



CallMax Phone System

Call Center Solution

Complete Features

Reliable

Easy to Manage

This document outlines the CallMax Phone System's service offerings for call center solutions. Available both in the cloud and on-premises, CallMax offers a complete package for voice, video, chat, call center, messaging and more, out of the box. By integrating market-leading unified communications (UC) and contact center (CC) solutions into a single suite, CallMax helps businesses boost engagement, collaboration, and operational effectiveness for customer success.

Deliver Superior Customer Experience

Built with a customer-centric approach, CallMax call center solution surpasses traditional voice routing and management to offer omnichannel messaging support. With a complete list of intelligent features it provides a user-friendly visual workspace that effortlessly streamlines all your inbound activities.

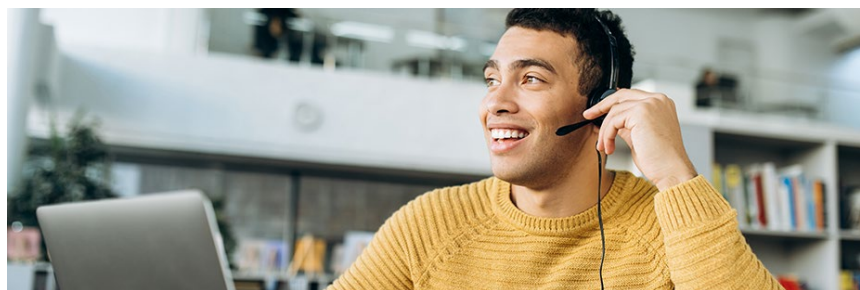
Key Solution Capabilities

- Inbound Call Center
- Outbound Call Center
- Live Chat & Omnichannel Messaging
- Agent Collaboration
- Quality Management
- Reporting & Analytics
- CRM Integrations & APIs
- High Availability

Benefits

- ✓ **Integrated in your PBX.** One low-cost license to let anybody in your company help handle customer queries.
- ✓ **Maximize outreach** with automated dialer and easy campaign management tools to boost efficiency.
- ✓ **Seamless working** across multiple locations and remote agents.
- ✓ **Resolve swiftly** using intelligent routings, design-led interfaces streamlining call center interactions, and unified internal collaboration tools.
- ✓ **Activate agent potential** with powerful monitoring, analytics and performance management to identify areas of opportunity and improvement.
- ✓ **Delight customers** with the freedom to contact your company over phone, SMS, social media, and more
- ✓ **Reduce IT dependency** with everything ready out of the box.
- ✓ **Compliant** with data privacy and security standards: GDPR, PCI, ISO 27001, etc..

Drive Efficiency with Easy-first Inbound Tools

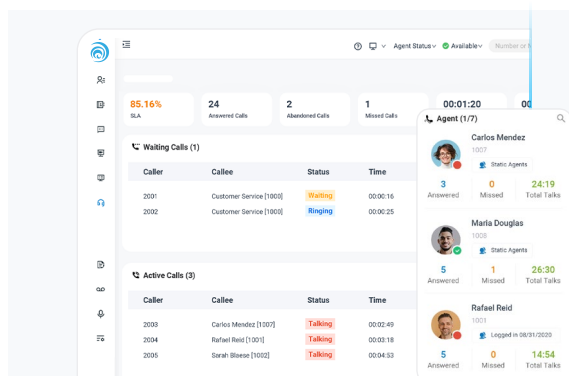


Intelligent Call Routing

Achieve higher first-call resolution using advanced self-service IVR and automatic call distribution (ACD) that routes calls based on priority, agent skill levels, time of day, language preferences, and more.

Queue Panel

The Queue Panel allows agents and supervisors to efficiently manage all aspects of a queue. From agent coaching to call handling, it's your visual, intuitive interface to handle all daily call center operations efficiently through a single interface.

