



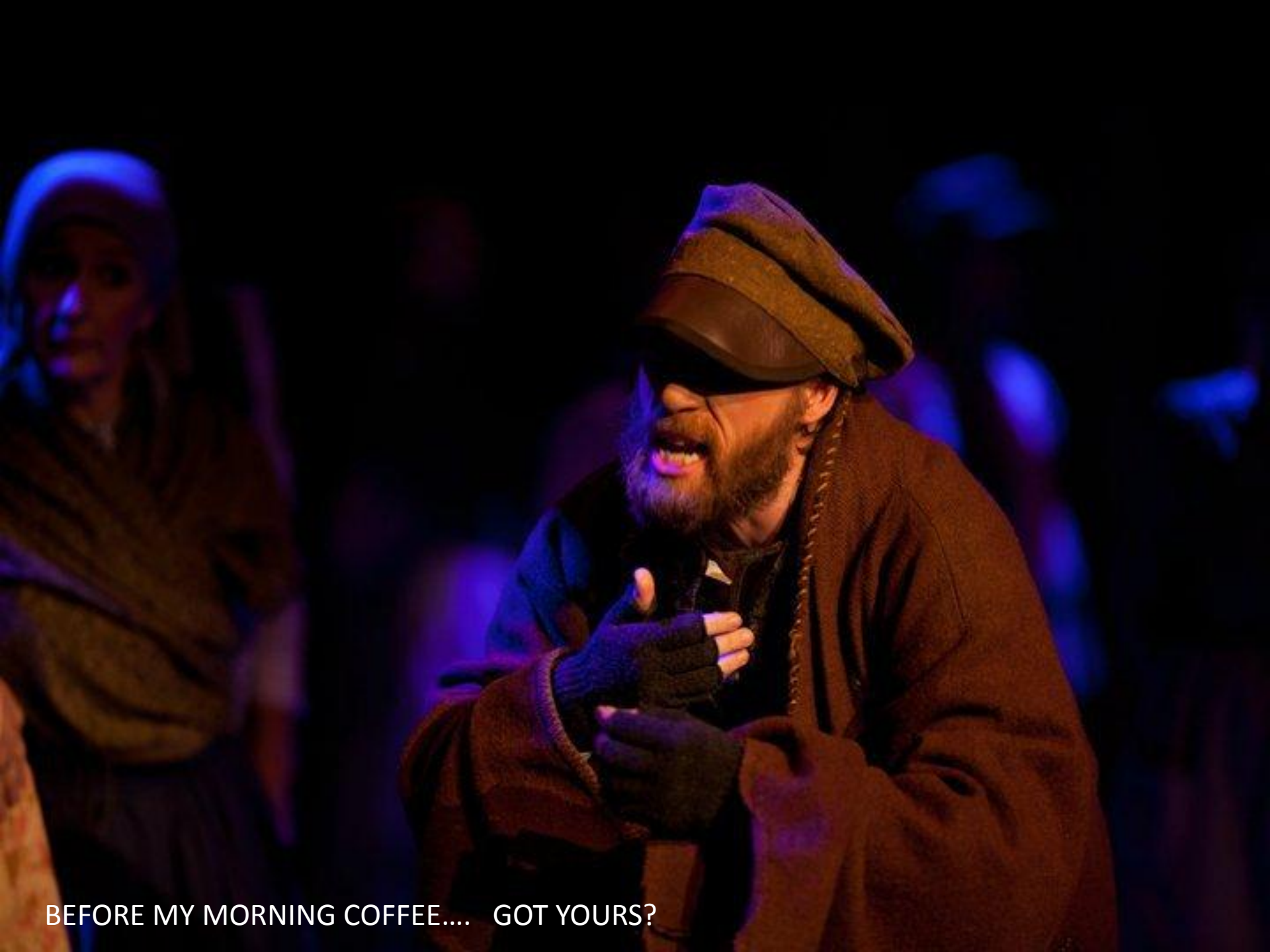
The Australian Ballet

Tessitura Phone Integration

Damien Calvert
IT Manager



50 CELEBRATING
50 YEARS
1962-2012



BEFORE MY MORNING COFFEE.... GOT YOURS?

