



Agent Scripting Simplified

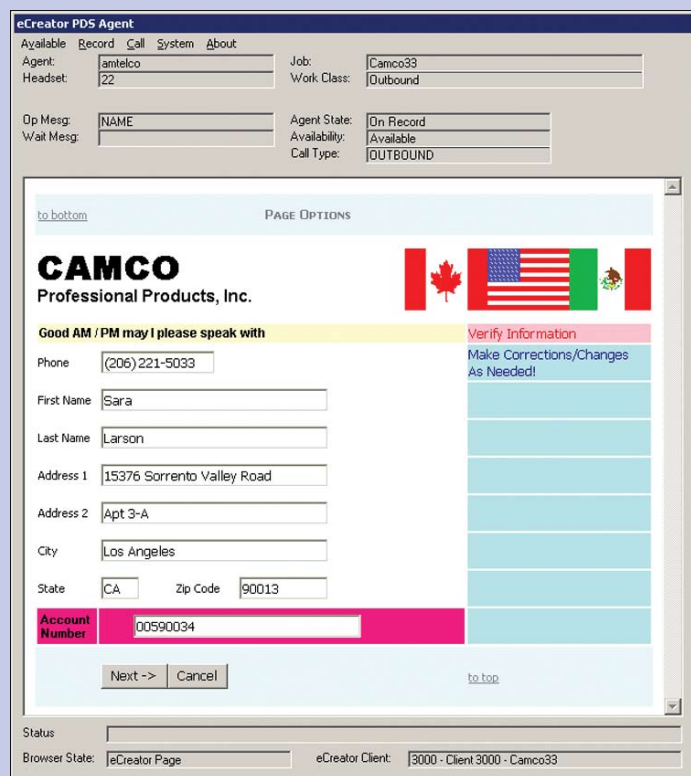
Every call center can benefit from using scripting to more effectively manage the quality and consistency of their customer interactions and to ensure customer satisfaction. AMTELCO's eCreator is the first browser-based scripting and campaign management application specifically designed to meet the needs of blended call centers. eCreator utilizes the most advanced Web technology, harnessing the power of these advancements while supplying an unparalleled level of ease in terms of usage

and administration. With simple drag-and-drop script creation using a palette of pre-designed response elements and an intuitive graphical interface, complex scripts are easily created and automatically popped to agents during calls. And eCreator is completely scalable to meet the needs of any call center, regardless of size or geography—eCreator can support multiple sites, branch offices, and remote agents.

Major benefits:

- Simple to use, intuitive user interface requires minimal design learning curve
- Dramatically reduces time and effort required to create and/or change scripts—programmer-level skills not required
- Ensures consistency of customer interaction, regardless of agent handling the call
- Enhances customer satisfaction and retention
- Improves agent productivity
- Reduces agent training time
- Increases agent retention

eCreator PDS Agent automatically pops the script to the agent with each call.



The screenshot shows the eCreator PDS Agent interface. At the top, there are menu options: Available, Record, Call, System, About. Below this, there are fields for Agent (amtelco), Headset (22), Job (Camco33), and Work Class (Outbound). There are also fields for Op Mesg (NAME) and Wait Mesg. On the right, there are fields for Agent State (On Record), Availability (Available), and Call Type (OUTBOUND). The main content area is titled "PAGE OPTIONS" and features the CAMCO logo and flags for Canada, USA, and Mexico. Below the logo, it says "Professional Products, Inc." and "Good AM / PM may I please speak with". There are fields for Phone ((206) 221-5033), First Name (Sara), Last Name (Larson), Address 1 (15376 Sorrento Valley Road), Address 2 (Apt 3-A), City (Los Angeles), State (CA), and Zip Code (90013). There is a "Verify Information" section with a "Make Corrections/Changes As Needed!" link. At the bottom, there is a "Next ->" button and a "Cancel" button. The status bar at the very bottom shows "Browser State: eCreator Page" and "eCreator Client: 3000 - Client 3000 - Camco33".

