

**::the benefits**

- Advertising Consistency
- Superior Customer Service
- Automatic Rerouting
- Seamless Integration
- Easy Implementation and Operation
- Reduced Wait Times
- Decrease Staff Size
- Consistency

**::the features**

- Take Back and Transfer
- Smart Routing
- Browser Based Reports
- Interactive Voice Response (IVR)
- Call Announcement
- Record/Monitor

## Intelligent Call Routing

Promero's ProStar Smart8 call routing provides companies the ability to route inbound 800 calls automatically to a distributed network of employees, franchise sites or call center agents. Call routing is based on any criteria: area code, zip code, caller ID, skills, language, customer value, previous customer status or other business rules. Browser based, self-administration tools allow administrators to manage their call routing in real time. There is no software or hardware necessary to purchase and the system works with every telephony system. Users view browser based reports over the internet, determine call efficiencies, and instantly evaluate ROI metrics of advertising campaigns. All products are fully customizable to meet your needs.

# Intelligent Call Routing

## ::the benefits

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### Advertising Consistency

Advertising one easy local number, regardless of the number of local branches.

### Superior Customer Service

Get your callers to the most appropriate agents. Ensure that your callers are appropriately serviced after normal business hours. Pop the caller's database record to the appropriate agent before the agent gets the call.

### Automatic Rerouting

Send calls from problem accounts to the credit department automatically.

### Seamless Integration Into Your Environment

ProStar Smart8 call routing will fit into your existing environment, leveraging your current infrastructure investment. Designed with efficiency in mind, the Smart8 system fits into your existing environment without the need for additional dedicated circuits or bandwidth increases.

### Easy Implementation and Operation

With a non-intrusive architecture, implementation of the ProStar Smart8 solution is quick and easy. Its intuitive browser interface puts you in control of your call delivery process without the need for extensive training and professional services. The sooner you are up and running the faster your organization starts to respond more quickly to your customers, realizes lower operating expenses, increases staff utilization and avoids service outages.

### Reduced Wait Times

Minimize your callers' average wait times.

### Decrease staff size

Staff for normal traffic levels, even during peak conditions. Ability to run multiple corporate identities on the same phone system, serviced by the same agents.

### Consistency

Present a consistent, appropriate face to the outside world.

## ::the features

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### Take Back and Transfer

Take back and transfer reroutes calls to an alternative destination. The original connection is dropped so that you aren't paying for an extra leg of the call.

### Smart Routing

Call routing is based on any criteria: area code, zip code, caller ID, skills, language, customer value, previous customer status and an unlimited number of business rules.

### Browser Based Reports

All activity is stored in a SQL database so reports can be easily generated with up to the minute information. Reports can be based on a large number of criteria including: call by time, date, duration, cost and the phone number of the calling party, all based on one or more locations.

### Interactive Voice Response

The IVR capabilities can be completely customized to meet the specific needs of any customer; including customizable greeting, surveys and polls, call center forwarding, and simple order entry transactions. Callers can navigate self-service menus to diminish the number of calls that need to be serviced by live agents.

### Call Announcement

This feature utilizes a voice announcement audible only to the called party before the caller is connected. It can also be used for a positive acknowledgement, allowing the receiver of the call the ability to accept or decline the call. This will ensure callers are always connected to a live agent.

### Record /Monitor\*

Users can capture, store, and access all caller interactions for the purpose of maintaining quality and enhancing customer service. The system uses a SQL database for easy search and retrieval of call recordings and can store unlimited number of calls of any duration; storage is limited only by physical disk space.

\*Requires software and internet access