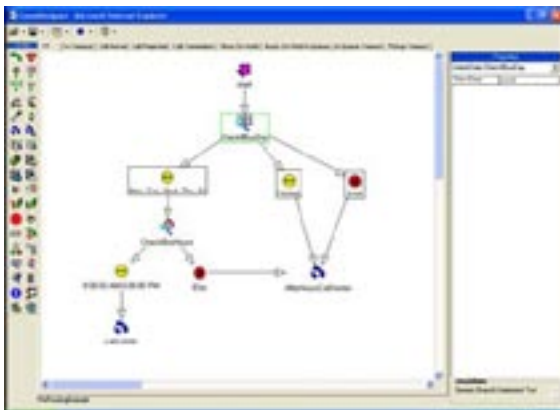


Centric Designer

XML-Based Service Creation Tool

CentricDesigner is Centric's easy-to-use graphical service creation environment for the design and deployment of call flows in Centric systems. Consistent with the unified nature of Centric, CentricDesigner is an end-to-end GUI tool that defines the complete caller experience including IVR, ACD, and so-called CTI, all without costly, multi-vendor platform integrations. CentricDesigner lets users perform these functions without resorting to complex and obscure programming techniques.



CentricDesigner's drag-and-drop GUI allows for the design and configuration of complex call flows without programming.

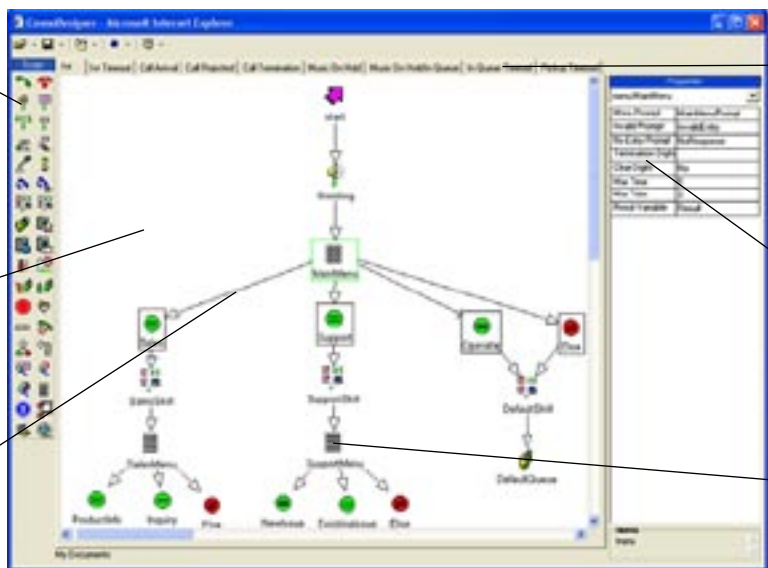
Traditionally the task of building call flows and assigning call centre resources required highly skilled programmers. With CentricDesigner's drag-and-drop interface, even non-programmers can easily and rapidly create and modify call flows to flexibly and efficiently manage call centre operations. Furthermore CentricDesigner is browser-based so it is perfectly suited for hosted contact centre applications.

Actions in CentricDesigner are represented by icons called "function blocks"—standard call treatment modules that include IVR commands (e.g. "Play Announcement" and "Collect Digits"); ACD routing and queuing commands (e.g. "Transfer" and "Queue to"); NGIN pre-routing commands (e.g. "Time of Day", "% Allocation"); and chat, e-mail plus other multimedia functions. Creating a call flow with CentricDesigner is as simple as dragging and dropping function block icons, interconnecting the icons with arrows and configuring properties for each block. The resulting visual representation of the call flow is translated to an XML representation by CentricDesigner and can be posted at any URL for retrieval and execution by the Centric platform.

CentricDesigner enables the novice user to create simple but powerful call flows, while also providing the flexibility to perform sophisticated tasks, such as integration to external CRM and knowledge base systems. Since CentricDesigner is extensible, users can create customised blocks to meet their own individual requirements, eliminating the need to wait for future releases to deploy the functionality they need.

The system's XML architecture allows database dips into external systems to occur entirely within the security confines of the data owner's environment, even when the call flow application is running on a network-based platform. To facilitate integration, all information obtained during the course of a CentricDesigner call flow is routinely passed on to the agent receiving the call and accessible to that agent's other applications.

Centric Designer



Major functions are represented by icons

Users drag-and-drop icons to the workspace

Users interconnect blocks with arrows

Major call flow elements can be organised using convenient tabs

Settings for each block are configured in the Properties pane

Consolidated menu blocks with conditional branches provide simple but powerful callcontrol tools

CentricDesigner allows customers to remotely manage IVR, ACD routing, NGIN pre-routing, and other call flow logic via a graphical, browser based interface.

Advantages of CentricDesigner in Hosted Contact Center Deployments

CentricDesigner offers many benefits to both Service Providers and their tenants in hosted contact centre deployments. For the service provider the objective is cost reduction; for the tenant, the objective is security and control. CentricDesigner is a win-win proposition for both.

<p>Benefits to Service Provider Tenants</p> <ul style="list-style-type: none"> • One tool for many network-based services including IVR, static routing and complete ACD • Define and modify call flows without programming using a simple GUI tool • Empowerment—no dependence upon the SP for call flow changes • Call flow changes effective immediately • Data access in a secure environment 	<p>Benefits to Service Provider Tenants</p> <ul style="list-style-type: none"> • One tool for many network-based services including IVR, static routing and complete ACD • Define and modify call flows without programming using a simple GUI tool • Empowerment—no dependence upon the SP for call flow changes • Call flow changes effective immediately • Data access in a secure environment
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Advantages of CentricDesigner in Customer Premise Deployments

All the benefits of CentricDesigner available to service providers can be enjoyed by end user customers in premise based environments.