ORACLE

Click-to-Call Cloud Service

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Getting Started Guide

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Oracle Click-to-Call Cloud Service Getting Started Guide

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1 Introduction

Oracle Click-to-Call Cloud Service provides customers with the tools to provision Click-to-Call buttons for placement on web sites and online services. When clicked, the hyperlink creates a connection to the Live Help On Demand network and establishes a call between the caller and the call agent.

The only requirement for a visitor to use the Click-to-Call phone-to-phone service is the visitor's phone number. Once this information is provided, an immediate phone connection is made between the Click-to-Call system and the visitor, using regular phone lines. There are no phone numbers to dial or extra phone lines needed to connect a web call. The phone number is sent to the application server, and the connection between the caller and the call agent or call center is established. Call agents then answer the phone just like any other call.

Important: For options/fields that are not specifically discussed in this guide, either accept the default values or contact Customer Support for assistance.

How to Use this Manual

Oracle provides this guide as a quick reference to administering and maintaining Click-to-Call functionality in your current environment.

Note: For information on administering any other channels (such as Oracle Live Help Chat) in your environment, contact your Oracle Live Help On Demand implementation specialist or Customer Support.

Prerequisites and Assumptions

To achieve a successful implementation of Click-to-Call, we recommend the following preliminary activities, and make the following assumptions:

- Create an Oracle Live Help On Demand account.
- Obtain administrator privileges on Oracle Live Help On Demand Webcare. For more information, see Appendix: Administrator Privileges.
- Participate in a successful implementation of Click-to-Call services via the Oracle Live Help On Demand implementation team.
- Arrange for the purchase of Click-to-Call services.
- It is assumed that the implementation uses the `atgsvcs` JavaScript Library, the Engagement Engine, and the ATG Invitation system.

2 Call Links

Call links are created using the Webcare Link Builder.

Creating a Call Link

To create a call link:

1. Log into Webcare, and go to **Setup > Link Builder**. The LinkBuilder page appears.
2. Next to **Add a New**, click **one** of the following link types:
   - **Web**—Used for exact positioning of the link icon; insert into `DIV` IDs or with static code.
   - **Email**—JavaScript-free and are used on Flash/Flex heavy pages and in marketing email campaigns. Additionally used when a customer cannot have third-party JavaScript on the site.

     Note: Cannot be used in conjunction with rules.
   - **Timeout/Hover**—**Timeout** links are used when showing the invite after a specific, configurable durations (for example, x seconds after a page load or x seconds after keyboard inactivity) or when you want to use one of the other timeout features (for example, hide invite after x seconds).

     Hover links are used to show the invite in a fixed location on the screen while the visitor is scrolling down a web page.
   - **Exit**—Obsolete; this link type is no longer used.

   Note: If you want to choose a different link type, you can change the link type on the Link Customization page by selecting from the Link Type menu.
3. On the Link Customization page, enter the following information:
   - **Link Name**—[Required] Descriptive name given to a link to distinguish it from another link or to easily identify it based on its use or placement. This name is what appears on the Link Builder index page for future maintenance.
   - **Link Type**—[Required] Refers to the Click-to-Call service type or intended link usage, and affects the HTML code created for the link.
   - **Language**—[Required] The language in which the call window is to be displayed.
   - **Phone Number**—[Required] Specifies the destination phone number to which the link's calls will be routed. This is generally the contact center's phone number.

     Select the country of the destination phone number from the menu and then enter the phone number.

     Note: For international numbers, calling rules are in place to account for most national prefix (for example, 330 or 33 can be entered). One known exception to this is Italy where the national prefix must be defined by the user (for example, use 390 for calls to landline, and 39 for calls to mobile).

- **Extension**—[Optional] This feature supports destination phone numbers that call an IVR (Interactive Voice Response) system where callers typically need to press a sequence of digits on their telephone keypad to be routed to the appropriate destination (for example, Sales, Customer Support, or Accounting).

  By entering a sequence of digits, the system automatically plays the digits required to route the caller to the appropriate destination.

