CISCO-Blue Pumpkin IP Contact Center Solutions

Overview

Blue Pumpkin Software and Cisco Systems deliver an integrated suite of enterprise applications that enable customers to plan and optimize their workforce across multiple channels in a contact center.

The call center has evolved from a traditional phone based facility to a sophisticated multi-channel contact center with multiple touch points including email, telephony, web and fax to interact with customers. This combined with customer's demands, creates complexity in maintaining customer information efficiently, and assigning appropriate skilled resources to various levels of customer service.

Blue Pumpkin's Workforce Optimization (WFO) Suite integrates through its Fusion integration platform (Versions 2.0+) with Cisco's IP Contact Center (IPCC) and Cisco's Intelligent Contact Management (ICM) solutions (Versions 4.1+) to enhance the management of contact center's workforce to ensure that the right people, with the right skills, are available to service multi-channel customer interactions. By optimizing workforce utilization via Blue Pumpkin's software solution in a Cisco IPCC environment, executives ensure the highest return on their fixed and operating investment.

Cisco Systems Overview

Cisco IPCC is an automatic call distributor (ACD) alternative, based on the Cisco Architecture for Voice, Video, and Integrated Data (AVVID). Cisco IPCC provides intelligent call routing, network-to-desktop computer telephony integration (CTI), interactive voice response (IVR) integration, real-time and historical reporting, and multimedia contact management to contact center agents over an IP network. Cisco IPCC enables rapid deployment of contact centers and enables businesses with legacy ACDs to evolve their existing call centers to virtual multimedia contact centers.

The Cisco IPCC solution is based on the proven products: Cisco CallManager and Cisco Intelligent Contact Management (ICM) software. Cisco CallManager provides the location independent public branch exchange (PBX) capabilities, while Cisco ICM provides the virtual ACD features. With the Cisco IPCC solution, enterprises can build virtual contact centers and can take advantage of IP transport to extend the boundaries of the contact center to include branch and home offices.

Cisco IPCC integrates easily with legacy call center platforms and networks, enabling a contact center to continue to leverage its investments in legacy systems, while providing a smooth migration path to an IP infrastructure. Whether your company is expanding an existing operation, or establishing its first contact center, the Cisco IPCC solution can help you realize the cost and performance benefits of a converged network at your pace. Cisco IPCC is designed for implementation in single-site and multi-site contact centers, as well as service provider hosting environments.

Blue Pumpkin Overview

Blue Pumpkin offers industry-leading workforce optimization solutions that help businesses enable and motivate their most important and valuable asset, their employees, aligning their skills, activities, and performance with company goals. Our customers can more effectively achieve their business objectives of higher profitability, increased customer loyalty, and improved employee productivity and satisfaction through our innovative applications, comprehensive professional services, and commitment to our customers' on-going success. Blue Pumpkin solutions have delivered proven value and high ROI to more than 1,000 organizations worldwide, including many Global 2000 corporations.

Solution Benefits

- Improves customer experience through optimal allocation of skilled resources in the contact center across multiple channels such as phone, fax, email, Web chat, and VoIP.
- Provides accurate forecast of customer demands across multiple touch-points to plan short-term and long-term resource requirements.
- Gives universal integration capability to related enterprise software.
- Optimizes workforce costs and provides immediate and predictable ROI.

Solution Features and Capabilities

- Skill based forecasting and scheduling of the contact center
- Scheduling engine leverages skill mix of the contact center
- Real-time performance monitoring and intelligent reporting
- Activity and time tracking for payroll
- Strategic Planning
- Integration adapters to market leading CRM vendors such as Siebel, Kana, and eGain
- Performance Management