THE CALL CENTRE BACKGROUND

STAFF

9 Customer Service agents (during peak)

1 Manager

4 Specialist Customer Services Coordinators
(Operations/Sales/Ticketing/Reporting)

STATS

Avg calls per day: PEAK 147 / OFF PEAK 55

On-sales and start of Subscription: 400

Average Handling Time

- Subscriptions period 5:15
- Non subsubscriptions 4:37

Booking channels: web 77% / phone 23%

THE BACKGROUND

2011 phone system modernisation project

Regain control of the system

- Flexibility
- Mobility
- Unified communications

Enterprise Call Centre solution

ShoreTel VoIP system

- 58 lines across three sites
- 150 users



THE CHALLENGE

**“THOU SHALT INTEGRATE
THE CRM SYSTEM
WITH
THE PHONE SYSTEM”**

Integrate Tessitura with the new Call Centre
before 2012 subscriptions (Sept 2011)



**KEEP
CALM
AND
INTEGRATE**

THE REQUIREMENTS

- Streamline call handling time
 - Prepared for the call
 - Agent has a chance to lookup important info
VIP / CSI's / Subscriber etc
 - Avoid name spelling fun
- Capture wrap codes and notes to Tessitura
 - Tessitura is king
- Reporting on type of calls / interaction
 - Get a complete overview of all interactions from Tessitura
- Call prioritisation or diversion to appropriately skilled agent

THE WHAT

OUT OF THE BOX INTEGRATION

Call Queue Prioritisation

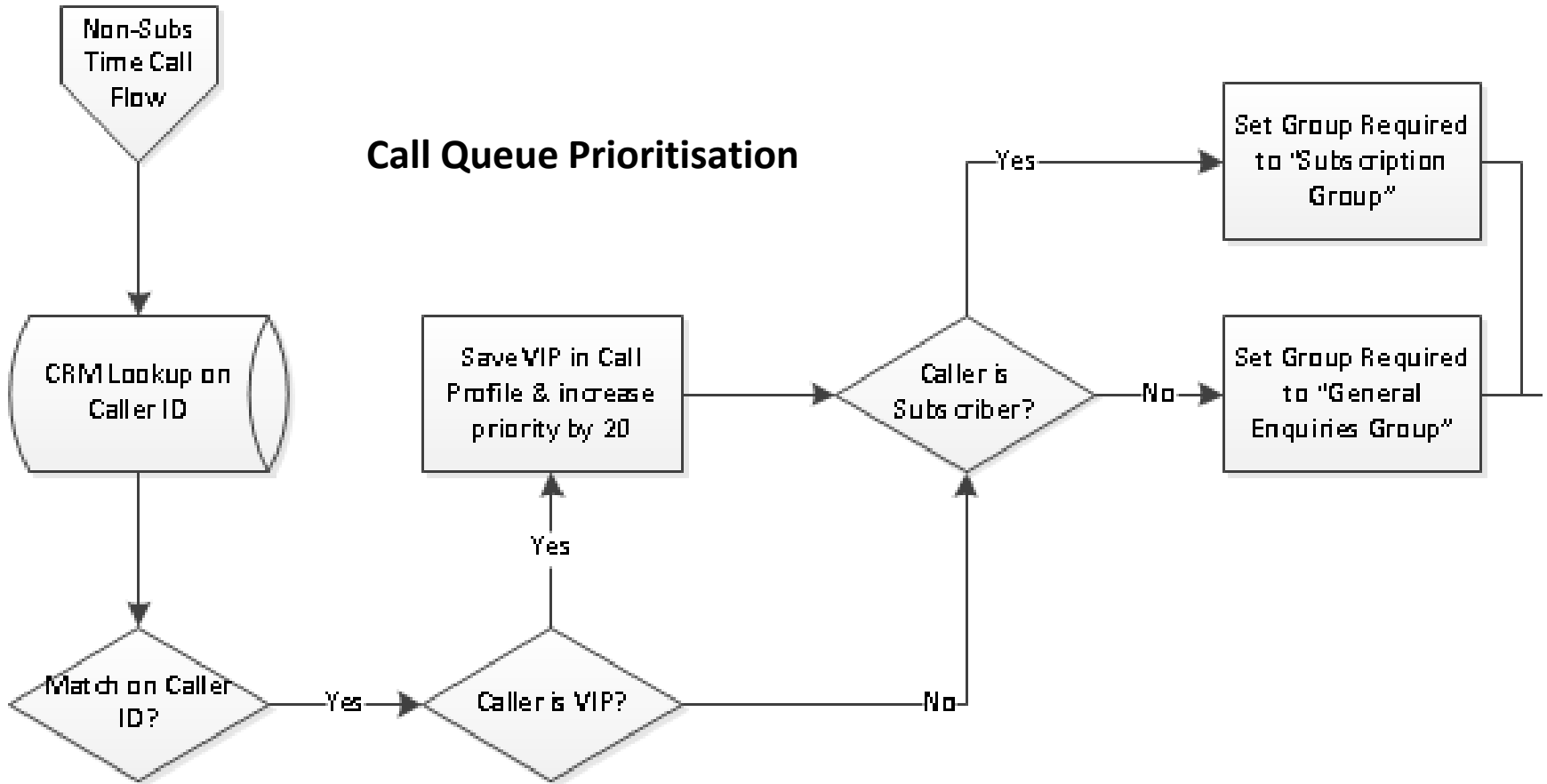
Caller ID is queried against the CRM DB to determine if the caller is a “VIP”. If so, the call priority is increased.

