

# ACD

In this chapter you will learn what functions to use when setting up and operating the ACD. This chapter should be read by administrators and supervisors of call centers.

## What is ACD?

ACD stands for Automatic Call Distribution. Using the ACD, incoming calls and media events (voice mail, fax, SMS and callback requests) can be routed using defined rules to agents in a call center.

The object is to connect callers as quickly as possible with the best suited and available agent. The system can also distribute media events, i.e. incoming faxes, SMS, voice mails and call back requests, to the agents in a call center.

## ACD and Call Centers

The call center is a typical scenario in which an ACD is used. However, other organisations can also profit from using ACD to distribute incoming calls. In this document we will mostly refer to call centers. Call centers can be distributed over several locations. As administrator, you can centrally organise and manage agents and call flows. You can group your agents together in groups, which are used to service different themes or hotlines. Calls from customers or prospects are distributed according to defined criteria to agents within your ACD groups.

## ACD and jtel Portal

You can find most of the ACD functions in the main menu group ACD. The web based application is used for the administrations of the system and also for the supervisors and agents of the call center. As administrator, you create one or more supervisors for each ACD group. Supervisors can monitor the agents in the call center, and can actively influence and evaluate the ongoing work in a call center. Agents have a (limited) view of the calls within their groups. Numerous functions such as routing rules, prompt management, web messages and statistics, help you organise the call distribution in your call center.