  Valid characters include the digits 0 through 9, star (*), pound (#), comma (,) and period (.); where comma (,) represents a two-second delay and period (.) silences audio messages during the auto navigation.
- **UI Title**—[Optional] If a value is entered here, it is the title of the user interface for this link as displayed in the title bar of the browser (every page of the user interface displays this title). If left blank, the default title entry is used.
- **HTTPS Link**—[Optional] Specifies that the link is used on a secure page. It is beneficial to use a HTTPS link on a page whose URL starts with `https://` and not use it on a page whose URL starts with `http://`. This action prevents a user from receiving a message that indicates they are navigating away from or into a secure page.
- **IVR**—[Optional] Calls are routed to a call center where an Interactive Voice Response (IVR) system is enabled. The call connection display includes a graphic representation of a telephone keypad with buttons the caller can click when prompted by the IVR messages to route the call to the desired destination.
- **Reporting Vars** (Variables)—Reporting variables is a tool you can use to collect any data you want to keep about individual calls or look at in aggregate. Specify what you want to track for each call, and the data is passed to your reports when a completed call has been made.

  Reporting variables can be entered in Link Builder for each link and passed in statically. Reporting variables can also be populated dynamically in session via Engagement Engine rules. For more information on using reporting variables with Click-to-Call links, please refer to *Set Up Instructions* found under **Documentation > Training Materials**.

  There are ten different possible buckets you can use: **var1**, **var2**, **var3**, up to **var10**. Each reporting variable can accept up to 128 characters. For more information on using reporting variables, please contact Customer Support.
- **Title Variable**—Specifies what, if any, reporting variable field the title of the page should be placed into.
- **Link Icon**—Choose from branded icons to appear as the call image for each link, or upload company specific icons using the **Choose a Different Icon** link.

  Note: Using this component is discussed later in this procedure.
- **Debug IP Match**—[Optional] Contact your Live Help On Demand implementation specialist for more information.
- **Custom URL**—[Optional] Leave blank. Contact your Live Help On Demand implementation specialist for more information.
- **Custom Off URL**—[Optional] Contact your Live Help On Demand implementation specialist for more information.

- **Custom Features**—Contact your Live Help On Demand implementation specialist for more information.
- **Survey**—Identifies the survey that is shown when the call terminates. These can be made by going to **Setup > Survey Builder**.
- **Agent Survey**—Survey available to the chat agent (in the **Survey** tab), used to collect feedback and outcomes of each completed chat session.
- **Button Shown URL**—A URL that is loaded when the button is displayed.

  Note: This is only valid for timeout and hover links.

  Must be either an image URL or a JavaScript call starting with JavaScript or `.js` file URL. Make sure you use the `img src` between the `NOSCRIPT` tags. The URL is loaded by the customer's browser via an `IMG SRC=` tag. The following additional information is appended to the URL:

  `varx=x` (The link's `varx` data value where x can be 1-10)

  `callstate=buttonshown` (Identifies what action has occurred)

  Note: If using WebEvents as Button Shown URL, the WebEvent's variable inherits the call's variable fields.
- **Prohibit Mobile Phones**—Calls are disallowed when the customer enters a mobile phone.

4. Under **Link Icon**, you can accept the default link image or click the **Choose a Different Icon** link. If you click the link, the Choose Link Image window appears.
   - Click the **Custom URL** option to upload a custom icon (usually one that it is specifically branded for your company). You can type in the URL for the custom image, or click the **Upload/Choose Custom Icon** link to select from the stored files repository.
   - Make any changes to the language to be displayed.
   - Click one of the other image options displayed on the page.
   - Click **Change** at the bottom of the page to save your changes.
   - The link icon image on the Link Customization page changes to reflect your choices.
5. Once you have made all the changes to the Link Customization page, at the bottom of the page, click **Add Link**. The Link Created page appears.
6. Place the created code snippets in the appropriate places in your web pages. The first code snippet is placed in the web page <HEAD>; the second code snippet is placed where the link icon is to appear on your web page.
7. Save the page to your site. It is now available for use. Visitors can now be connected to the phone number you have designated for this link.

   Note: You can return to the main LinkBuilder page at any time, and click the  icon to get the HTML code for your created links.
8. Create any additional call links you need for your website using this procedure, or click **Finish**.

Button Visibility

Use advanced features of the Link Builder Button Visibility section to fine tune your call link configurations for your specific business needs.