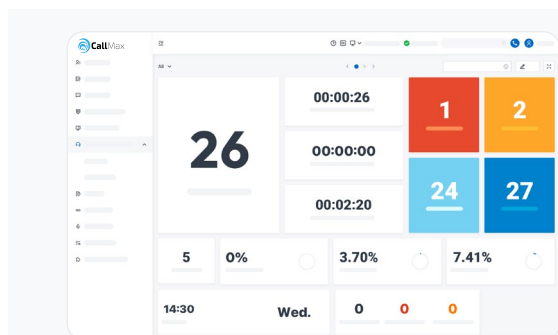


Key functionality:

- ✓ Manage agent status: login/out, pause/unpause
- ✓ Handle queued calls: drag-and-drop distribute & transfer
- ✓ Live agent coaching: click to listen-in, whisper, barge-in monitor
- ✓ Track & label missed call processing results
- ✓ Display real-time active/waiting queued call list
- ✓ Display real-time per agent & aggregated performance data

Real-time Wallboard

The Wallboard aggregates your call center KPIs and metrics into an intuitive display. With real-time performance data per queue and the sum of all queues, you can easily spot the emerging trend at a glance at any time and take proactive actions.



Key functionality:

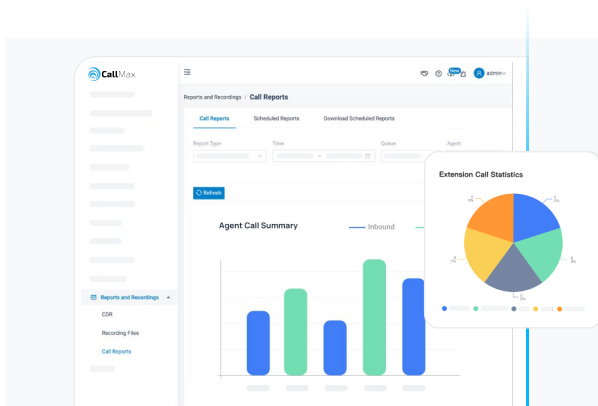
- ✓ Visualize 17 key metrics including Missed Rate, etc.
- ✓ Track real-time stats of one or multiple queues
- ✓ Intuitive widget-based view and informative chart view
- ✓ Automatic notification on SLA threshold

Quality Monitoring & Compliance

Record calls for legal and quality monitoring. Train agents live with Listen-in and Whisper and use Barge-in to take over when needed. Ensure every interaction of your agents is up to standard.

Call Center Reports

Gain the business insights needed to maximize agent performance and provide better customer service and run targeted analysis over your call center data.

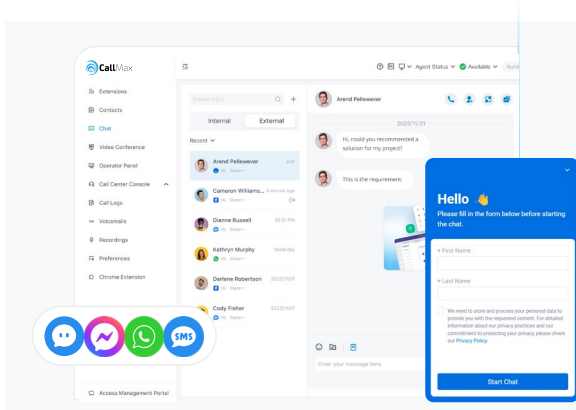


Key functionality:

- ✓ 13 customizable reports spanning IVR, Agent, Queue, and Customer Satisfaction dimensions
- ✓ Intuitive graphs for greater visibility
- ✓ Scheduled periodic downloads

Omnichannel Messaging

Add messaging channels alongside your voice support. Chats from every channel—including live chat, SMS, and messenger—route directly to your inbox for easier prioritization and resolution.

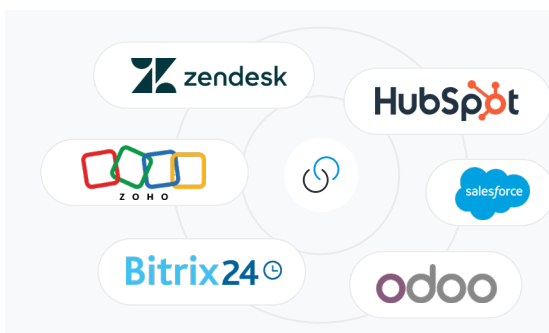


Key functionality:

- ✓ Connect Facebook, WhatsApp, SMS and Website Live Chat
- ✓ Auto agent assignment, message queues, and chat transfer
- ✓ Chat to call in one click
- ✓ Automatic contact matching
- ✓ Chat logs and Message detail records
- ✓ Outbound bulk messaging for SMS and WhatsApp

Pre-built CRM Integrations & APIs

Link the system with your CRM or helpdesk and bring up the customer contact record before you answer that call.



