

## White Papers

### Cloud Routing

**ConnectFirst's technology can help you manage call spikes, business continuity, and load balancing.**

ConnectFirst helps you manage your call traffic by allowing you to make use of multiple destinations distributing calls based upon your preferences. Allocation can be configured in many ways, so no call receives a busy signal or is placed in an infinite queue.

Business rules can be established as a hierarchical set of destinations, so your best-performers receive calls first. As soon as any destination hits a specific call-count, or has no available agents, calls are automatically sent to a secondary destination, and so on. You may configure destinations based upon time of day, and/or split volume in various ways.

#### Allocation Types

- Simple Overflow
- Percentage Allocation
- Call Count
- Round-robin
- Time of Day
- Geographic

Your calls **MUST** be answered quickly. Our Cloud Routing allows media agencies to test call center and campaign performance by evaluating specific channels or markets individually.

Call spikes are easily managed, abandonment is reduced and consumers receive a higher level of service since they will not have to hold for an available agent when they contact you.

#### Features

- Easy to Use
- Affordable
- Flexible
- Real-time Monitoring, Telemetry, Configuration Changes
- Diverse Data Source Capable
- Web-based Configuration and Reporting

ConnectFirst's Cloud-Routing technology is easy to implement, very affordable, and gives in-depth reporting that offers complete transparency. Call Centers will not be able to 'cherry pick' calls and agents to skew results, as they don't control which calls can be monitored or recorded.

ConnectFirst is destination agnostic, and can help you evaluate overall service levels, identify potential abandonment issues, and help ensure that campaigns are managed effectively.

Our platform is mature and robust, and will allow you to scale both your capacity and capabilities.

**Our cloud routing is 100% on demand, and offered as a SaaS (Software as a Service) solution.**

