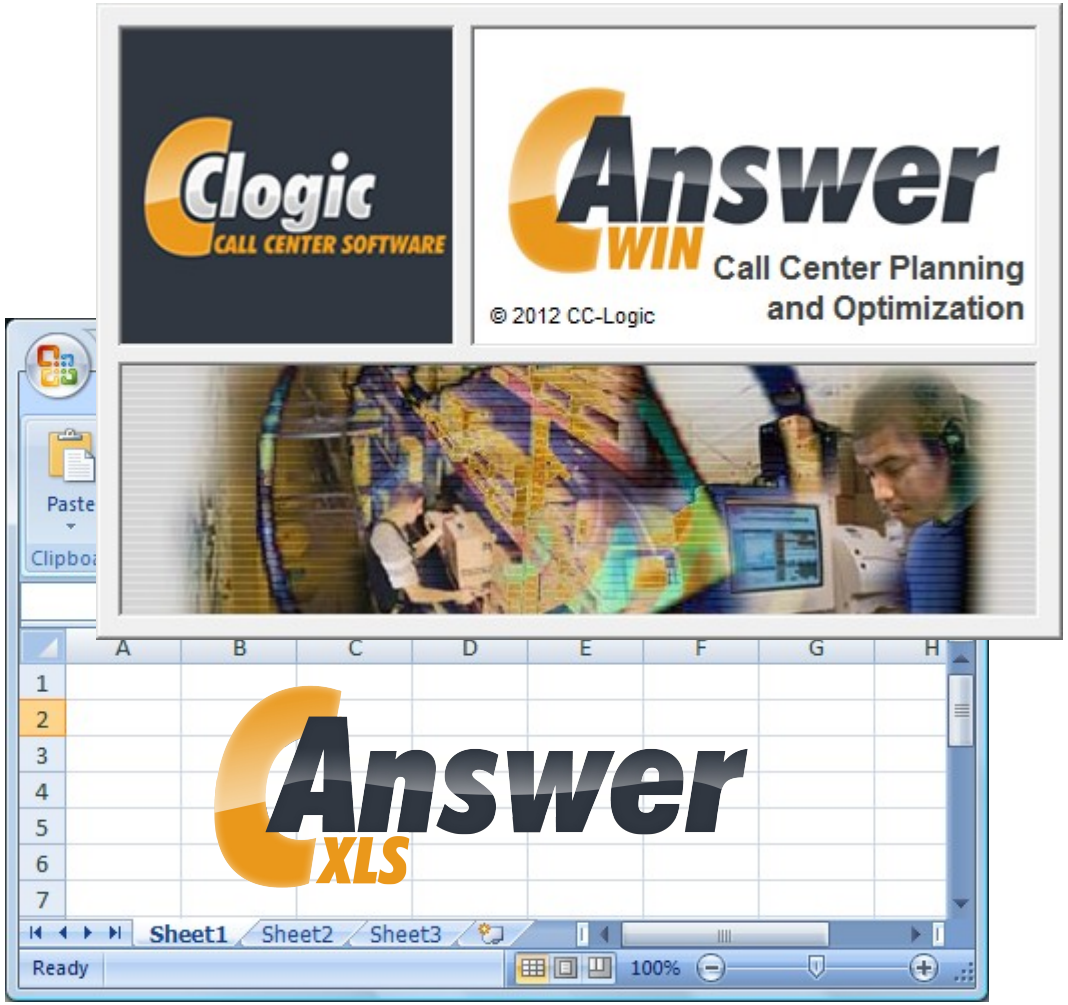
AnswerWIN and AnswerXLS
Call Center Planning & Optimization