The DB is also queried to determine if the caller is a subscriber or not and the call is routed to one of 2 groups depending on that query.

CLICK to CALL

Highlight a number and press keyboard hotkey to dial

THE WHAT



THE WHAT

CUSTOM INTEGRATION

Tessitura Connector application

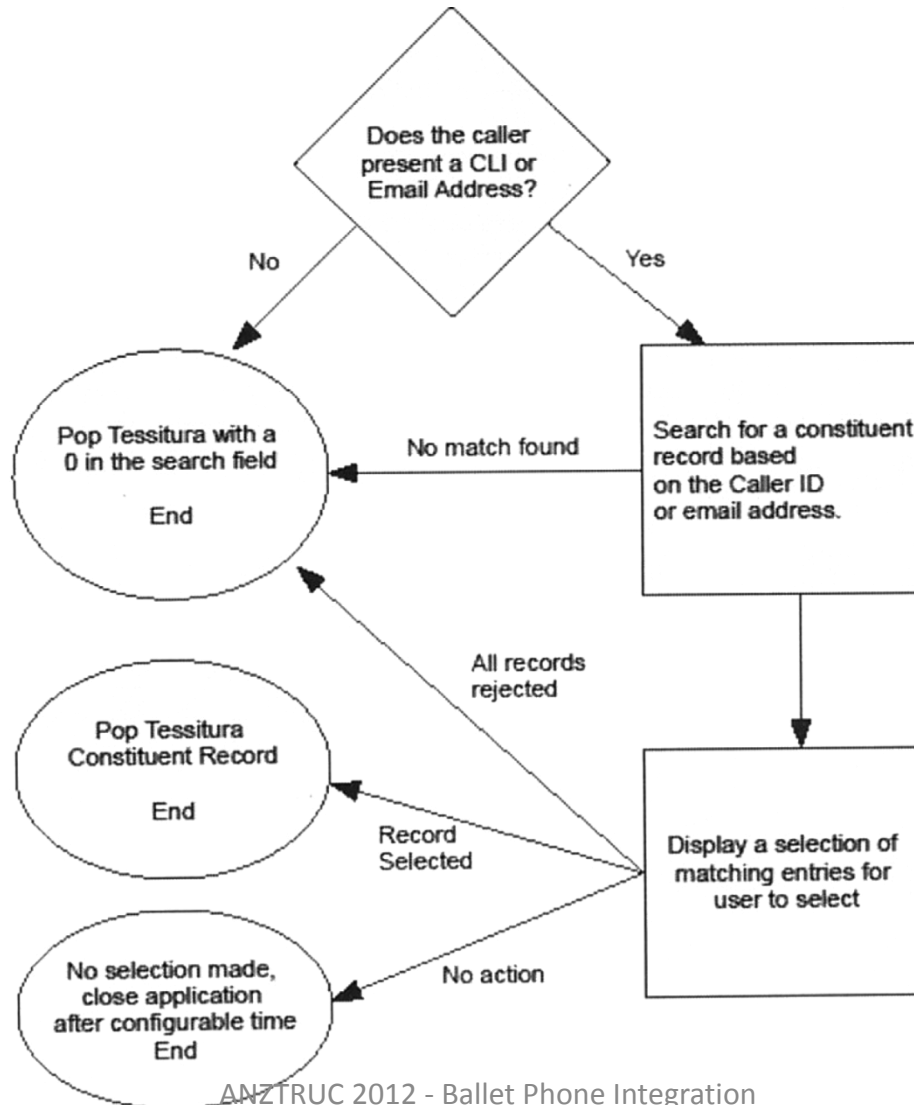
- works hand in hand with the Call Centre software
- Yes, we can also run this for non call centre users