Key functionality:

- ✓ Quickly identify who's calling or as messages come in
- ✓ Automatic call popup
- ✓ Click to call directly from CRM interfaces
- ✓ Automatically log calls to CRM records

Reach Customers with Seamless Outbound Calling Capabilities

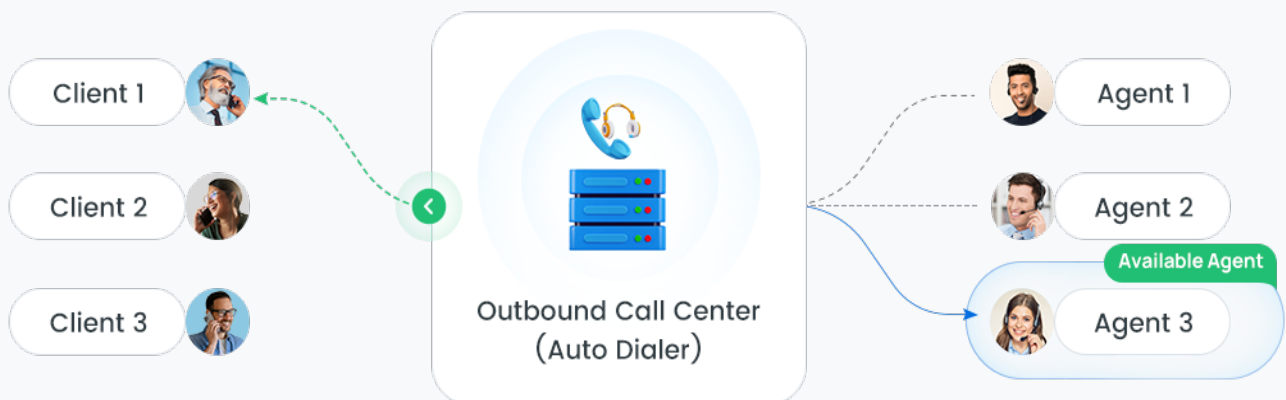


Built-in Auto Dialers

Automate the dialing process and connect agents a live prospect efficiently. Let your agents handle interactions that require a human touch, while routing the rest to pre-configured destinations like IVR for maximum outreach.

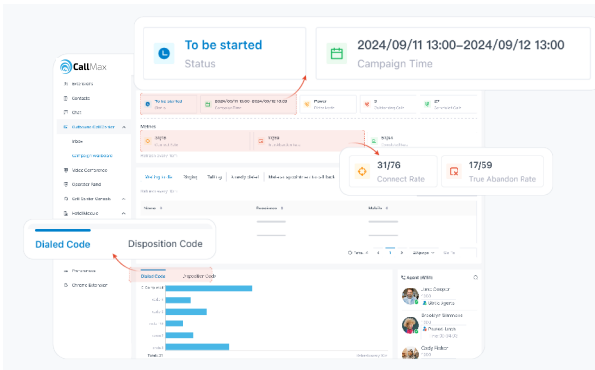
3 Auto dialers for every need:

- **Progressive Dialer**: Dial on a one-to-one basis to establish high-quality connections between leads and agents.
- **Power Dialer**: Optimize call volumes and agent availability by adjusting dialing rates to minimize dropped or abandoned calls.
- **Agentless Dialer**: Connect with customers for simple messages or telemarketing, without requiring live agent availability. This enables rapid outreach to a broad audience.



Real-timeall Campaign Wallboard

Discover up-to-the-minute outbound campaign performance metrics, detailed dialing logs, and call disposition summary — all from a single, intuitive wallboard. Supervisors can leverage the dashboard to monitor and optimize campaign performance in real time.

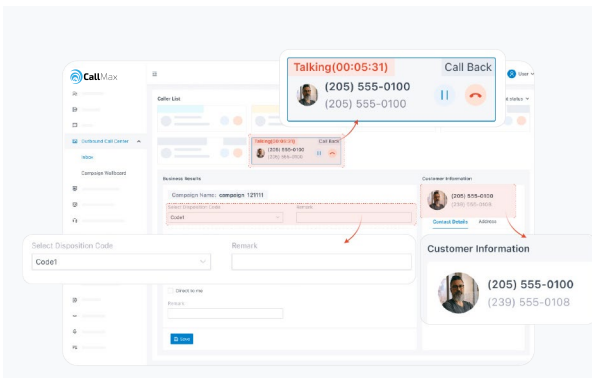


Key functionality:

- ✓ Track outbound campaign statistics
- ✓ Monitor live KPIs: connect rate, abandon rate, and more
- ✓ Visualize dial results & dispositions summary
- ✓ Filter and search dialing logs in seconds
- ✓ Track queue agents' status in one place

Agent-based Call Inbox

Streamline operations with a unified operation hub for agents, combining complete view of all assigned campaign calls, contact details, call dispositions, and callback schedules in one convenient location.

