



The contractor shall provide Computer Telephony Integration (CTI) capability to enable transfer of caller information and Agency specified data between the contractor and Agency specified systems simultaneously with the associated inbound contact channel (call).

The AT&T Computer Telephony Integration (CTI) feature (Server and Desktop) enables the AT&T Resource Manager (ARM) to deliver agent, call, and customer data in real-time to a server and/or workstation application as events occur throughout the life of a call. Integrating the CTI gateway with the ARM software's data and services provides:

- Screen Pop: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- Intelligent Call Routing: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- Third Party Call Control: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- Keyboard Dialing: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]



[REDACTED]

- Call Blending: [REDACTED]

[REDACTED]

1.5.7.4.35 Customer Contact Application [C.2.11.2.2.1 (4)]

4. Customer Contact Application

The contractor shall provide an application to track, document, and manage the CCS customer contacts across multiple contact channels.

AT&T uses state-of-the-art Customer Relationship Management (CRM) software to track, document, and manage customer contacts. [REDACTED]

[REDACTED]

[REDACTED]

1.5.7.4.36 Management Reports [C.2.11.2.2.1 (4)]

4. The contact system shall also provide summary and detailed management reports.

The CRM system has a robust suite of summary and detailed management reports that provides insight into activity generated by an Agency's clients. Custom reports are can be generated to meet specific Agency requirements.

1.5.7.4.37 E Mail Response Management [C.2.11.2.2.1 (5)]

5. E Mail Response Management

The contractor shall provide e-mail response management (ERM) that shall assign a tracking ID to each email and route e-mail communication according to Agency specified business rules.

ARM's WCS (depicted in **Figure 1.5.7.4-2**) provides E Mail Response Management Service (ERMS), automatically routing email messages to an appropriate CSR, categorizing and prioritizing messages, and, when required, generating automated replies. In addition to email, WCS handles web form mail and other text-based queries, such as Text Chat (Web Chat).

[REDACTED]

1.5.7.4.38 ERM Management Reports [C.2.11.2.2.1 (5) (7)]

5.E Mail Response Management

The ERM shall provide the following minimum capabilities

7. Management reports:

Drawing on data from ARM's ERMS (depicted in **Figure 1.5.7.4-2**), the ARM Monitoring and Reporting Tool will provide ERM reports.

1.5.7.4.39 Real time Exception Reports [C.2.11.2.2.1 (5) (9)]

5.E Mail Response Management
The ERM shall provide the following minimum capabilities:
9. Real time exception reports

The reporting capabilities of ARM's ERMS will allow an Agency to establish parameters for normal operations. The Agency can then view real-time displays and generate reports that present any exceptions to the normal range established by the Government.

1.5.7.4.40 Compatibility with Email Application [C.2.11.2.2.1 (5)]

5.The ERM shall be compatible with the subscribing Agencies e-mail application.:

As noted in Section 1.5.7.4.37, [REDACTED] operates in conjunction with the Agency's email application.

1.5.7.4.41 Pre-Recorded Announcement [C.2.11.2.2.1 (6) (1)]

6. Interactive Voice Response (IVR)
The contractor shall provide an interactive voice response application that allows callers to be provided with information based upon input from (a) telephone DTMF keypad entries or via (b) speech recognition. The minimum capabilities are listed below:
1. Select pre-recorded announcement messages with the capability for announcements and provide the ability for a caller to opt out during an announcement to a predefined termination. Such announcements shall always be played from the beginning for each caller and provide the capability to be recorded in (a) U.S. English, (b) Spanish (American) and (c) other foreign languages after obtaining subscribing Agency script approval

Agencies can design announcements and applications to meet Agency requirements allowing callers to opt out at any point in the application, with transfer to an agent of any data collected from the caller. AT&T will build the opt-out option into Agency routing plans. AT&T will provide announcements and script for applications in English, Spanish and other languages depending on Agency requirements.

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

1.5.7.4.42 IVR Data Transfer [C.2.11.2.2.1 (6) (10)]

6. Interactive Voice Response (IVR)

The contractor shall provide an interactive voice response application that allows callers to be provided with information based upon input from (a) telephone DTMF keypad entries or via (b) speech recognition. The minimum capabilities are listed below:

10. At the Agency's option, the caller's IVR selection(s) information shall be transferred to the Agency.



The IVR platform Performs "prompt-and-collect" functions to obtain user data such as passwords or account identification that it can then pass to contact center agents. [REDACTED]

[REDACTED]

1.5.7.4.43 IVR Reports [C.2.11.2.2.1 (6) (14)]

6. Interactive Voice Response (IVR)

The contractor shall provide an interactive voice response application that allows callers to be provided with information based upon input from (a) telephone DTMF keypad entries or via (b) speech recognition. The minimum capabilities are listed below:

14. The contractor shall make available any IVR reports that are available with its equivalent commercial offerings

[REDACTED]



1.5.7.4.44 Database Interface and Connectivity [C.2.11.2.2.1 (7)]

7.IVR - Agency Based Database (Host Connect)

The contractor shall implement and provide the appropriate interface and connectivity for the contractors IVR application to successfully query and access the subscribing Agency's database(s)

AT&T will interface with Agency databases to create applications that channel routine questions to FAQs, office locator and other self-service resources.

[REDACTED]

We will translate specific Government requirements, constraints, and business rules into Agency-based routing plans. Options include:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

1.5.7.4.45 Natural Speech Recognition [C.2.11.2.2.1 (9)]

9 IVR - Speech Recognition

The contractor shall provide natural speech recognition for IVR applications with the ability, at a minimum, to recognize spoken vocabulary, digits, zip codes, credit card numbers, credit card expiration date, account numbers, alphanumeric numbers

One in seven Americans use rotary dial phones. Unable to respond with touch-tones and faced with limited IVR voice options, many rotary-dial callers simply stay on the line until their call is answered by a CSR. Applications that make productive use of natural speech recognition could eliminate the need for many of these callers to speak with a CSR, shortening CSR call queues and increasing the use of self-service applications.