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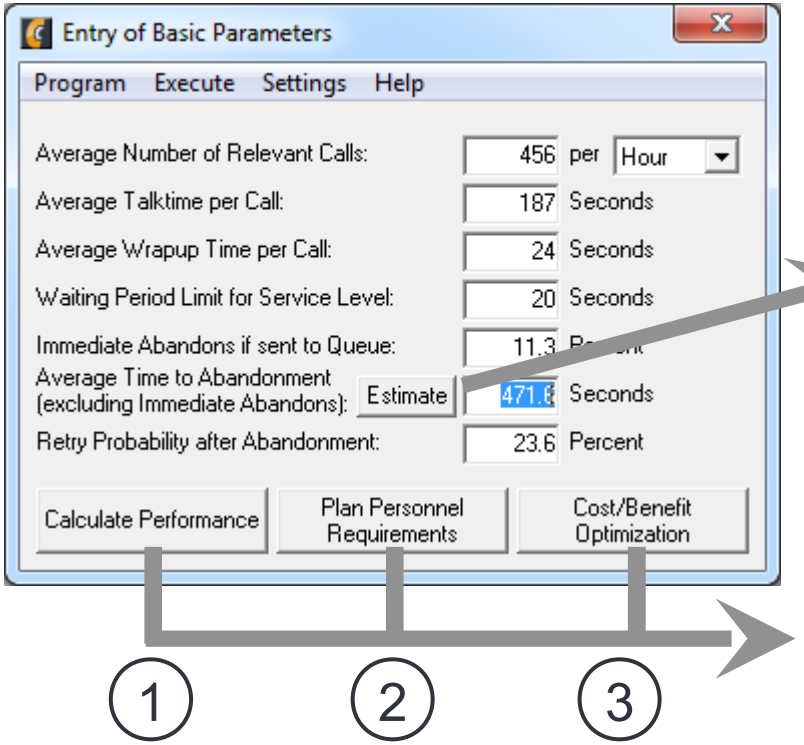
Advantages at a glance

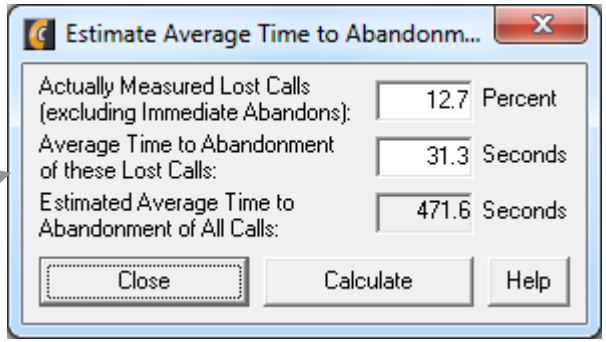
AnswerWIN and AnswerXLS provides:

- Reliable **forecasts** of the most important performance parameters in your inbound call center, such as service level, lost calls, occupation, queuing, etc.
- **Planning** personnel requirements based on your individual performance targets.
- **Estimation** of the average time to abandonment of your calling customers.
- Consideration of **retries** after previously abandoned calls.
- **Cost/benefit optimization**: Determine the ideal number of representatives in your call center, and find out the “right“ service level and how many lost calls you can “afford“.
- All results are visualized with **charts**, embedding the same in the larger context.
- Self-explanatory and intuitive user guidance, supported by a context-sensitive **help function** with numerous explanations on the dynamics in call centers.
- Productive usage **within minutes** under Windows.
- **Comparisons** to the widely used “Erlang C“ method, which has several disadvantages compared to AnswerWIN.
- **Integration into Excel**: AnswerXLS provides all functions of AnswerWIN as Excel Add-Ins. AnswerXLS can be purchased and used separately or in combination with AnswerWIN.

Product Functions:
Few parameters, many functions

AnswerWIN only requires a few basic parameters. They can be extracted from call center statistics. Since the average time to abandonment cannot be measured directly, an estimation method is provided which is unique to AnswerWIN.