You can make changes to the following in this section:

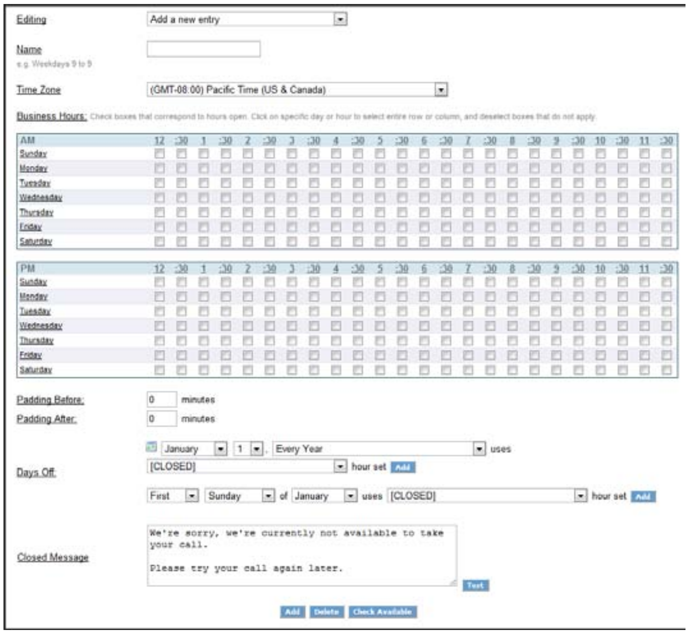
- **Percentage Shown**—Generally used when the link is first launched to slowly ramp up. This allows you to show the call link only, for example, 30% of the time and as your environment becomes more comfortable. It is not based on agent availability.
- **Link On / Off**—Set the link option to **Off**, and it is not released to visitors.
- **Off Link Icon**—Allows you to show an icon when the link is off. Examples of how this icon can be used are to inform visitors that call capabilities are coming, show an Under Construction notice, or present a Check Back Soon for Click-to-Call icon.
- **Link Operating Hours**—For more information, see the following Link Operating Hours section.
- **Closed Link Icon**—Substituted for the open link icon to inform visitors that the contact center is closed (which is different from the **Off Link** icon which shows that the Click-to-Call option is not yet being offered). Closed Icons are very important as many accounts disable or *grey out* their active or open icons. When a visitor clicks a Closed Link icon, you can present a closed message or a simple form to collect call-back information.
- **Maximum Simultaneous Calls**—For more information, see the following Maximum Simultaneous Calls section.

Link Operating Hours/Hours of Operation

The Link Operating Hours menu is populated with *hour sets* created on the Hours of Operation page. You can select a previously-created hour set from this menu or go to the Hours of Operations page to create a new hour set. Once created, you can then select the new hour set from the Link Operating Hours menu for the link you choose.

The Operating Hours page allows you to set up custom hour sets that define when your call center, agents, or business is open and closed. An hour set can then be assigned to any Click-to-Call link and made available only during business hours specified in the hour set.

The Hours of Operations page is located in the **Setup** menu, by clicking **Operating Hours**. At this point, you can either select a *previously-created hour set* from the Editing menu or you can create a *new hour set*.

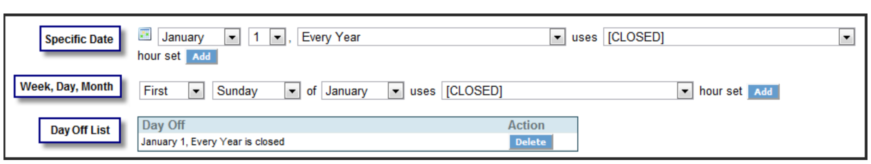


To use the Operating Hours page:

1. From the Editing menu, select **Add a New Entry** or select any of the previously-created hour sets.

   Note: If you select a previously-created set, a graph is displayed showing you how this hour set is configured.

2. Create or edit the hour set name.
3. Select a time zone.
4. Under Business Hours, select or clear the check boxes to identify your hours of operation, both AM and PM.
5. Add time padding before and after the time periods set under Business Hours. This opens the links for your call center or call agents a little before or after your designated times. Leave the fields at zero if you do not want any padding.
6. Use the Days Off section to designate holidays for your company. Use the menus to select a specific date, or a week, day, month of the Day Off. Select the Closed hour set or another set that has been previously-created. Click **Add** to place the Days Off date into the Day Off list.



7. Selecting an hour set for a specific call link is done under **Link Operating Hours** in Link Builder. On the Link Customization page for your chosen link, do the following:
   - Click **Advanced Features**.