- Inbound Number / Email address recognition
- Outbound Number recognition
- Tessitura Screen Pop

Population of Constituent contact record

Call details including wrap code and notes

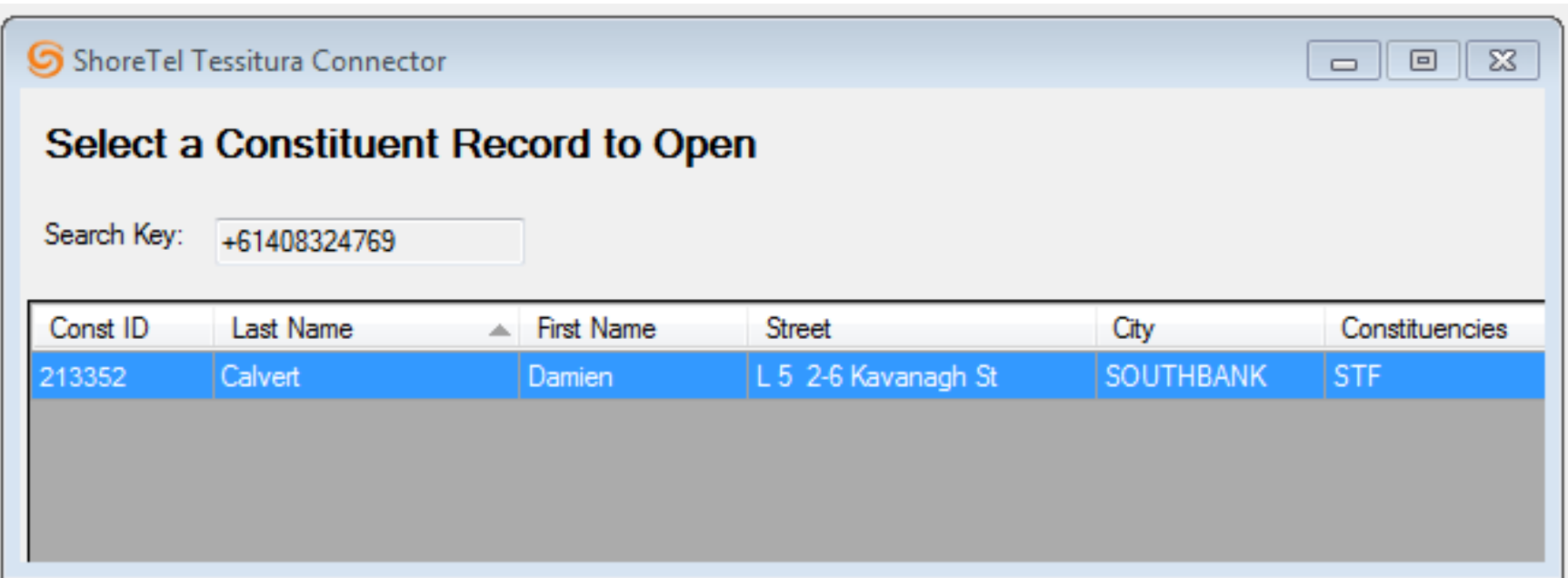
THE WHAT



THE GOODIES

Tessitura Connector

Constituent selection screen



ShoreTel Tessitura Connector

Select a Constituent Record to Open

Search Key:

Const ID	Last Name	First Name	Street	City	Constituencies
213352	Calvert	Damien	L 5 2-6 Kavanagh St	SOUTHBANK	STF

THE GOODIES

Tessitura Connector

Add Call Record screen

Appears after ending wrap state

The screenshot shows a software window titled "ShoreTel Tessitura Connector - Add Call Record". The window contains the following fields and controls:

- Constituent ID:** 213352 (with a blue tooltip: "(call record is associated with this constituent)")
- Name:** Damien Calvert
- Agent Number:** 1999
- Call Date:** 17/02/2012 8:40:42 PM
- Activity Type:** Incoming Call
- Wrap Code:** 250
- Call Notes:** A large text area with a scrollbar, currently empty.
- Remaining Characters:** 255
- Buttons:** Submit and Cancel

THE TESSITURA GEEK



The Global Leader for Arts & Cultural Technology + Services + Community

Sending Windows Messages to the Tessitura Client

(new 11/29/2010; applies to version 10 only)