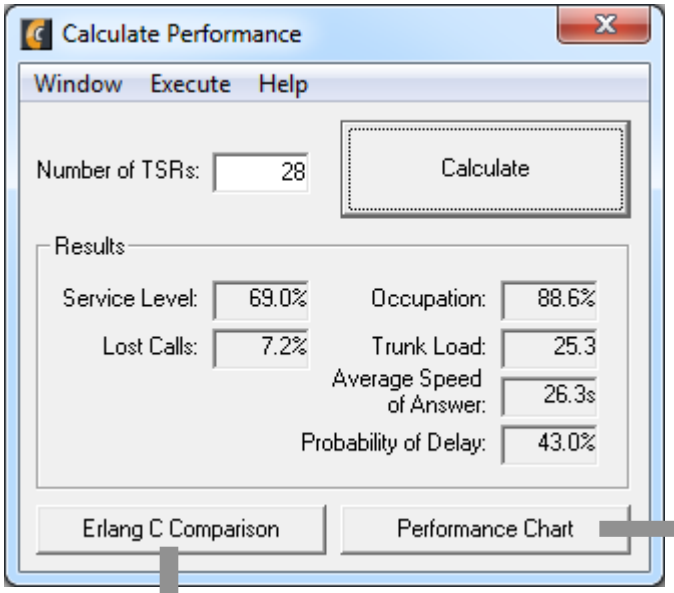




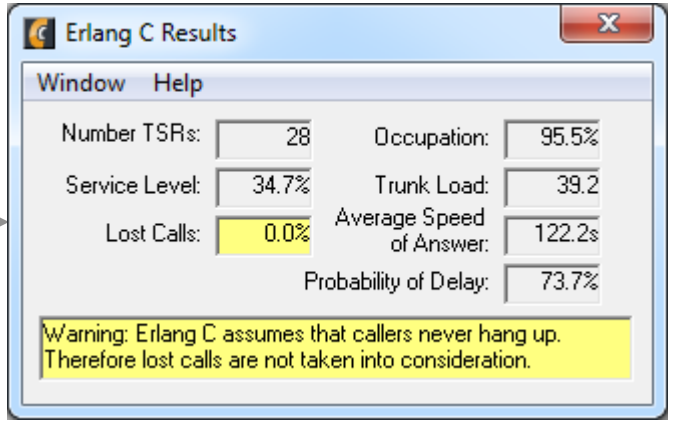
The average time to abandonment of all calls is estimated based on actual abandoned calls.

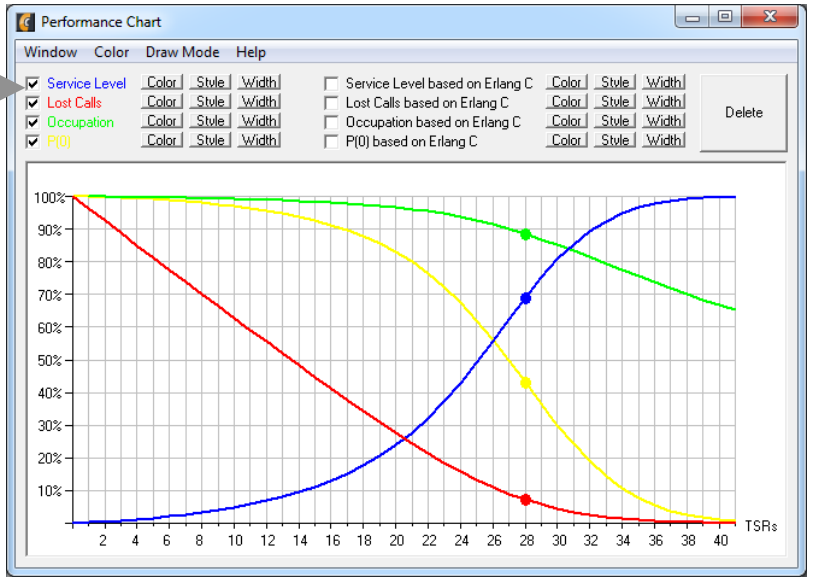
After entering the basic parameters, the three main functions can be used. They all revert to these centrally kept figures.

Product Function 1:
Calculate Performance



- You can forecast the most important performance parameters in your call center by simply entering the available number of call center agents (Number of TSRs*).
- The chart shows the relationships between the different performance parameters and how they change with the number of agents. The dots represent your individual results.
- These results can be compared to Erlang C which shows the impact of ignoring all lost calls.

