ACD calls, outbound and Inbound calls, calls in queue statistics, wrap up time information, threshold reports and much more.



Agent Name	Agent No.	Agent Ext.	State	State Time	Field	DNIS	ANI
Edna D	1002	55483	ACD	8:02	0	1	55508
Eli Ben H	1000	55420	WrapUp	8:04	0	1	55501
Gail D	1001	55421	ACD	8:02	0	1	55501
Harb D	1003	55484	ACD	8:01	0	1	55502

In addition to the basic ACD routing, the EPICRouter also provides:

- Routing calls based on CRM or organization database information
- Comprehensive IVR capabilities
- Best Skilled Agent Routing
- Longest Waiting Time Routing
- Statistical Routing capabilities
- Call Routing behavior according to requested service
- Fine Tuning Routing and much more

- Multimedia Historical Reports include Web, Chat logs and E-mail messages as a standard system parameter to be presented in the reports
- Browser-based report (pre-defined) generation through a secure Internet connection
- Historical Reports module was developed by EasyRun and is therefore fully integrated with the EPICCenter internal data
- Report information can be viewed remotely using the Web
- Fully featured report generator with high-end functionalities
- Drag & Drop report construction
- Reports can be private for a specific supervisor or global for all supervisors

- Supervisors can customize windows and personalize their desktops for quick visibility of preferred Contact Center views including total control of information in current view, colors, chart type, different alerts to different thresholds, etc.
- Real-Time presentation for rapid decision-making at glance

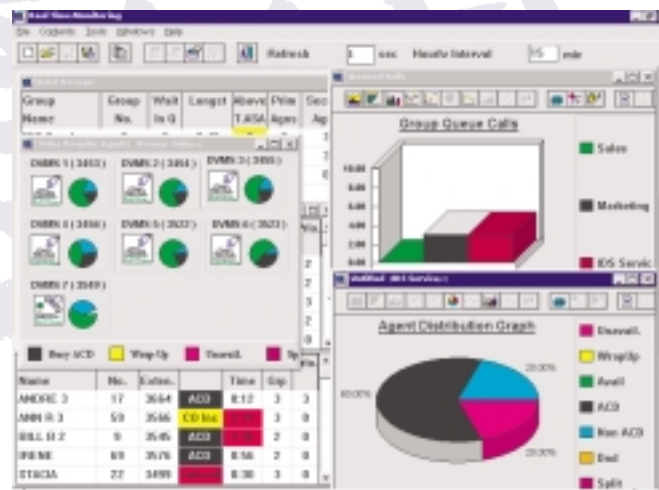
### EPICAdmin

The Administration application enables authorized Supervisors to define the parameters of different system entities (i.e. Agents, Agent Groups, Trunk Groups) and easily modify their profiles.

- Several administration levels with different access rights
- Defines the information that will be available for Historical and Real-Time reports.
- Dealer can support the Contact Center application via the Internet, saving the Contact Centers' managers time and money

### EPICVisor

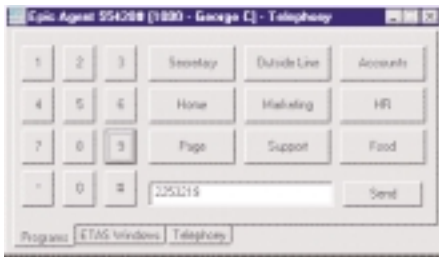
A powerful Management Information System (MIS) providing a series of applications; **Historical Reports**, **Wall Board** and **Real-Time Supervising**. The EPICVisor also features Remote Supervisor and Remote Network support capabilities (**Multi-site Visor**).



*EasyRun Contact Center*

## EPICAgent

A smart MS-Windows™-based software application that provides the agent with several easily operated timesaving capabilities. The **EPICAgent's** tool bar provides the agent with an easy-working interface that can be customized by the administrator to contain the most frequently used features. The tool bar was designed to stay on top yet be small enough to use with CRM/other applications. A variety of telephony functions can be operated from the Agent's monitor; ability to see details on incoming calls, local queue viewing with the ability to selectively answer calls according to various needs.



- Easy to use and manipulate Windows-based application
- Agent application takes up small screen space, enabling other applications native to the Contact Center (i.e. CRM), to utilize the rest of the screen
- Agent can view a real-time display of all the calls the agent is about to handle, filtered by parameters previously set by the Agent
- Call/customer information can be presented from a CRM or legacy database as well as from IVR responses
- Pop-up agent board

## EPICEmail

**Single Routing/Multimedia Routing** allows incoming e-mails and faxes to be handled using the same routing methods as regular voice calls. When an e-mail enters the system, an intelligent routing algorithm activates a set of sophisticated rules.

- E-mails are treated as all other incoming media types, and are subject to a defined set of rules
- Works with all standard e-mail servers

## EPICWeb

A web module that allows the implementation of a Multimedia Center (Web, Chat and VoIP). The EPICWeb enables agents to provide assistance with the filling out of forms, such as shopping carts. EPICWeb supports web chats and makes it possible for the agent to use predefined text to answer some of the more common questions. The EPICWeb also supports web collaboration via push and pull technologies, so that the agent can provide customers with relevant web pages, and vice versa.

- Smart Chat support with preset text strings for FAQs
- Push and Pull technology support
- Simultaneous browsing
- Dealer's Web support
- Firewall-friendly chat application

## Professional Services

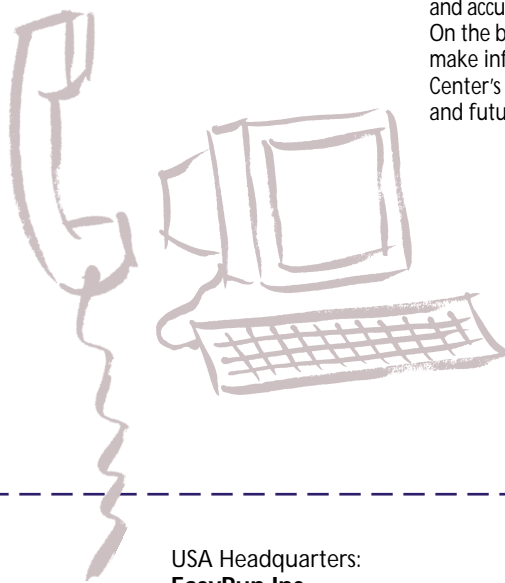
- **Training** – Comprehensive training programs for dealers and end-users (Supervisors and Agents). Supervisor's course provides instruction on the implementation, maintenance, and administration of the EasyRun solution.
- **Integration** – The system is provided as a turnkey solution, and therefore includes integration to existing legacy PBXs and IP-PBXs as well as CRM applications.
- **Dealer & Customer support** – 24 by 7 support is available to customers and VARS. EasyRun assists its customers in delivering a world-class service to their clients by responding to issues and inquiries in a timely, accurate and professional manner.

**W**e at EasyRun pride ourselves on providing a product which is:

- A real multimedia product (routing, reporting etc.)
- Easy and fast to install with straightforward end-user training, making the price affordable.

The EPICCenter solution enables SME companies to increase the level of service provided to their customers, while decreasing the overall operation and maintenance cost of the Contact Center. It is EasyRun's goal to provide the most cost-effective, and fully featured solution available on the market.

The **EPICCenter** system enables the Contact Center managers to design an Interaction routing plan and accurately assess Contact Center activity trends. On the basis of this information, management can make informed decisions to meet the Contact Center's requirements and better serve existing and future customers.



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