

# The Arc Approach

Integrated voice applications - developed exclusively for Cisco Unified Communications

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Customers, employees and management are stakeholder groups that are common in all types of organisation. They are all directly impacted by the infrastructure, processes and efficiencies that exist within business.

Poor quality corporate directory information can cause major issues for these three groups, causing a wide ranging negative impact on the business and who it's aiming to serve.

Whether organisations grow organically, through acquisition or merger, information relating to the people within those businesses is often held in multiple locations and formats. This means that the retrieval and management of that information is more difficult, leading to inconsistencies and frustration.

In response to these issues, Arc Solutions designs and develops software applications for Cisco voice platforms that utilise centralised corporate directory information.

These applications enhance the functionality of communication systems by providing operator consoles, helpdesk and directory solutions, helping to maximise the effectiveness of Cisco voice communications infrastructures.

Industry analysts agree that despite an increase in multimedia customer contact, voice communication remains the most popular choice.

This is because a telephone conversation can carry more information and be less time consuming than other media.

## Customers

Research shows that customers who receive poor service will take their custom elsewhere. This directly impacts the revenue, profitability and performance of a business against its targets.

Missing these targets can result in the reduction of any funding or performance based investment.

## Employees

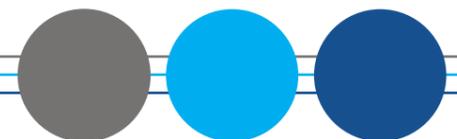
Inaccurate directory information combined with an inadequate means of access leads to frustration and decreased productivity.

Analysts have concluded that dissatisfied employees convey negative attitudes towards customers, leading to a reduction in customer satisfaction.

## Management

Substandard customer service and frustrated employees will result in dissatisfied customers and missed service level agreements

Having invested in Cisco IPT infrastructure, senior management need to be able to demonstrate clear business benefits to all key stakeholders.



**Arc Solutions** designs and develops voice applications for the Cisco Unified Communications platform.

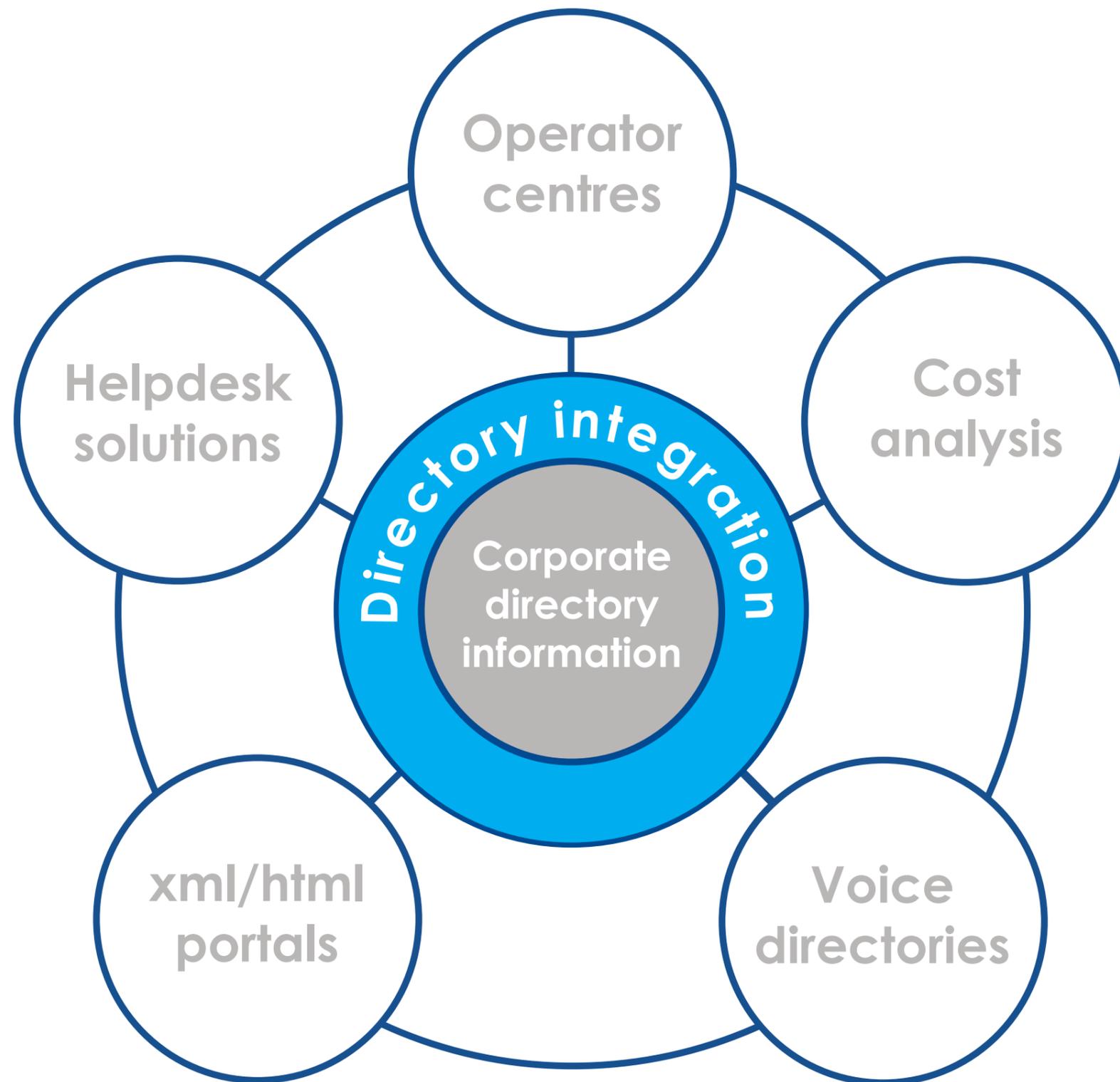
The Arc suite of products enables organisations to address customer, employee and management communications issues.