[REDACTED]

[REDACTED]



[REDACTED]

1.5.7.4.46 Language Interpretation by Telephone [C.2.11.2.2.1 (10)]

10. Language Interpretation Service

The contractor shall provide telephone language interpretation services.

[REDACTED] provides over-the-phone English-based interpretation of numerous languages. [REDACTED]

operates 24 hours a day, 7 days a week, 365 days a year. [REDACTED]

[REDACTED]

[REDACTED] Use of the Language Line service is presented to Government



Table 1.5.7.4-14: Languages on

[Redacted content]



1.5.7.4.49 Outbound Dialer [C.2.11.2.2.1 (11)]

11. Outbound Dialer

The contractor shall provide the capability for automated outbound dialing. The dialer service shall have the capability to support either centralized or distributed call center environments according to the subscribing Agency needs

Outbound dialing and call blending are vital to Agencies that desire outbound capabilities and demand maximum utilization of CCS resources. Combined with the ARM and CTI, the outbound dialer feature provides the ability to design complex outbound campaigns, maximize the use of skilled agents, utilize individual dialing modes, and deliver rich call contact information to the CSR's desktop.

AT&T's outbound dialer services allow distribution of outbound and inbound calling assignments to CSRs at individual sites or across the enterprise. [REDACTED]

[REDACTED]

CSRs can place domestic or international calls, create multi-party conference calls and transfer calls to agents at higher tiers of expertise. Supervisors can direct CSRs to use three dialing modes:

[REDACTED]



[REDACTED]



1.5.7.4.50 Outbound Dialer Reporting [C.2.11.2.2.1 (11) (8)]

11. Outbound Dialer

The dialer shall have the following minimum capabilities: 8. Reporting – Provide comprehensive historical, real time management, and exception reports.

The outbound dialer when combined AT&T's ARM provides web-based monitoring that gives users easy access to ICM reports and routing scripts from an Internet browser. Users can access real-time and historical reports, as well as monitor call flows through active scripts, from within a familiar environment.

The companion Agent Reporting module automates the collection of real-time and historical data relative to individual agents in the call center enterprise, eliminating the need to gather this information from individual switches. Reporting applies to both inbound and outbound contacts through the outbound dialer.

[REDACTED]

1.5.7.4.51 Text Chat (Web Chat) [C.2.11.2.2.1 (12)]

12. Text Chat (Web Chat)

The contractor shall provide the ability to enable the contact center agents to engage in real time text chat with callers directed from their web site.

ARM's Web Contact Service supports text chat through its Web Collaboration server, depicted in **Figure 1.5.7.4.33-1.** [REDACTED]

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]



[Redacted text block]

The Web Contact Service supports the minimum required capabilities:

[Redacted text block]

[REDACTED]

[REDACTED]

[REDACTED]

1.5.7.4.52 Web Call Back [C.2.11.2.2.1 (13)]

13. Web Call Back

The contractor shall provide the capability for a customer to request a call back by filling out a form on the Agency's web site.

AT&T will structure the form requesting a callback to determine the individual's area of interest and specific issues or concerns. ARM assists the routing of Web callback requests to a CCS resource in the same way inbound calls are routed – by agent availability and skill level. The Web Collaboration module (depicted in **Figure 1.5.7.4-2**) facilitates the Agency's applying its business rules to determine which callers will receive calls and the priority of each request.

1.5.7.4.53 Workforce Management [C.2.11.2.2.1 (15)]

15. Workforce Management

The contractor shall provide a workforce management (WFM) system that automates forecasting and scheduling calculations based upon real time and historical contact center data.

AT&T integrated its workforce management software with the ICM software that AT&T uses to operate call centers. The software allows CCS staff to aggregate real-time and historical data, including data from third-party sources, in the calculations to forecast WFM needs and schedule staff at each center location.

Using WFM, call center managers can forecast:

- Staffing by agent skills, skill levels, shifts, and business rules
- Call volume by communication channels based on the historical database and anticipated events and activities (e.g., legislative changes, new or modified regulations) that could affect CCS demand.

Managers can draw on these forecasts, recent trends, employee work rules, and individual skill levels to build daily, weekly, and monthly work schedules by shifts and skills. [REDACTED]

[REDACTED]

1.5.7.4.54 Workforce Management Reporting [C.2.11.2.2.1 (15) (5)]

15. Workforce Management

The workforce management system should provide the following minimum capabilities:5 – Provide comprehensive historical, real time management, and exception reports. Reports shall include totals and summary information.

WFM contains more than [REDACTED] report templates that managers can use to generate real-time and historical reports on agents, skill groups, calls, call status and disposition (Table 1.5.7.4-15).

REPORT	FUNCTION
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Table 1.5.7.4-15: Workforce Management Report Examples. Four standard templates are readily available to generate reports related to an Agency's CCS workforce. The data captured by the call center database can also generate customized reports.

1.5.7.4.55 IVR Speech Recognition [C.2.11.2.2.1(9)]

9. IVR Speech Recognition

At a minimum, the contractor shall provide natural speech recognition capabilities and vocabularies for both English (American) and Spanish (American) dialects.

The IVR speech recognition feature provides dynamic language detection which enables voice applications to automatically detect in real-time the language a caller is speaking. [REDACTED]

[REDACTED]

1.5.7.5 Stipulated Deviations

AT&T takes neither deviation nor exception to the stipulated requirements.