Overview

It is possible to send standard Windows messages to the Tessitura client to signal to the client to do certain activities. This is useful for times such things as integrating Tessitura with outside applications, such as telephone software. The telephone software might send a message to Tessitura to open a particular constituent record, for example.

THE SQL GEEK

Tessitura Connector uses an ODBC connection to database

SQL Stored procedures

- Number and email lookup

- Customer validation

- Contact Log population magic

Custom Tables

- Call data table

- Wrap code conversion table

- Agent to Tessitura user translation table

THE SQL GEEK

LP_CUST_SEARCH_SHORETEL

Procedure used by the application to lookup likely matches for an incoming phone number or email address

```
exec dbo.LP_CUST_SEARCH_SHORETEL @search_value = '61396692769'--, @advanced_type = 'Phone'  
exec impresario.dbo.LP_CUST_SEARCH_SHORETEL @search_value = 'damienc@australianballet.com.au'
```

Results Messages

	Customer_no	Lname	Fname	Street1	City	Const_string
1	144296	Laslett	Richard	U 808 14 Kavanagh St	SOUTHBANK	MED,STF

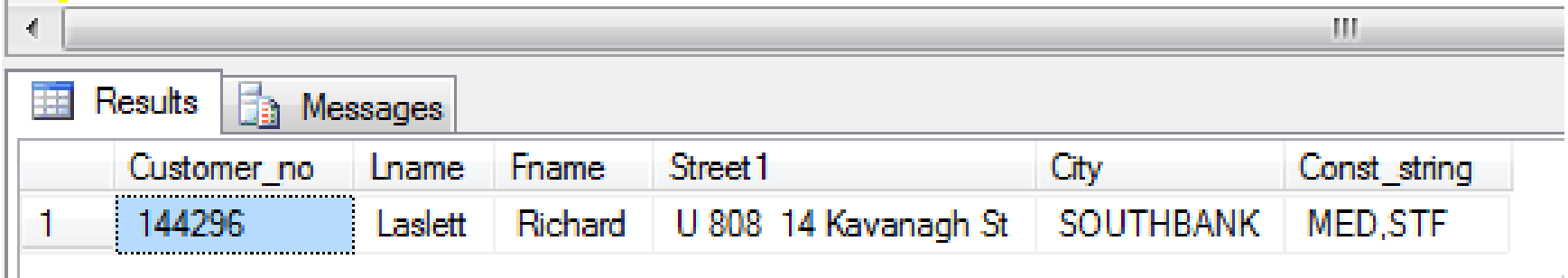
	Customer_no	Lname	Fname	Street1	City	Const_string
1	213352	Calvert	Damien	L 5 2-6 Kavanagh St	SOUTHBANK	STF