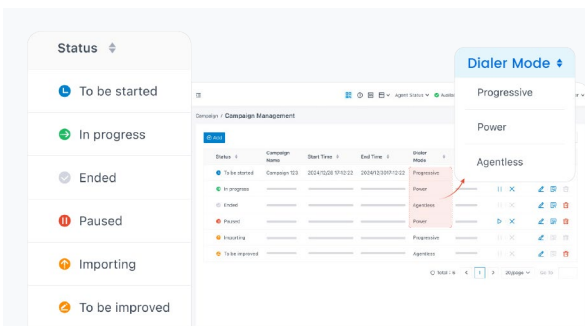


Key functionality:

- ✓ View real-time active/waiting calls
- ✓ Answer, hang up, or manage assigned calls
- ✓ Access detailed customer information
- ✓ Label call outcomes and add remarks
- ✓ Schedule an automatic callback

Easy Campaign Management

Running outbound call campaigns effortlessly with easy campaign management tools. Enable outbound queue managers to effortlessly create, schedule, and monitor outbound call campaigns.



Key functionality:

- ✓ Keep track of all campaigns in a unified list
- ✓ Set campaigns: dialing hours, dial mode, DOD, etc.
- ✓ Manage outbound queues with ease
- ✓ Manage call disposition tags

Integrated Call Center Features



The table below provides an overview of the integrated call center features available in the CallMax Phone System.

Self-service

- Interactive Voice Response (IVR)
 - Multi-level
 - Multi-lingual
 - Time condition-based
 - Custom Greetings & Voice Prompts

Call Queue Treatment

- Automatic Call Distribution (ACD)
- Skill-based Routing
- Priority Queue & Acceleration
- Automatic Queue Callback
- Queue Ring Strategies
 - Liner (Fixed Order)
 - Ring All (Simultaneous)
 - Rrmemory (Rotary)
 - Fewest Answered
 - Least Recent
 - Random
- Music on Hold
- Custom Voice Prompts
- Queue Position Announcement
- Estimated Wait Time Announcement

Team Collaboration

- Agent Presence Status
- Call Transfer (Cold/Warm)
- Three-way Calling
- 1:1 and Team Chat
- File Sharing

Agent Experience

- Web-based UX
- Dynamic & Statistic Agents
- Queue Panel
- Missed Call Disposition
- Screenpop
- Contact Record Display
- Linkus UC Clients
 - Browser-based
 - Windows, MacOS
 - iOS & Android
- Computer Telephony Integration (CTI)
- Voicemail Announcement

Quality Assurance

- PCI-compliant Call Recording
- Call Monitor, Whisper, Barge-in
- Post Call Surveys

Dashboard & Reporting

- Wallboard & Real-time Analytics
- SLA Monitoring & Notifications
- Real-time and historical reports
 - IVR Reports
 - Agent Performance Report
 - Agent Call Summary Reports
 - Agent Activity Reports
 - Queue Performance Report
 - Queue Callback Reports
 - Queue Activities Reports
 - Satisfaction Survey Reports

Outbound Call Capabilities

- Auto Dialers
 - Progressive Dialer
 - Power Dialer
 - Custom Greetings & Voice Prompts
- Outbound Campaign Call Inbox
 - Assigned Outbound Call List
 - Customer Details
 - Call Disposition
 - Scheduled Callback
- Outbound Campaign Wallboard
 - Performance Metric Data
 - Dialing Logs
 - Dial Result Summary
- Campaign Management
 - Campaign General Settings
 - Outbound Queue Management
 - Local Presence DOD
- Do Not Call (DNC) List
- Call Attempt Control

Omnichannel Support

- Live Chat
- SMS Integration
- WhatsApp Integration
- Facebook Messenger Integration
- Message Queue
- Message Detail Records

Integrations

- CRM Integration
- Helpdesk Integration
- Open APIs
- Linkus SDKs