**Corporate directory information** is at the centre of a company's infrastructure and holds valuable contact information.

This information is often held in multiple locations and formats, making the management and retrieval of data difficult. To resolve this issue, Arc Solutions can integrate disparate directories and databases to provide a solid base of accurate information, enabling businesses to update records centrally.

Arc has also developed an integrated suite of voice applications that provide seamless access to this centralised directory information:

**Operator centres** provide customers with a dedicated point of call answer and transfer. They act as the front line to an organisation and are vital in ensuring customers are connected to the right person first time.

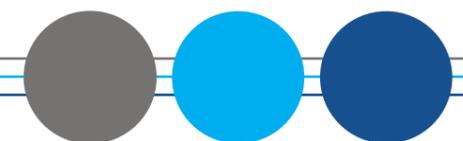


**Cost analysis** of fixed and mobile telephony usage enables organisations to measure, allocate and control telecommunications spend across a business. It also provides tools for identifying areas of misuse and fraud.

**xml/html portals** enable users to view corporate directory information. This data is available via an xml based phone screen or an html browser.

**Voice directories** combine speech recognition technology with directory integration. This provides customers, partners and employees with an alternative method of contacting people within the business. It can also be used as an automated attendant or to provide general information.

**Helpdesk solutions** are required where intelligent call routing and management information is needed, but where contact centre technology would be too complex.



**Arc Enterprise** console provides enhanced telephone operator functionality for the Cisco Unified Communications platform. As well as a comprehensive set of call control features, its powerful user-definable database (Microsoft® Active Directory compatible) allows high-speed access to all users in the organisation. Directory information can be imported from other sources, via Arc Unify integration services.

Additional features ensure that Arc Enterprise continues to be the market leading attendant console for Cisco Unified Communications.

The use of client/server architecture ensures scalability and multi-site configuration.

**Arc Unify** is a suite of directory and database integration services. With many years experience in helping businesses maximise the use of 'people' information, Arc can integrate various database and directory sources.

Arc Unify centralises, secures and manages directory information, which can be accessed by a host of other business applications.

**Arc Voice Office** is a suite of xml applications that add complementary functionality to Cisco IP telephones.

The enhanced directory information created using Arc Unify can also be accessed by users through this telephone interface.

Important messages can be sent directly to selected handsets from authorised users which in turn are displayed on the Cisco phone screen.

The Voice Office suite translates telephone numbers within desktop applications into hyperlinks, enabling users to simply click to dial.

**Arc Speech Attendant** uses speech recognition to allow callers to use natural speech commands to gain access to people. Information can also be accessed without operator intervention, 24 hours a day.

Speech Attendant provides fast, reliable and cost-efficient call transfer whilst maintaining telephone number privacy.

Internal and external callers can get connected and directly transferred to whoever they want to speak to by dialing the same single telephone number and simply saying the name or department.

This removes the obstacles of queuing, complex menus and time wasted trying to remember or find contact numbers.

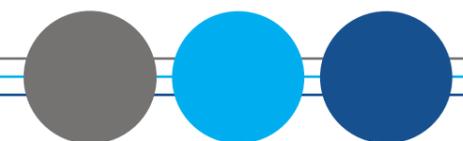
**Arc Precision** is an advanced tool that provides powerful statistical and financial information, relating to telephone call traffic within an organisation. As well as preset reports, the system also provides additional tools that allow detailed bespoke exception reporting.

Designed originally for Cisco Unified Communications platforms, it is also compatible with a wide range of other telephone systems types. This Windows® based application, provides comprehensive call handling information and the means to analyse fixed and mobile call data.

Arc Precision helps companies plan for change, allocate costs and build an efficient call handling process based on accurate cost information.

**Arc Call Connect** is an intelligent call queuing engine that provides organisations with the ability to identify, prioritise and route customer calls to select groups of employees.

Whilst providing features that you would expect to find in more complex call centre products, Call Connect is simple to install and is ideal for helpdesk deployment and departmental answering.



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