THE SQL GEEK

LP_CUST_VALIDATE_SHORETEL

Procedure used by the application to validate the customer_no if required to be entered manually at the completion of the call.

```
exec dbo.LP_CUST_VALIDATE_SHORETEL @customer_no = 144296
```



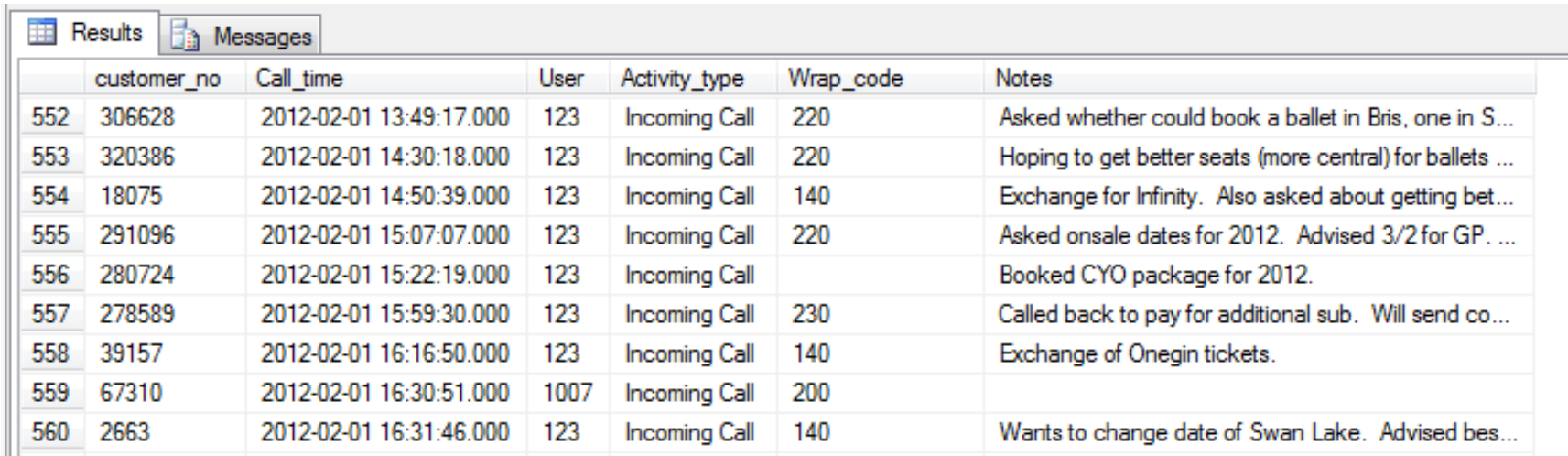
	Customer_no	Lname	Fname	Street1	City	Const_string
1	144296	Laslett	Richard	U 808 14 Kavanagh St	SOUTHBANK	MED,STF

(actually the app only checks to see that a row is returned, hence it is valid)

THE SQL GEEK

LT_CSA_CALLDATA

A Table that stores the data collected at the end of each call



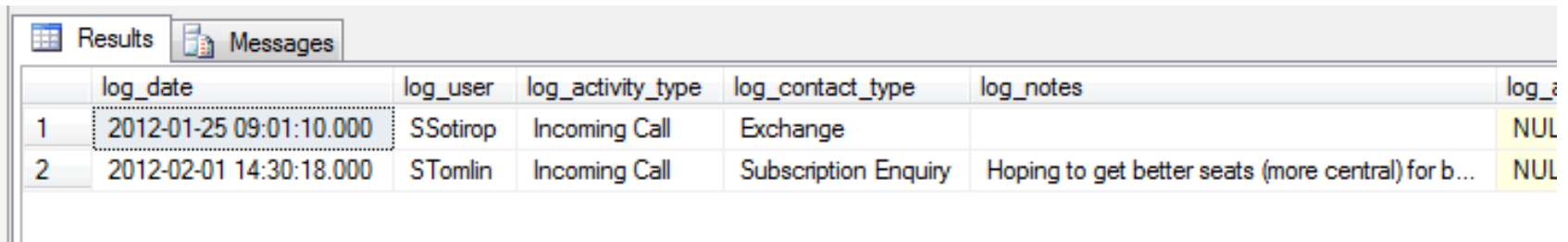
	customer_no	Call_time	User	Activity_type	Wrap_code	Notes
552	306628	2012-02-01 13:49:17.000	123	Incoming Call	220	Asked whether could book a ballet in Bris, one in S...
553	320386	2012-02-01 14:30:18.000	123	Incoming Call	220	Hoping to get better seats (more central) for ballets ...
554	18075	2012-02-01 14:50:39.000	123	Incoming Call	140	Exchange for Infinity. Also asked about getting bet...
555	291096	2012-02-01 15:07:07.000	123	Incoming Call	220	Asked onsale dates for 2012. Advised 3/2 for GP. ...
556	280724	2012-02-01 15:22:19.000	123	Incoming Call		Booked CYO package for 2012.
557	278589	2012-02-01 15:59:30.000	123	Incoming Call	230	Called back to pay for additional sub. Will send co...
558	39157	2012-02-01 16:16:50.000	123	Incoming Call	140	Exchange of Onegin tickets.
559	67310	2012-02-01 16:30:51.000	1007	Incoming Call	200	
560	2663	2012-02-01 16:31:46.000	123	Incoming Call	140	Wants to change date of Swan Lake. Advised bes...

It is updated by a stored procedure called by the client at the conclusion of each call

LP_UPDATE_CALLDATA

THE SQL GEEK

When a the Contact Log radio button is selected in Tessitura Stored procedure LP_CONTACT_LOG is triggered.



	log_date	log_user	log_activity_type	log_contact_type	log_notes	log_status
1	2012-01-25 09:01:10.000	SSotirop	Incoming Call	Exchange		NUL
2	2012-02-01 14:30:18.000	STomlin	Incoming Call	Subscription Enquiry	Hoping to get better seats (more central) for b...	NUL

THREE TABLES REFERENCED

1. LT_CSA_CALLDATA
Info written in the Add Call Record Tess Connector screen
2. LT_WRAP_CODE
Translates wrap codes into a description for the *log_contact_type*
3. T_METUSER
Translate the ShoreTel agent number to a Tess user code for the *log_user*
(entered in the Tess security module as the phone exchange number on the users setup screen)

THE END RESULT

Contact Log record

** Email interaction shows *From* and *Subject* in Notes

<input type="radio"/> Customer Service <input type="radio"/> Solicitations <input type="radio"/> Promotions <input type="radio"/> Ticklers <input checked="" type="radio"/> Contact Log						
Date	User	Activity Type	Contact Type	Amount	Issue No.	
6/02/2012 12:30:53	AWyatt	Issue Action	Exchange complete		61983	we recieved tickets in the mai
3/02/2012 15:10:05	AWyatt	Customer Service	Subs - exchange		61983	Barbara sent her tickets to us
1/02/2012 14:30:18	STomlin	Incoming Call	Subscription Enquiry			Hoping to get better seats (m
25/01/2012 09:01:10	SSotirop	Incoming Call	Exchange			
24/01/2012 13:53:33		Promotion	MK 2012 Marketing General			
19/12/2011 00:00:00		Promotion	PH 2011 AG Festive Catalogu			
15/12/2011 00:00:00		Promotion	MK 2012 Marketing General			
14/12/2011 13:46:47		Promotion	MK 2012 Marketing General			
9/12/2011 00:00:00		Promotion	PH 2011 AG Festive Catalogu			
8/12/2011 00:00:00		Promotion	MK 2011 Marketing General			
21/11/2011 15:55:04		Promotion	PH 2011 AG Festive Catalogu			
14/11/2011 09:21:41	JCurlis	Order Email	Email		805385	TO: barjlloyd@gmail.com
11/11/2011 15:05:08		Promotion	MK 2012 Sydney Renewals			
9/11/2011 10:30:17		Promotion	MK 2011 ST Mern W/ Sydney			