- In the Button Visibility section, from the **Link Operating Hours** menu, select the hour set you want to use for the link.

Maximum Simultaneous Calls

You can set up the maximum number of simultaneous calls (for either this account as a whole or a specific link) that may be launched at any given time. This helps in situations where you have only a limited number of call agents available. Rather than keep your call links available, if a caller attempts to view the GUI after this number is reached, he or she receives a closed message with "Please try again later." Once there are available call agents, the call link becomes active again.

To set up maximum simultaneous calls:

1. In the Setup menu, click **Link Builder**.
2. On the Link Builder page, from the list of links, click the **Edit** icon for a previously-created link or create a new link.
3. At the bottom of the Link Customization page, click **Show Advanced Features**.
4. In the Button Visibility section, select the Max Simultaneous check box. The field and menu are enabled.
5. In the field, type the number of calls that are to serve as the maximum number of calls for your account or link.
6. From the menu, select **Account** or **Link**, depending on your business requirements.
7. Click **Update Link** or **Add Link** to save your settings.

Editing a Call Link

On the LinkBuilder page, you can locate a previously-created link and make changes to it.

To edit a call link:

1. Log into Webcare, and go to **Setup > Link Builder**. The Link Builder page appears.
2. Use the search capabilities if necessary to search by link number or name.
   - Search results return all saved links that contain all of your search words.
   - Click **Clear** to restore the full list of links after a search.
3. Once you locate the link you want to edit, use one of the following methods to open the Link Customization page:
   - Click the link name.
   - In the Actions column, click the **Edit the Link** icon.
4. On the Link Customization page, do the following:
   - Make any changes to the content.
   - At the bottom of the page, click **Update Link**.
   - Edit your web pages to include the updated link code snippets.

3 User Roles

A user account is your login access to Oracle Live Help On Demand Webcare. You can use this tool to change your email, username, or password. As an administrator, you can also use Webcare to set up, edit, and delete additional user accounts or roles.

To Add User Roles:

1. From the Webcare Home page, click **Account Admin > Webcare Users**. The Users page appears.
2. Click the **Add a New User** or **Add a New Role** link.

   Note: If you develop a role that several users can share, it assists you in easily managing your user profiles. Changes to a role affect all users included in that role.
3. Specify the information for this user or role. Information is organized into the following areas:
   - User Information
   - Alert Administration
   - Password Administration
   - Access Rights
   - Wincare Information
   - Chat Information

   Note: Help is available to provide brief descriptions of each field and option.
4. Once you have completed configuring the user / role information, click **Add User**. The user or role is now visible in the list on the Webcare Users page.

To Edit a User Profile:

1. On the Webcare Users page, locate the user or role you want to make changes to.
2. To assist you in finding the user or role, at the top of the page, use the Search feature. You can choose a previously-saved search or type in a new search in the field. The search functionality displays all possibilities that meet your search criteria.
3. Once you find the user or role you want to change, in the Actions column, click **Edit**. The profile page appears. If you are editing a role, panes are included that display unselected and selected users for the role. You can move users from one pane to the other to include or exclude the users in that role.
4. Make any changes you require in the profile areas.
5. Once you are done making changes, at the bottom of the page, click **Update User** or **Update Role**.

Copying a User

To assist you in managing the creation of new user or role accounts, you can create a single account and then copy it. To complete the creation, just add the user name, email, and username, and the account is ready for use.

To Copy a User Profile:

1. From the Webcare Users list, locate a role or user that you want to re-use.
2. Next to the entry, in the Actions column, click **Copy**. A new user / role account is provided.
3. Type the necessary information, make any other changes to the profile, and click **Copy User** or **Copy Role**.

To Delete a User Profile:

1. From the Webcare Users list, find the user or role you want to delete.
2. In the Action column, click **Delete**.

   Note: If there is a strikethrough across the Delete link, the user or role cannot be deleted.
3. On the dialog, click **OK**. The user or role entry is removed from the Webcare User list.

4 Blacklisting

Blacklisting provides a level of protection against abuse through the call channel. Live Help On Demand provides an automated blacklisting feature at the global and account levels, manual blacklisting provided to the agent, and a manual feature for the call visitor.

