

Long Hold Detection

The Scenario

In a typical manual outbound calling process, the agents dial a number from their calling list, get connected to a customer on the other side and get into a conversation before ending the call. This can also be automated by using a auto dialer, wherein, the dialer software does the calling and patches the agent once a customer answers.

In some outbound processes like medical Insurance claim process, the agents have to dial out to a insurance company and before they can talk to the support agent on the other side, they will have to traverse the insurance company IVR, which takes about 2-3 minutes, post that the agent is placed in a queue where he or she has to wait for 5-10 minutes during normal hours that can increase to 30 plus minutes during peak hours. This results in substantial process losses, increase in operating costs as well as adding to the job dissatisfaction of agents resulting in reduced performance. Let's call this the " Long Hold Problem".

The Solution

A2A Conversational IVR is an advanced capability envisaged and developed by the core engineering team at Interlink that has the potential to propel the age-old IVR technology to the next level.

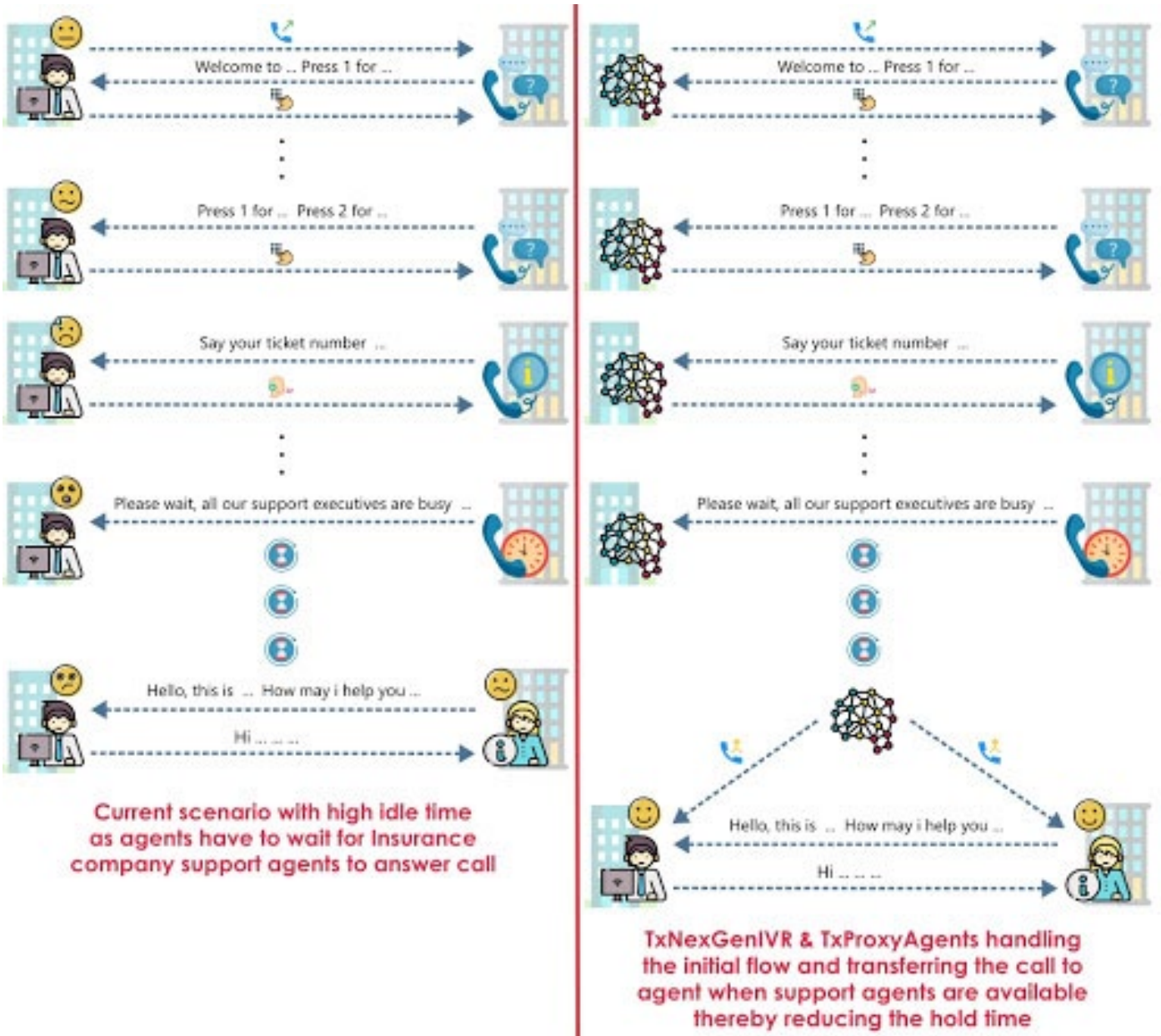
As a technology products company, we at Interlink are always keen to solve our customer's business process issues through the use of smart and niche technology, which results in increased operational effectiveness and substantial cost savings to the customer. The A2A (Application to Application) Long Hold detection application module (combination of TxDialer, TxNexGenIVR and TxProxyAgent) is a result of one such initiative wherein one of our Tier-1 BPO customers was facing a rather unpalatable scenario in the BPO industry that of very high agent idle time for a particular insurance claim process.

Powered by a complex underlying middleware that uses a combination of Tone detection, Speech recognition, TTS and DTMF technologies, our software developer team was able to enhance the capability of our robust IVR platform by adding additional software modules like TxProxyAgent (Tone detection module) to not only address the customer issue but exceed their expectations resulting in an efficiency increase by about 80%, improved agent Job quality and huge cost savings.