Ease of integration with Avaya PDS

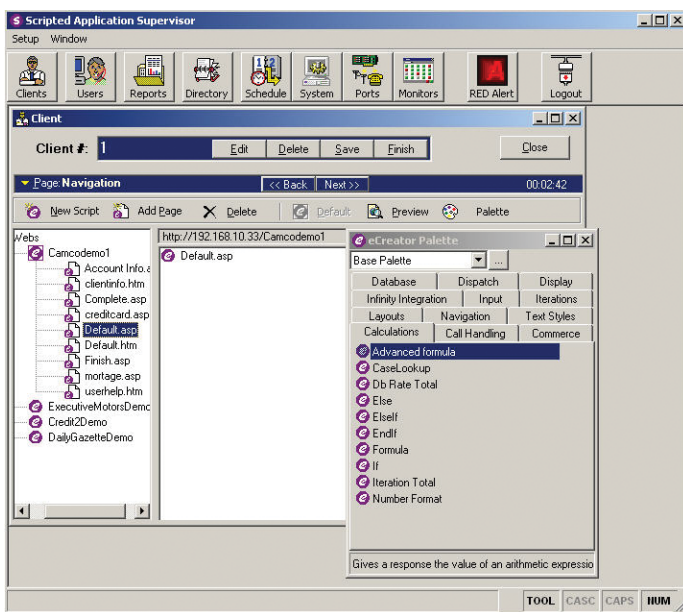
eCreator integrates at the agent desktop with the Avaya PDS using AMTELCO's eCreator PDS Agent. The eCreator PDS Agent, with its embedded browser, provides seamless integration and information transfer between the two applications to:

- Provide PDS call control functions to the agent using the eCreator PDS Agent application.
- Associate PDS inbound, outbound, blended, and managed jobs with eCreator scripts.

- Automatically pop the associated eCreator script to the agent as PDS calls are directed to them.
- Pass information for each call from the PDS Calling List into eCreator to populate script and database fields.
- Pass information from eCreator into PDS to update PDS Calling Lists with items such as Do Not Call status, Recall Status, and Disposition Codes.
- Automatically pop mainframe screens.
- Pass information from eCreator PDS Agent to mainframes.

Fast access to eCreator information with the eCreator Supervisor

eCreator scripts are created using the full-featured eCreator Supervisor application. The eCreator Supervisor provides script designers with a Campaign Creation Wizard, a graphical presentation of script pages for prompt retrieval, and a flexible palette of Response Elements that simplify scripting tasks. The eCreator Response Elements are pre-designed programming objects such as data collection fields, navigation functions, database connections and page layout components to easily customize script functionality to meet the diverse needs of the call center.



The eCreator Supervisor gives you fast access to eCreator information using page layout.

Unique eCreator scripts can be created for any call center application or client campaign. There is no limit to the number of eCreator scripts a call center can build and use. Each script can include multiple pages of data collection fields, including automatic validation such as phone number masks and credit card number masks for all the major credit cards. Each page can include selection and navigation functions such as drop-down menus, radio buttons and picklists, and sophisticated database connectivity functions that enable agents to automatically look up and store information using any ODBC-compliant database.

Consistent Scripting

eCreator helps call center agents process more calls, more efficiently. Scripts are well organized and have a clear, uniform appearance, with consistent controls that

make it easier for agent navigation. This enables agents to focus on gathering information and satisfying customer needs rather than figuring out how to follow directions and interpret what is on their screen.

eCreator scripts' clear, uniform appearance and consistent controls improve agent efficiency.

eCreator can also ensure that data is validated by the agent before allowing further navigation. Links to external supporting information required for call processing can be built into the script, including one-click access to other Web sites and applications. The control of the call flow on every page is completely customizable. And there is even a training mode that allows a script to be used without enforcing valid entry of certain sensitive, customer-specific information, such as a credit card number.

No IT training needed

eCreator scripts don't need to be developed by highly trained programmers. With only minimal eCreator training, call center account managers and supervisors will have the ability to create new scripts and update existing scripts. This allows scripts to be quickly written, tested and activated. Your frontline personnel can apply their direct knowledge of your callers' needs to the eCreator scripts.

Mainframe Integration

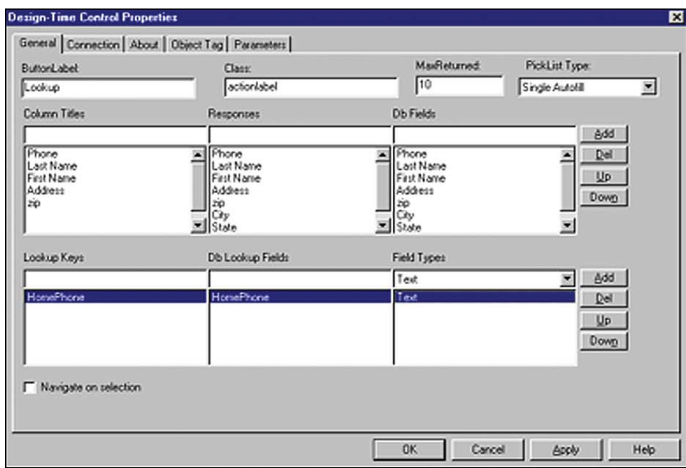
The eCreator PDS Agent can automatically pop up mainframe screens and pass data into the screens to allow agents to enter data into legacy systems. This allows a call center to combine the power and flexibility of eCreator scripting with existing legacy system applications.