Integration Architecture
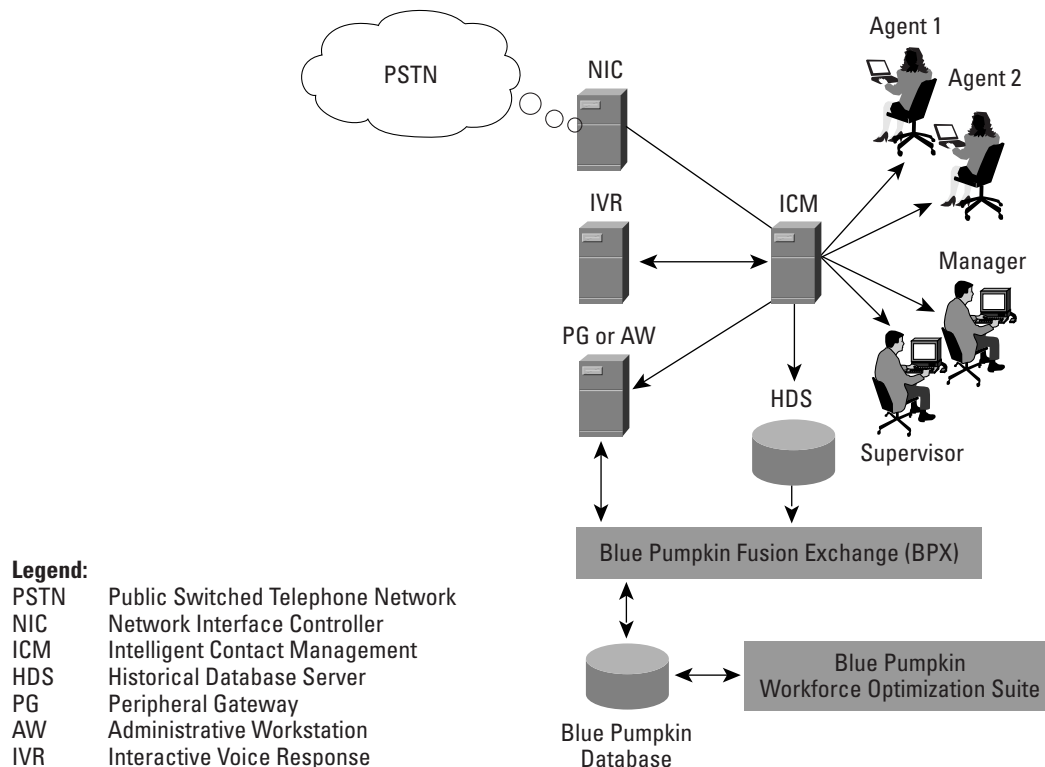
Cisco ICM Central Controller

The Cisco ICM central controller (CC) provides the central intelligence for the enterprise. The CC consolidates data from ACDs, IVRs, desktops, databases, and other resources; receives and responds to network-level pre-routing and intersite post-routing requests from networks and contact center platforms; and makes routing decisions based on user-defined scripts developed in the ICM admin workstation environment. All of the performance and call-detail information accumulated by the central controller is consolidated in a relational database, which is accessible via ICM software utilities and third party SQL or ODBC tools.

Cisco Peripheral Gateway

The Cisco Peripheral Gateway (PG) provides the interface between the central controller and premises-based systems such as CallManager, ACDs, IVRs, Web and e-mail servers, and agent desktop applications.

The PG collects information regarding agent status and performance, IVR availability, contacts in queue, and other variables and makes these data available for pre-routing and post-routing. The PG tracks events on a per-agent and per-contact basis, ensuring the most accurate routing decisions possible.

Figure 2: Cisco-Blue Pumpkin reference architecture

Legend:
PSTN — Public Switched Telephone Network
NIC — Network Interface Controller
ICM — Intelligent Contact Management
HDS — Historical Database Server
PG — Peripheral Gateway
AW — Administrative Workstation
IVR — Interactive Voice Response

Cisco ICM Historical Data Server (HDS) and Blue Pumpkin Integration Procedures

Historical service request data within ICM is partitioned into a separate data server called the Historical Data Server (HDS). The Blue Pumpkin integration module for contact data is located on the HDS.

Blue Pumpkin Workforce Optimization Suite

The Blue Pumpkin Workforce Optimization Suite will gather historical call volume data from the Cisco HDS, via Blue Pumpkin Fusion Exchange, to create agent schedules based on forecasting contact center demand. The real-time adherence integration with Cisco's CTI Server will enable supervisors to monitor, in real-time, agent schedule adherence.

Cisco Components

- Cisco ICM 4.1 or higher
- Cisco CallManager 3.0.8 or higher
- Cisco Voice Gateways
- Cisco IP Phones

Blue Pumpkin Components

- Blue Pumpkin Director Enterprise
- Web Enabled Self Service
- Time Off Manager
- Blue Pumpkin Fusion
- Real Time Agent Adherence Activity Manager
- Advisor

3rd Party Components

- SQL 7.0
- Email and web collaboration vendors (optional)
- IBM/BEA Application Servers
- Crystal Reporting
- Data Junction

The Blue Pumpkin Suite

- **Planner**—Long-range resource planning software used to evaluate staffing options and the impact change will have on contact center costs and service levels.

- **Director Enterprise**—Workforce scheduling software combining forecast information, past business trends, employee work rules and individual skills to produce effective monthly, daily or intra-day schedules that reduce costs and meet service level goals.

- **Activity Manager**— Activity tracking and monitoring software to streamline exception management, schedule adherence, and payroll processes. With Activity Manager, businesses can collect, compare, and analyze workforce activities across the enterprise.

- **Advisor**—Performance management software to align the goals of the Corporation with the actions of each employee. BP Advisor provides a "real time" balanced scorecard for each employee so the organization can effectively measure the progress toward short and long-term goals.

- **Strategic Services**—Strategic consulting to align workforce scheduling practices with the goals of an enterprise. Through effective workforce change management productivity, employee retention and profits increase.

Availability and Resources

The Cisco-Blue Pumpkin IP-based contact center solution requires Cisco ICM version 4.1 or later. All these components are currently available and licensed through Cisco Systems. To learn more about Cisco Contact Center Solutions, please visit http://www.cisco.com/en/US/products/sw/custcosw/index.html. To learn more about Blue Pumpkin applications please visit http://www.bluepumpkin.com.

"Blue Pumpkin's Fusion Platform V2.0+ has been tested in accordance with interoperability criteria set by Cisco Systems, Inc. and is compatible with Cisco ICM and IPCC v4.1+"

CISCO SYSTEMS

BLUEPUMPKIN

Corporate Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
      800 553-NETS (6387)
Fax: 408 526-4100

European Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: 31 0 20 357 1000
Fax: 31 0 20 357 1100

Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-7660
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
Capital Tower
168 Robinson Road
#22-01 to #29-01
Singapore 068912
www.cisco.com
Tel: +65 317 7777
Fax: +65 317 7799

Cisco Systems has more than 200 offices in the following countries and regions. Addresses, phone numbers, and fax numbers are listed on the Cisco Web site at www.cisco.com/go/offices

Argentina • Australia • Austria • Belgium • Brazil • Bulgaria • Canada • Chile • China PRC • Colombia • Costa Rica • Croatia
Czech Republic • Denmark • Dubai, UAE • Finland • France • Germany • Greece • Hong Kong SAR • Hungary • India • Indonesia • Ireland
Israel • Italy • Japan • Korea • Luxembourg • Malaysia • Mexico • The Netherlands • New Zealand • Norway • Peru • Philippines • Poland
Portugal • Puerto Rico • Romania • Russia • Saudi Arabia • Scotland • Singapore • Slovakia • Slovenia • South Africa • Spain • Sweden
Switzerland • Taiwan • Thailand • Turkey • Ukraine • United Kingdom • United States • Venezuela • Vietnam • Zimbabwe