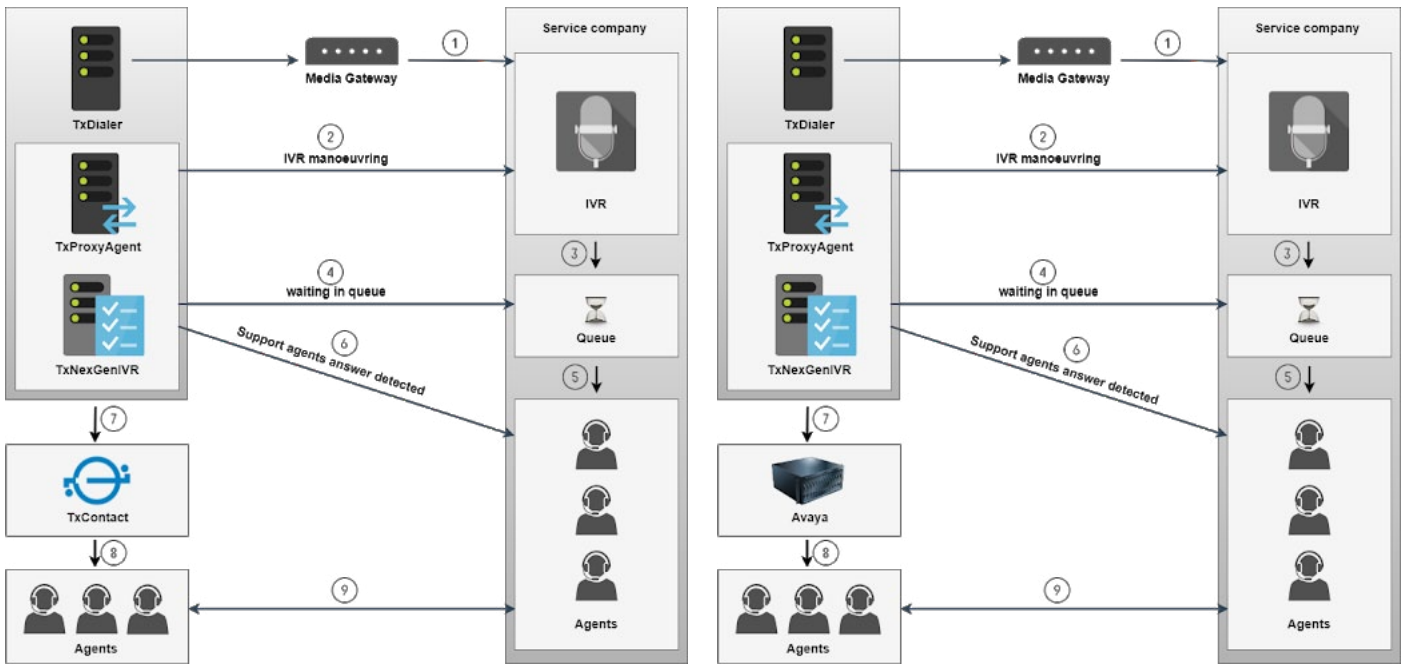


Benefits

- **Reduced long hold time**
- **Increased agent utilization**
- **Cloud based or on-premise solution**
- **Improved operational efficiency of agents**
- **Multi tenancy support**
- **Web based monitoring**
- **Cost Savings**
- **Callflow automation**



- TxDialer, a high availability auto dialing platform in Progressive/predictive dialing mode dials the insurance company toll free number in the pre-set calling ratio based on historical idle time data. As soon as the call lands on the insurance company IVR, TxDialer transfers the call to TxNexGenIVR module.
- TxNexGenIVR & TxProxyAgent now interact with the IVR of the Insurance company.
- The modules auto-traverse the called IVR by using TTS, speech recognition and DTMF capabilities and finally the call is placed in the ACD Queue.
- Once in the Queue, TxProxyAgent will patiently wait in the Queue till the insurance company switch connects transfers the call to an actual agent. This will take anywhere between one minute to 40 minutes or more depending on the traffic. This essentially eliminates the idle time of the calling agents.
- As soon as an insurance agent becomes available to answer the call, the ACD will transfer the call to the agent.
- As the call is being transferred to Insurance Company's agent, TxNexGenIVR will immediately transfer the call to the priority queue of TxSmartQ, the Smart ACD module of TxContact(Switch)
- TxSmartQ connects the call to an available agent along with a screen pop providing the claim details.
- The agent now interacts with the insurance company agent and completes the claim process.



Long Hold detection for TxContact

Long Hold Detection module integration with third party Switch

TxContact

TxContact is an Omni-channel Contact Center Platform specifically designed and developed to enable Enterprises to engage with their customers seamlessly, track customer interactions over multiple channels by logging every interaction over every channel on a common CRM or a database and implementing a workflow to streamline a transaction from start to end by assigning tasks to relevant support teams based on pre-defined business rules. On the agent side, all the channels can be addressed using an Unified Agent Interface (an advanced omni-channel phone client) and supervisors can assign agents to Omnichannel queues to handle voice, email, chat or social media without the agents having to shift between applications.

With the latest addition of advanced modules like NLP (Natural Language Processing), Voice Biometrics, Call Progress Analysis and A2A advanced IVR (TxNexGenIVR), TxContact is evolving into a powerful indigenous platform capable of meeting the needs of 21st century customer engagement business processes.

[View Product sheet](#)

INTERLINK NETWORK SYSTEMS INC.

Interlink Network Systems established in the year 1991 is a Telephony and Enterprise Application Integration (EAI) software products and services company. As a US subsidiary company of Telenetx with valued customers in the US, Canada, Africa, Middle East and South-Asia, Interlink is committed to delivering high quality products and services.

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