Life in an ACD World

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ABSTRACT
After a recent ACD Implementation at Princeton University’s CIT Help Desk, we reached many of the goals we had hoped for from an ACD world. We noticed our consultants were actually talking to customers instead of voice mail boxes, customers like seeing statistics about how busy the Help Desk is, and they even liked our hold music!

Keywords
ACD, Automatic Call Distribution System, Phone Systems, Reporting, Statistics

1. INTRODUCTION
If your organization is considering installing an ACD, come chat with us about our experience. We are running an ACD from GTE, have a Norstar voicemail system and also run a web interface (InFocus) to the ACD from Cintech Tel Management.

From programming phones to setting up transfer DNs, we will be happy to share our experience with GTE, the highs and lows of the system, reliability, what kind of hidden charges there were, and how this has changed the way we interact with our customers. We are happy to talk about group set-up, agent training, staff buy-in, phone choice, satisfying manager’s with daily statistics and how we transitioned from a non-ACD Help Desk to one which runs with an ACD.

2. CONFIGURATION SPECIFICS
After investigation of many ACD systems, we settled on an ACD from GTE, Cinphony. The system was purchased from GTE for less than $40,000. We have a system with 24 phone sets, each with two lines, Norstar VoiceMail, and up to six groups available for call routing.

Princeton maintains its own phone switch, so we ran two T1 lines from the University’s switch to our building, each T1 carrying 24 phone lines. GTE worked to configure the phone system, and then we worked with a Norstar specialist to develop the voicemail system.

3. HURDLES
Configuring the system to achieve the routing we desired was our biggest hurdle. The GTE technicians know the phone system, the Norstar specialists are familiar with the voicemail system, but assigning routing tables, transfer DNs and achieving our overall goals was a challenging task. We found we often knew more than the outside specialists, and relying on our knowledge for such a critical system was nerve-wracking, at best.

4. ONGOING MAINTENANCE
We rely on GTE for maintenance of the phone system, but we maintain our own routing and transfer system. Consider this seriously before installing a system, as it broadens the necessary skills a Help Desk manager must maintain to run the operations.

5. PERFORMANCE
Almost immediately upon activating the ACD for our call routing, we saw a significant decline in “phone-tag” with our customers. Our call-pickup rates hover close to 90% for our general consulting group (the most heavily used, and staffed, group). This was a major shift in performance for our community, and we rarely hear complaints of customers not being able to get through to a consultant.

With the ACD, we introduced the ability for our customers to wait on hold if all consultants are working with other customers (they can also opt out to leave voicemail, if they choose). This feature is not one that came with Cinphony, and we had to be very specific with our GTE sales person to actually get this add-on.

6. REPORTING
Please see the attached figures for sample performance reporting.
InFocus Status Display
(web view through InFocus Server)

Call Detail

<table>
<thead>
<tr>
<th>Group</th>
<th>Calls Recvd</th>
<th>Calls Answn</th>
<th>% Answn</th>
<th>Calls Abanvd</th>
<th>% Abanvd</th>
<th>% of Calls to Vmail</th>
<th>Avg time to Answn</th>
<th>Avg time to Abanvd</th>
<th>Avg Talk per Call</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Consulting</td>
<td>122</td>
<td>112</td>
<td>62%</td>
<td>8</td>
<td>7%</td>
<td>2%</td>
<td>0.11</td>
<td>0.27</td>
<td>4:24</td>
</tr>
<tr>
<td>Accounts/Passwords</td>
<td>19</td>
<td>18</td>
<td>65%</td>
<td>1</td>
<td>5%</td>
<td>0%</td>
<td>0.06</td>
<td>0.03</td>
<td>1:45</td>
</tr>
<tr>
<td>Univ Biz Apps</td>
<td>32</td>
<td>28</td>
<td>88%</td>
<td>3</td>
<td>9%</td>
<td>1%</td>
<td>0.26</td>
<td>0.57</td>
<td>2:55</td>
</tr>
<tr>
<td>Totals</td>
<td>173</td>
<td>158</td>
<td>61%</td>
<td>12</td>
<td>7%</td>
<td>3%</td>
<td>0.13</td>
<td>0.32</td>
<td>3:50</td>
</tr>
</tbody>
</table>

Legend:
- **Yellow**: Calls Answered
- **Red**: Calls Abandoned
- **Blue**: Calls Transferred to Voicemail
- **Pink**: Other
### Cinphony Statistics through Winterm

<table>
<thead>
<tr>
<th>Statistics</th>
<th>ID #</th>
<th>Agent Name</th>
<th>Status</th>
<th>Dur</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls Queued</td>
<td>0</td>
<td>0304 B. McArdle</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Longest Queued</td>
<td>00:00</td>
<td>0401 J. Law</td>
<td>AVAILABLE</td>
<td>01:52</td>
</tr>
<tr>
<td>Calls Overlw Out</td>
<td>0</td>
<td>9903 D. Epperly</td>
<td>UNAVAILABLE</td>
<td>70:56</td>
</tr>
<tr>
<td>Calls Answered</td>
<td>152</td>
<td>9904 G. Eshbaugh</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Avg Time/Answer</td>
<td>00:33</td>
<td>9906 A. Ratliff</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>T.S.R %</td>
<td>100</td>
<td>9907 A. Saunders</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Longest Wait</td>
<td>05:16</td>
<td>9908 J. Burns</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Calls Abandoned</td>
<td>17</td>
<td>9909 J. Whiting</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Avg Time/Aband</td>
<td>01:01</td>
<td>9911 A. Willman</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Calls Diaconnected</td>
<td>0</td>
<td>9912 E. Ev承接</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
<tr>
<td>Calls Xferred</td>
<td>12</td>
<td>9914 A. Grimard</td>
<td>LOGGED OUT</td>
<td></td>
</tr>
</tbody>
</table>

- **Logged In**: 4
- **Available**: 3
- **ACD**: 0
- **Intercom**: 0
- **Logged Out**: 55
- **Unavailable**: 1
- **ACD (Group)**: 0
- **Incoming**: 0
- **Wrap**: 0
- **outgoing**: 0

- **Play/Rec**: Idle
- **Idle**: Waiting
- **Cfg/Init**: Unused
- **Disabled**: