

# Arena® Contact Center Edition

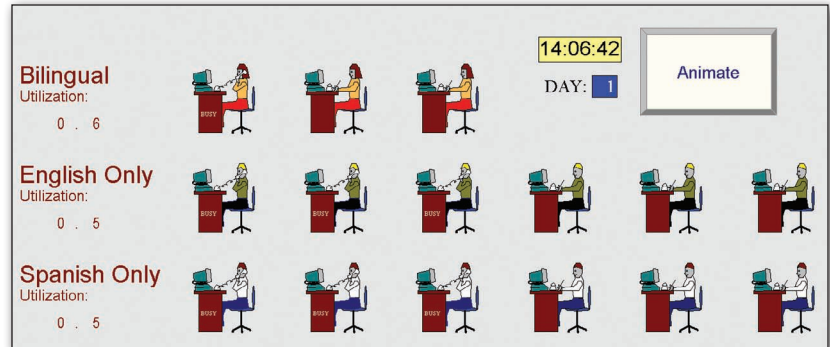
Improve the Efficiency of Your Contact Center

# Arena®

## Advantages

- Allows you to convert existing contact center information into actionable business decisions
- Easier-to-use flowchart-style, object-oriented modeling environment is the ideal way to bring the power of modeling and simulation to business process improvement
- Using the virtual contact center can reveal the impact of a proposed change on your customers, agents, and profit margins
- Excellent tool for improving business or call-center productivity
- Convenient spreadsheet interface to define data such as business variables, resources, and schedules
- Helps you predict system performance based on key metrics such as costs, throughput, cycle times and utilizations
- Useful in planning staff and equipment requirements

*Arena® Contact Center provides the unique capability to capture the sensitivity of change, not only in the contact center, but also in other mission-critical aspects of the organization.*



## Overview

Management of the modern contact center is becoming increasingly more difficult due to rapid improvements in technology, reengineering initiatives, and call-routing strategies. And there is added pressure to reduce costs while maintaining service-level objectives.

Arena® Contact Center addresses the shortcomings of the old paper-and-pencil and spreadsheet analytical techniques of the past and delivers information for the total dynamics and variability inherent in the modern contact center business.

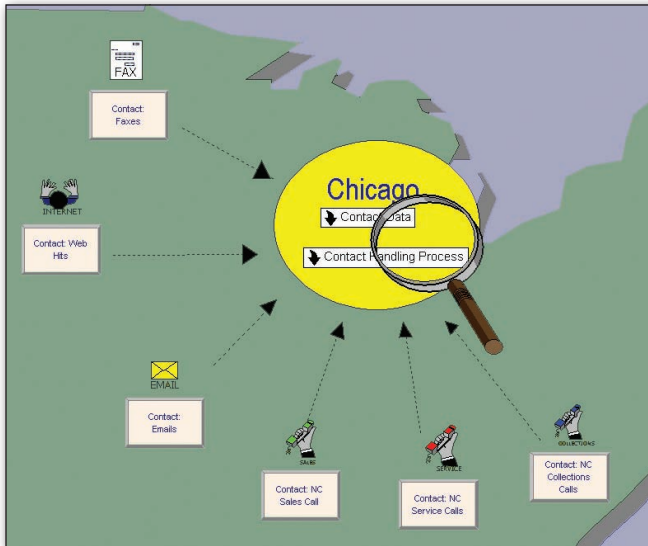
## Features

Arena Contact Center provides you with a comprehensive set of tools necessary to construct a “flight simulator” of your contact center, represented by a model (or several models) of your operating principles, investments, resources, and routing strategies.

Once constructed, your personal contact center simulator can be subjected to various proposals, strategies, and rules that may be far too risky and expensive to implement in real life. The virtual contact center can reveal the impact of a proposed change on your customers, agents, and profit margins.

By testing proposals and strategies in realistic conditions – before committing to real investments or implementing changes on live business – you gain the confidence to select and implement only the strategies that have been proven to work, reducing the risk of improper implementations. The result ... strengthened customer relationships and maximized operating efficiency.

LISTEN.  
THINK.  
SOLVE.™



## Benefits

### Make informed decisions about multi-channel customer access strategies.

Phone, email, fax, and Internet transactions are changing business processes across the entire organization. Arena helps in formulating the best business strategies based on multi-channel contact.

- *Multiple forms of contact*  
Modeling an incoming call taken by an agent who is already working on an email or fax. In this case, the email or fax transaction typically would be completed after the agent has handled the phone call.
- *Integration with self-service systems*  
Modeling contacts made to live agents through an Internet-based self service.
- **Order fulfillment and back-office processes**  
Modeling front- and back-office behavior that includes an order-entry business process after an agent has determined that an incoming phone call generated an order.
- *Outbound calling campaigns*  
Modeling outbound phone calls that are precipitated as a result of incoming phone calls. This is typical in centers where an agent may need to research information first and then call a customer back to resolve a customer issue.
- *CTI integration*  
For a complete assessment of CTI (computer telephony integration) strategy, Arena Contact Center's Script panel allows the definition of additional resources, such as telecommunications devices, human resources, and so on.

### Measure the effect of your contact centers on overall customer service.

Arena Contact Center provides the unique capability to capture the sensitivity of change, not only in the contact center, but also in other mission-critical aspects of the organization, such as internal processes, workflows, manufacturing processes, and so on. These processes subsequently can be improved to facilitate efficient service delivery.

### Convert existing contact center information into actionable business decisions.

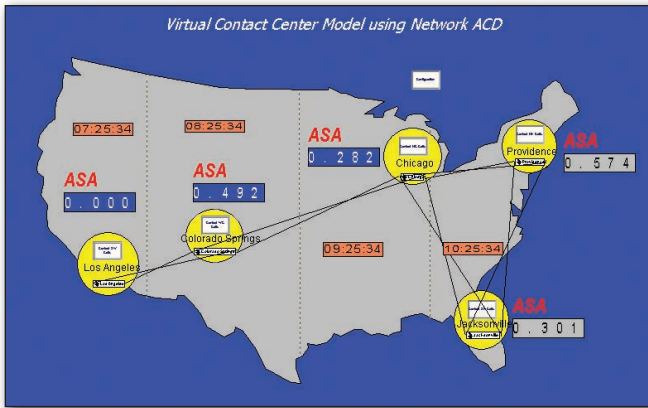
Arena Contact Center leverages existing information from your workforce-management tools and contact-routing logic to help you identify and focus on existing problem areas and bottlenecks so you can suggest specific improvements.

- *Integrate with key data*  
Arena Contact Center leverages key data management technologies to make data transfer and integration an integral component of the solution. Arena is able to read from and write to any Microsoft®-supported data repository such as Excel or Access. Using DAO capability, you can read in data such as agent schedules, call patterns, and forecasts – information critical to your contact center operations.
- *Standardized add-ins*  
Arena integrates Microsoft Visual Basic® for Applications (VBA) into its product architecture so that users may create their own utility tools and custom interfaces. There are several utility tools created specifically to make it easier to perform data- or modeling-intensive tasks such as reading contact volumes and histories, generating agent animations, and viewing reports. All of the VBA code used in developing these wizards is available to you so that you can customize these applications to suit any specialized needs or use them as a template to create your own wizards.

### Handle complex issues with ease.

Arena Contact Center was designed to handle a wide array of complex issues, from agent assignment based on skill-based routing to combining several contact centers into one virtual contact center.

- *Skill-based routing*  
Arena Contact Center provides unique features to model skill-based routing comprehensively, with no limits on the number and types of skill that can be represented. In the Agent module, you can describe the different types of calls that an agent or parent group may handle. For every call type within an agent group, you can associate a skill factor (a number) with the agent's skill in handling this type of call.



When calls are handled through a skill-based routing strategy, the simulation will model the specific nuances and rules of your ACD (automatic call distributor) to send calls to the most appropriate agent.

- **Multiple sites**

Arena Contact Center allows you to create and model multiple sites easily within the same framework. You can model each of them individually or create a copy of one contact center (using agents, schedules, call types, and call patterns), and then paste it within the same model to reflect another contact center. The configuration model allows you to tie all of these models together.

- **Virtual contact centers**

Building models quickly and accurately that simulate complex network routing is a key strength of Arena Contact Center. Accurately modeling network routing of calls to multiple sites or to a selection of agent groups across multiple sites is absolutely critical to experimenting with the call-routing logic. The software provides several unique features to describe the exact set of parameters used in configuring the network ACDs. As a result, Arena Contact Center has an outstanding performance record in modeling leading network ACD products.

- **Justify new hardware and software implementations**

Once you've created a model of your contact center, you can add new hardware and software virtually – in your model – to compare how these new investments affect your service and performance levels to justify their purchase or implementation.

- **Validate contact-routing rules**

Arena Contact Center gives you the ability to verify quickly and easily that your model is working properly through a critical “eyes on” flowchart animation. Flowcharting is an ideal, intuitive tool that allows Arena Contact Center users to map graphically the complex routing of calls between contact centers and agent groups. In Arena Contact Center, the flowchart comes to life as icons representing each call flow through the logic blocks and the connection lines in your flowchart. Further verification is provided by online statistics that display the status of queues, resources, and costs

graphically as the model runs. No other contact center modeling tool gives you these fundamental capabilities.

- **Validate staffing requirements**

Arena Contact Center extends the capability of your existing workforce management packages. By reading in estimates computed by workforce management tools, you can fine-tune and validate staffing to determine how your staffing model will perform under realistic conditions that include more than average estimates and forecasts.

**Quantify the ROI of a proposed change with Arena's service metrics reports.**

Once you run a model of your contact center for a given scenario of inputs, the response of your contact center can be viewed through reports on key contact center performance issues such as those shown below.

- **Aggregate contact center system performance**

▫ Service levels	▫ Call details
▫ Agent usage	▫ Overflow
▫ Transfer	▫ Call-backs
▫ Peaks	▫ Bottlenecks

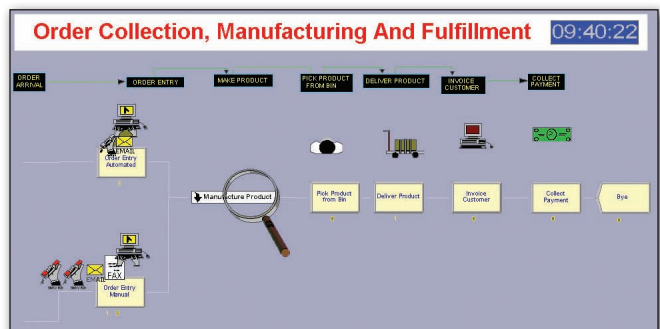
- **Customer metrics**

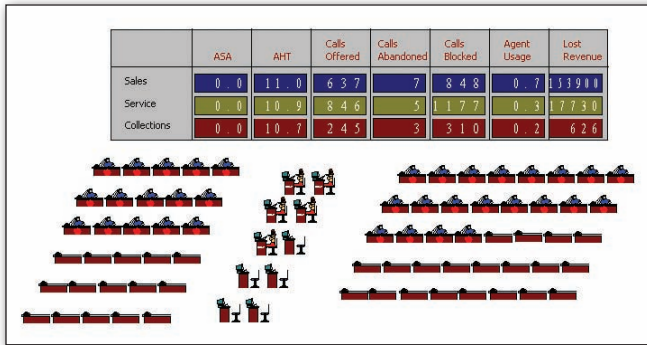
- Speed of answer (by call type/group)
- Abandonment rates and patterns (by call type/group)
- Blocking/busy rates and patterns (by call type/group)

- **Agent usage and effectiveness**

- Utilization (by agent type/group)
- Cost by call type (by agent type/group)
- Service levels
- Call details
- Agent usage

Additionally, Arena Contact Center can provide real-time dynamic output in the form of plots, histograms, and standard contact-center performance metrics like speed of answer, service levels, abandonment rates, trunk utilization, and many more. Dynamic animation provides the unique ability to identify bottlenecks visually, obtain a better understanding of the circular relationships affecting system performance, and perform sensitivity analysis.





You can create and customize reports as you wish. Information that you want to display is written out to an Access database. Using Crystal Reports®, you can read this information to create sophisticated reports and even display them across the Web.

### Perform complete financial analysis of the contact center environment.

With Arena Contact Center, you can model the financial aspects of your contact center in three ways:

- *Agent costs*  
By describing fixed agent costs in terms of hourly wages, the aggregation of costs incurred by agents is then calculated automatically as the simulation progresses based on the schedule followed.
- *Trunk costs*  
By describing trunk costs in terms of costs incurred per minute, incurred trunk costs are calculated automatically as the simulation proceeds based on trunk utilization.
- *Fixed and variable costs*  
With Arena Contact Center, you can calculate any costs associated with lost calls, costs per call, and revenue opportunities per call, and you can also tie in any mathematical formulas associated with your costing analysis. Both fixed and variable costs can be modeled through relationships that tie in several factors such as changes in service levels, abandonment rates, revenue collected, cost of service, and so on.

The combination of these three methods allows you to perform a complete financial assessment of your contact center – from budgeting to capital investments and resource allocations.

Arena is a trademark of Rockwell Automation, Inc.  
All other trademarks and registered trademarks are the property of their respective companies.

[www.rockwellautomation.com](http://www.rockwellautomation.com)

### Power, Control and Information Solutions Headquarters

Americas: Rockwell Automation, 1201 South Second Street, Milwaukee, WI 53204 USA, Tel: (1) 414.382.2000, Fax: (1) 414.382.4444  
Europe/Middle East/Africa: Rockwell Automation, Vorstlaan/Boulevard du Souverain 36, 1170 Brussels, Belgium, Tel: (32) 2 663 0600, Fax: (32) 2 663 0640  
Asia Pacific: Rockwell Automation, Level 14, Core F, Cyberport 3, 100 Cyberport Road, Hong Kong, Tel: (852) 2887 4788, Fax: (852) 2508 1846

## Recommended Requirements

Minimum requirements/recommendations for running the Arena software include:

- Arena® simulation software, version 13.00.00.
- Microsoft® Windows Vista® (SP1 or later, 32-bit version only), Windows Server® 2003 Standard Edition (SP2 or later, 32-bit version only), Windows Server 2003 Standard Edition R2 (SP2 or later, 32-bit version only), Windows XP Professional (SP2 or later), Windows XP Home (SP2 or later).
- Microsoft Internet Explorer®, version 6.0 or later. Version 7.0 is recommended for Windows Vista operating systems.
- Adobe® Acrobat Reader 8.1.0 or later, to view documentation.
- Hard drive with 250MB free disk space (or more, depending on the options installed). 1GB RAM (or more).
- Intel® Pentium® processor, 2GHz or faster. The Arena software can be run on single processor, dual processor, and dual-core processor computers; however, you can only run one instance of Arena at a time.

Note: The faster the PC, the better the system will run. The running and animation of Arena and some large simulation models can be calculation-intensive, so a faster processor with additional memory may result in improved performance. In addition, a larger monitor and a screen resolution of at least 1024 x 768 are recommended for improved animation viewing. You must have Administrator privileges to install the software.

## More Information

For more information and pricing of Arena software, please contact the U.S. Rockwell Automation office at (1+) 724-741-4000 or contact your local Arena reseller. A listing of worldwide Arena resellers may be found at [www.ArenaSimulation.com](http://www.ArenaSimulation.com).

[www.ArenaSimulation.com](http://www.ArenaSimulation.com)