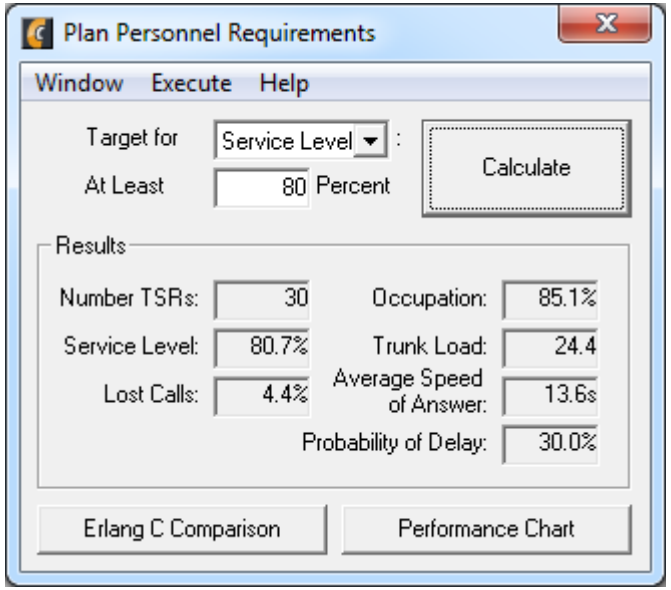




* TSR = Telephone Service Representative

Product Function 2:
Plan Personnel Requirements

You can calculate the required number of agents in your call center in order to reach certain performance targets:

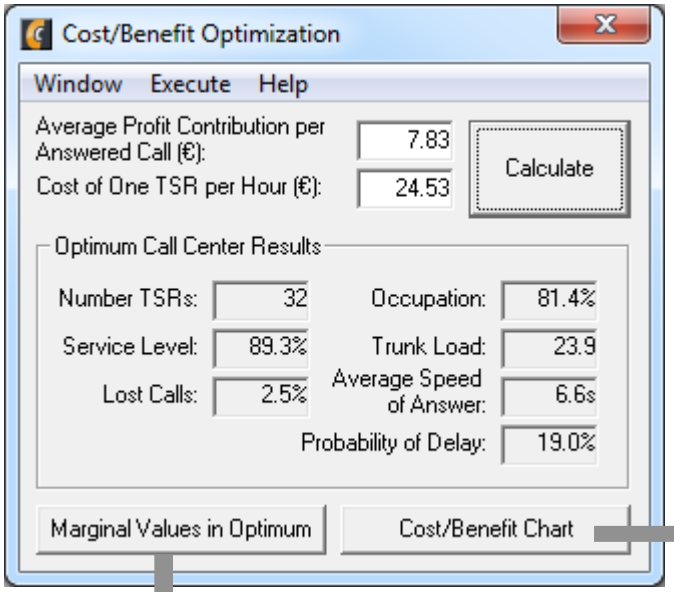


The following targets can be defined:

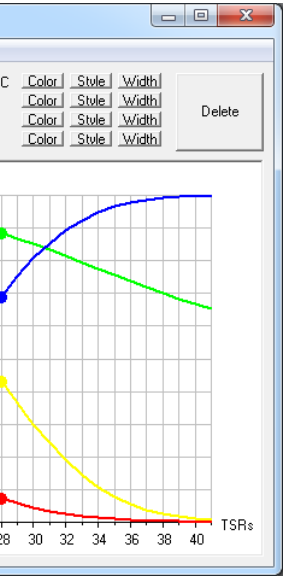
- Minimum service level
- Maximum percentage of lost calls
- Minimum occupation of the agents
- Maximum trunk load
- Maximum average speed of answer
- Maximum probability of delay

Similar to the function “Calculate Performance“, these results can be visualized in a chart and compared to Erlang C.

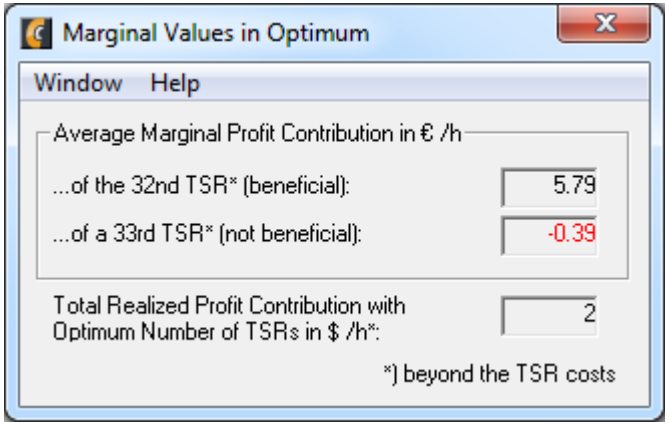
Product Function 3:
Cost/Benefit Optimization



- An increasing number of agents leads to decreasing lost calls and vice versa. By allocating opportunity costs to lost calls and personnel costs to the number of agents, an equilibrium can be determined for these two variables.
- This way, you can find out which number of agents leads to a maximum contribution of your call center to to the profit of your company. You also find out the “right“ service level for your call center, and how many lost calls you can “afford“.