Database Integration and Connectivity

eCreator provides powerful database connectivity capabilities that save you time and money. eCreator is designed to integrate with all industry-standard databases using an

ODBC interface. This allows eCreator to interface with Microsoft® SQL Server, as well as Oracle, Sybase, and other database technologies. eCreator can also be customized to interface with legacy database systems. eCreator even includes lookup capabilities that can build queries and stored procedures into scripts.

When an agent enters caller data, eCreator can automatically fill in the corresponding information from the database, allowing the agent to verify and update customer records. eCreator can also match cities to postal codes without requiring any third-party application software. In addition, eCreator's built-in validation tools ensure the information agents enter is accurate by providing masks for verification of phone numbers, zip codes, and all the major credit cards.



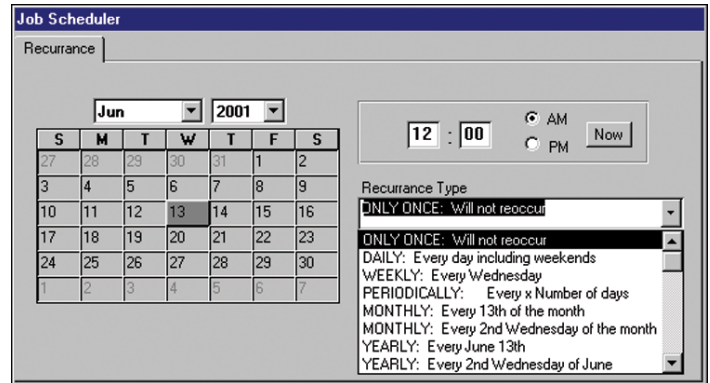
Set up eCreator to automatically fill in the corresponding database information when the agent enters caller data.

eCreator Features

- Browser-Based User Interface
- Inbound and Outbound Campaign Management
- Real-Time Data Access
- Palette of Predefined Response Elements
- Drag-and-Drop Script Creation
- Script Navigation Flowcharts
- Data Validation Capabilities
- Consistent Script Appearance
- Multiple Database Support
- Robust Reporting Capability using Crystal Reports®
- Automatic HTML Code Generation
- Supports Unlimited Number of Custom Scripts for Any Application
- Predefined Applications Available
- On-Line Credit Card Reporting

eCreator Reporting

eCreator includes sophisticated reporting tools that use the power of database computing to provide quick and easy access to the information gathered as agents process calls. The reporting tools provide access to the many predefined reports included in the eCreator system. In addition, eCreator's Reporting tools enable call centers to build custom reports to meet any data mining needs. Any of the predefined and customized eCreator reports



eCreator can be scheduled to send reports daily, weekly or monthly.

can be scheduled to run one time, or on a recurring basis. The output format can be configured for export of data to a text file, a database, a spreadsheet, an e-mail message, or HTML for Web accessibility via the Internet or a company's intranet.

eCreator Applications

eCreator provides the flexibility to customize agent scripts for any call center application, including (but not limited to):

- Telesales
- Collections
- Order Entry
- Predictive IVR Callbacks
- Reservations
- Credit Card Applications
- Information Requests
- Fund Raising
- Market Research and Polling
- Help Desk
- Order Status
- Customer Satisfaction Surveys
- Service Follow-Ups
- Dealer Location
- Welcome Calls
- Appointment Scheduling
- Class Registration
- Emergency Notification

Scripts can be fully customized to enable agents to respond to customer needs more efficiently, and effectively.