WHAT WE DIDN'T DO

Email to CSI tickets

PRO

Full email captured in Tessitura

CON

Could result in CSI SPAM

THE FUTURE

Agent queues

Call routed to the agent that had the last interaction with the customer

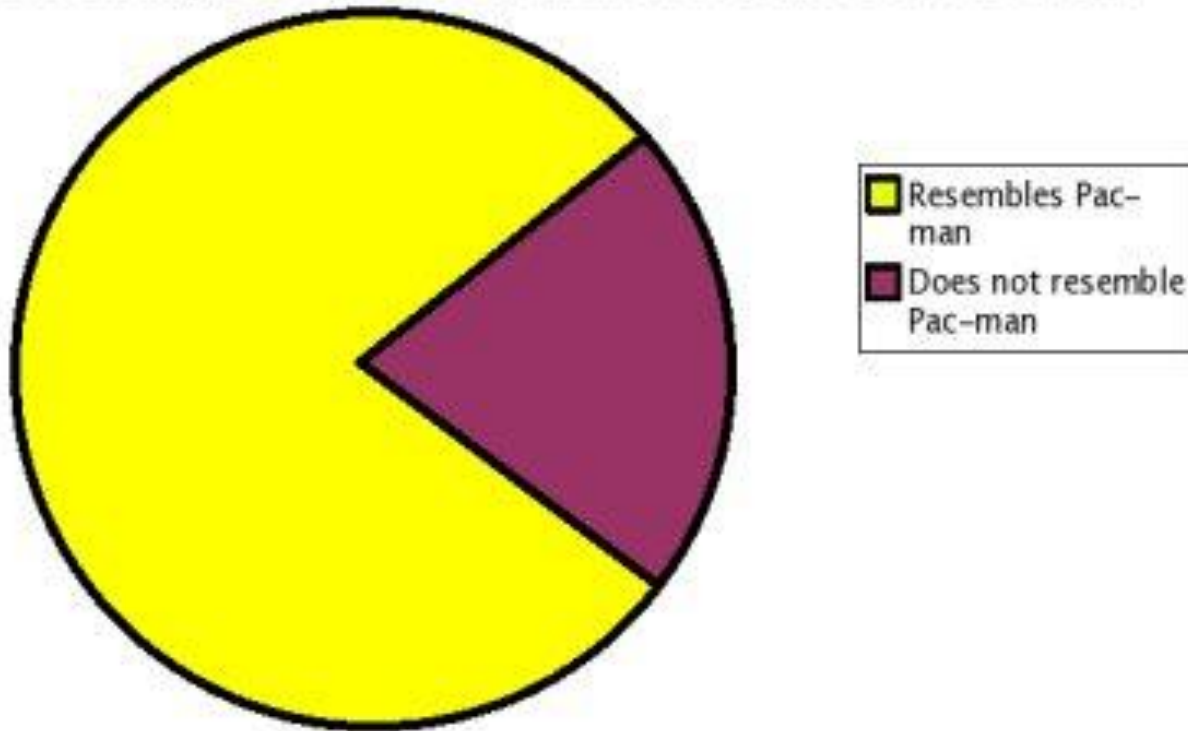


THE DEMO

goes here

A CHART

Percentage of Chart Which Resembles Pac-man



ANY QUESTIONS?

Amalia Hordern
Customer Relations Manager
Amaliah@australianballet.com.au

Damien Calvert
IT Manager
damienc@australianballet.com.au

Richard Laslett
Database Administrator
Richardl@australianballet.com.au

Adam Santilli
Customer Services Manger
Adams@australianballet.com.au