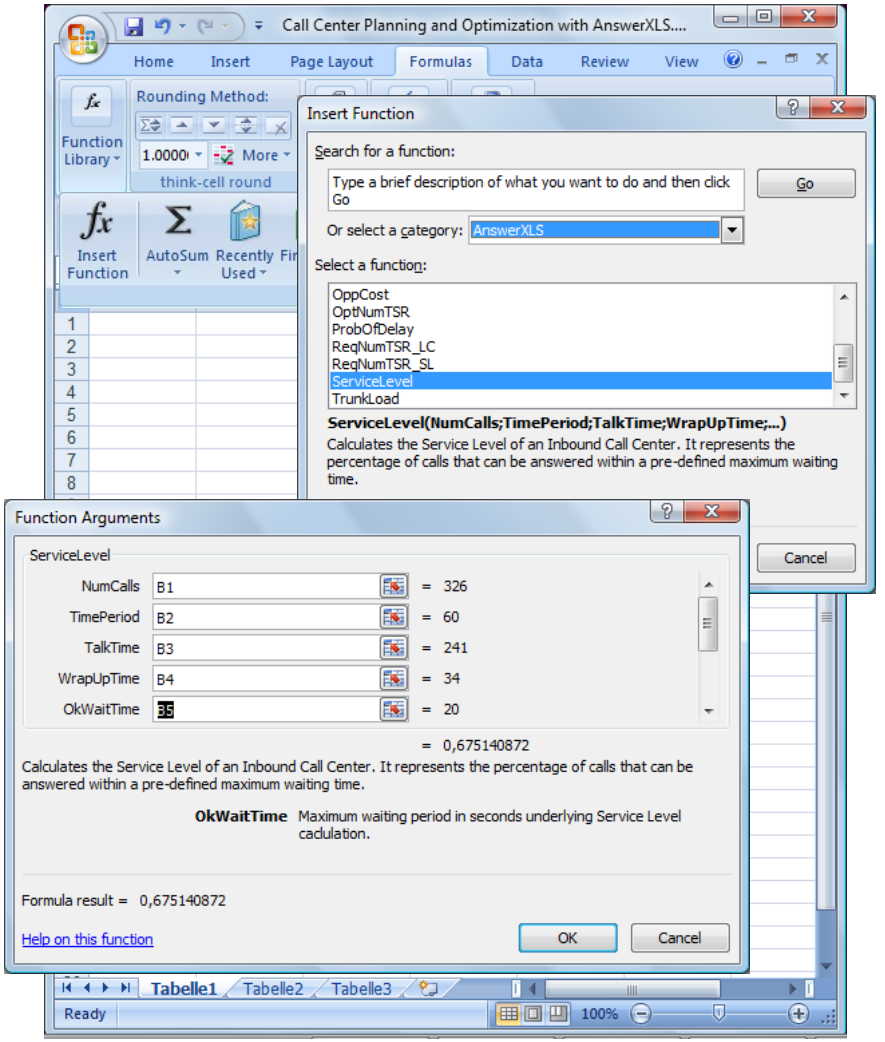


The analysis of the equilibrium shows, why the calculated number of agents represents a cost/ benefit-optimum.



Integration into Excel
with AnswerXLS

- AnswerXLS is a separate Software Product*, but it can be purchased and used in conjuction with AnswerWIN.
- All functions of AnswerWIN are available in AnswerXLS as Excel Add-Ins. This means that they can be used just like all other standard Excel functions.
- This enables flexible use of all functions of AnswerWIN in custom-built Excel spreadsheets such as staff planning sheets, reports and other applications.
- AnswerXLS also allows easy design of interfaces with surrounding legacy systems via Excel.