eCreator Environment

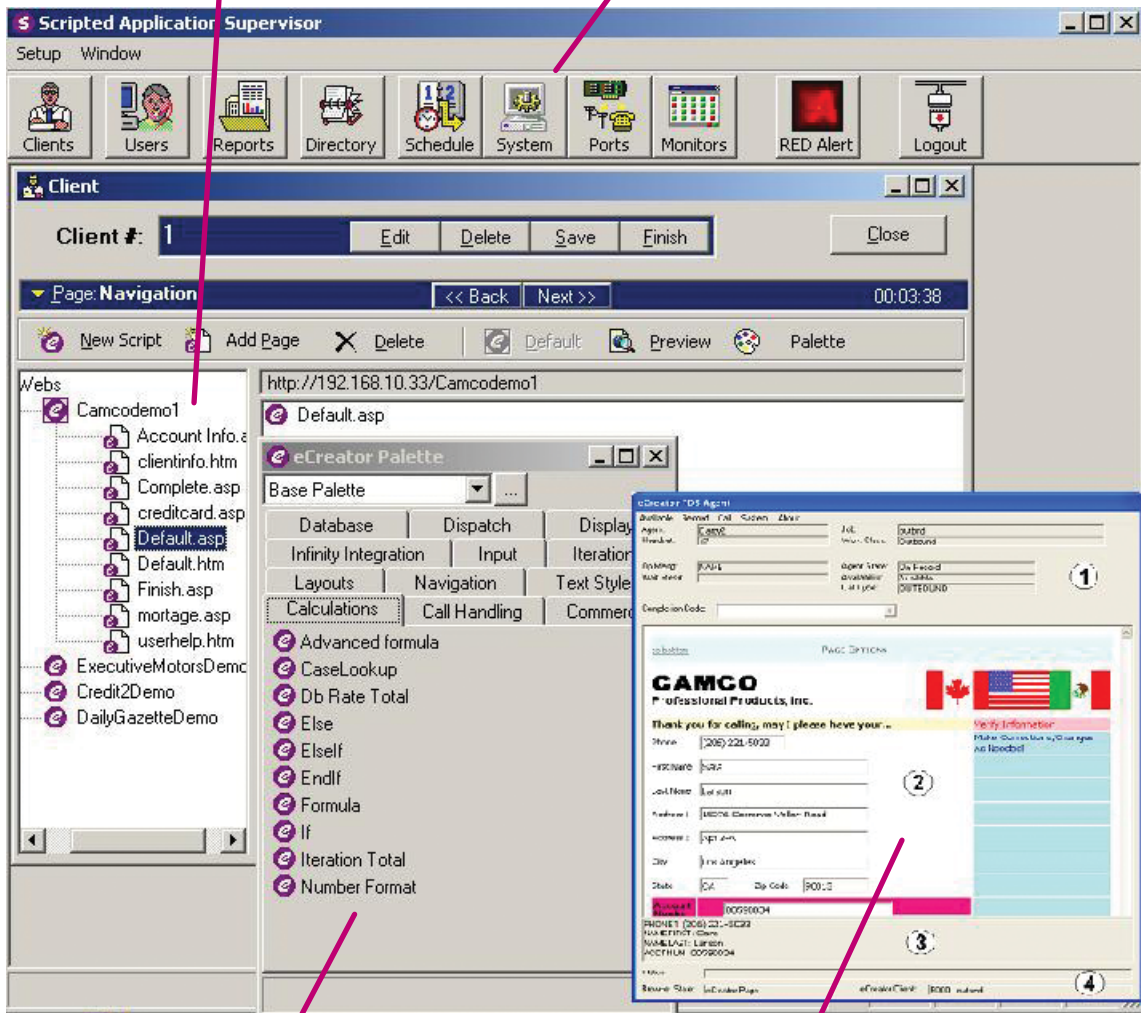
eCreator is a user-friendly technology that greatly reduces the time and resources required to produce and update even the most complex agent scripts. The browser-based application utilizes drag-and-drop simplicity to streamline the creation of agent scripts and publish them as Web pages. eCreator's graphical user interface simplifies the script writing and editing process, regardless of the type of script.

Page Menu

The eCreator Supervisor gives you the tools you need to manage all your eCreator applications from a single location using the Page Menu which houses all available script pages in the open Web.

eCreator Supervisor

The Supervisor toolbar provides access to various campaign and system set-up features. Access to each area is restricted by log-in to provide security.



eCreator Palette

The tabs organize drag-and-drop elements into quickly accessed categories.

Page Layout

eCreator page layouts, navigation and response elements are placed in this area. Anything that is visible to users should be placed within the dashed rectangle. Dispatching, processing and calculations, which work in the background, are placed at the top of each page.