*AnswerXLS is not included in AnswerWIN

AnswerXLS
Overview of the functions

ServiceLevel	Returns the Service Level of an Inbound Call Center. It represents the percentage of calls that can be answered within a pre-defined maximum waiting time.
LostCalls	Returns the percentage of all lost calls in an inbound call center.
LostCallsImmediate	Returns the percentage of lost calls due to immediate abandons in an inbound call center.
ProbOfDelay	Returns the probability that a caller has to wait.
Occupation	Returns the average occupation of the call agents.
TrunkLoad	Returns the average trunk load in an inbound call center.
AvgSpeedAnsw	Returns the average speed of answer in seconds in an inbound call center.
AvgTimeAban	Returns the required number of agents (TSR = Telephone Service Representative) in order to reach a certain minimum service level.
ReqNumTSR_LC	Returns the required number of agents (TSR = Telephone Service Representative) in order to stay under a maximum target lost call rate.
ReqNumTSR_SL	Returns the required number of agents (TSR = Telephone Service Representative) in order to reach a certain minimum service level.
OptNumTSR	Returns the economically optimal number of call center agents (TSR = Telephone Service Representative) in an inbound call center.
OppCost	Returns the opportunity costs due to lost calls.
MargOppCost	Returns the marginal contribution of one additional call center agent (beyond the variable costs of this agent).

Product Positioning

- AnswerWIN and AnswerXLS are the ultimate solutions for all call center managers who are reluctant to expensive, completely integrated solutions, and who are also not satisfied with low-end types of programs based on Erlang C.
- AnswerWIN and AnswerXLS combine best quality of forecasting results due to a sophisticated scientific calculation method with the straightforwardness of a standalone application. It requires no maintenance and can be set up for productive use within a few minutes.
- Like no other call center management software, AnswerWIN and AnswerXLS include lost calls throughout all stages of the planning, forecasting and optimization process. Reason: CC-Logic is convinced that lost calls should be regarded as the key decision factor in call center management, because each lost call can represent a lost sales order or even a lost customer.
- AnswerWIN and AnswerXLS supplement each other perfectly. While AnswerWIN provides user guidance via a GUI, AnswerXLS allows very flexible use of all functions in custom-made Excel spreadsheets.
- Altogether, AnswerWIN and AnswerXLS offer an exceptionally good value for its price.

Forecasting Method
Looking behind the scenes

The core element of AnswerWIN and AnswerXLS is its own forecasting methodology which was developed uniquely for this product. It is used throughout all functions of AnswerWIN and is based on the following principles:

- Lost calls are calculated by applying a specially developed formula in an iterative approach. This formula processes the entry parameters, especially the average time to abandonment, and the retry probability after previous abandonments.
- Several iterations are necessary, because lost calls lead to a reduction in call traffic and therefore to a different starting situation.
- After a certain number of iterations, this approach leads to an equilibrium between lost calls and call traffic. It is reached when both measurements remain the same for two consecutive iterations. After that, all remaining parameters (such as service level, occupation, etc.) are calculated based on the reduced traffic volume by applying the Erlang C formula.
- Therefore, Erlang C is actually integrated in AnswerWIN and AnswerXLS. However, the error of ignoring lost calls is eliminated.

Product Sale

- In order to guarantee full satisfaction of our customers, the full scope of AnswerWIN can be tested for free for 4 days. On top, you have a 30 day money back guarantee after purchasing.
  You do not take any risk!
- You can get the free version by downloading it from our homepage (http://www.cclogic.eu). The demo version is also available on CD-ROM at a fee of € 8 or US$ 8.
- In order to continue using AnswerWIN after the trial period has expired, you have to enter a registration code. You will get your individual code upon registration with CC-Logic which is combined with buying a software licence.
- A separate licence is required for each work space or PC on which the software is installed.
- The price of a single licence is € 498 for AnswerWIN and € 898 for AnswerXLS. If you purchase AnswerXLS in conjunction with AnswerWIN, the package price is € 1095 (you save over € 300 compared to buying both products separately).
- Each software licence entitles the owner to free updates by downloading the latest version and product support.

Contact Information

- All product information and the possibility to download the demo version as well as registration details can be found on our homepage at:

  http://www.cclogic.eu

- Beyond that, you can contact us as follows:

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