Automated global blacklisting continuously monitors the level of abuse across all accounts and uses global thresholds to capture and restrict serial abusers of the overall service. An account may be excluded from the global blacklist; however, this practice is not generally recommended.

Manual blacklisting may be enabled for your agents, providing the Agent Console with the capability of adding a visitor to the blacklist during a current session. This action prevents a visitor from initiating further chats and calls to the account, and subsequently terminates the visitor's current active session. All entries added to the blacklist via an agent ban have all associated agent details available.

The visitor is provided with a code that prevents the placement of future call sessions after receiving multiple calls through the Click-to-Call technology.

Blacklisting is actively managed by the Customer Support team. All threshold configurations can be adjusted at any time during the service deployment.

The system captures and stores two types of blacklist entries. A visitor may be added to one or both of the following:

- **Account-specific:** Unique to the customer account. Threshold changes only affect the visitor's experience when initiating sessions from a web page tagged with the account's unique Live Help link/rules code. Manual agent blacklisting remains account-specific unless later altered by a qualified member of the Customer Support team.
- **Global:** Applies across all customer accounts. The thresholds are set high to avoid conflicting with account-level blacklisting parameters and to capture only repeat malicious visitors. Sessions are monitored for abuse over 15-minute, 60-minute, 6-hour, and 24-hour time periods. Call visitors may manually add themselves to global blacklisting by press ** on their phone key pad.

  Note: Accounts may be excluded from the global blacklist upon request; however, this practice is not generally recommended. Contact Customer Support for strategies to help avoid conflicts between account-specific and global blacklisting thresholds.

Blacklisting applies to all Live Help On Demand chat and call products. All blacklist entries may be deleted, temporarily disabled, or permanently disabled by a Customer Support team member.

- **GUID (Globally Unique Identifier) Blacklisting:** Every visitor receives a unique ID in a cookie. GUID blacklisting applies to chat and call independently; a visitor can be blacklisted for call but still be able to chat. A customer may remove themselves from the blacklist simply by clearing their browser cookies.

- **Whitelisting:** Creates a permanently disabled blacklist entry. This allows the entry to never be duplicated and added to the blacklist, essentially allowing the user to never be prohibited from placing a Live Help OD session. This is recommended for all key account test users during the implementation process.

Call Blacklisting

Call blacklisting for the visitor (also referred to as **Leg 1**) includes:

- **Temporary Blacklisting:** Temporarily prevents the visitor from placing further call sessions for a 24-hour period. Temporary blacklist entries do not currently expire; therefore all numbers that have received a temporary blacklisting are still in the system. If a pre-existing temporary blacklist entry is identified in the system when a secondary temporary blacklist entry is created, the entry becomes permanent.
- **Permanent Blacklisting:** Entry remains until manually edited; changes to a permanent blacklisting must be done manually, with the possibility of whitelisting a visitor to avoid future blacklisting.

All thresholds may be customized. The default and recommended thresholds are as follows:

Single Number used in GUID:

- Seven (7) calls in 15 minutes (Directory: 25).
- Nine (9) calls in 60 minutes (Directory: 75).
- Fifteen (15) calls in 24 hours (Directory: 100).

Multiple Numbers used in GUID**:

- Three (3) distinct phone numbers called from the GUID in 60 minutes.
- Four (4) distinct phone numbers called from the GUID in 24 hours.

  **While people often do this for demo purposes, it is nearly always a result of intentional abuse.

Customer Blacklist recording played:

- Receipt of the third call in six (6) hours to the same number.
- Receipt of the third call in six (6) hours in the same GUID.

Simultaneous calls per Destination number (Link level threshold) and per Account:

- **No default:** Prevents the destination number or account from receiving call sessions so the set threshold of simultaneous calls per distinct number or account is never exceeded. For example, if set to 2, no more than two calls may be placed to the distinct destination number or account at the same time. Once a session has disconnected, another can connect.

Manual Blacklisting

If you have permissions in Webcare, you can also set up manual blacklist entries.

On the Webcare Blacklist page, you can review the list of blacklist entries that have been previously set up. Blacklist entries can be set up globally across all accounts or specifically for a single account. From this page, you can also edit and delete, depending upon your permissions.

To set up a manual blacklist entry:

1. In Webcare, in the menu ribbon, click **Support** > **Blacklist**. The Blacklist page appears.
2. Click the **Add a New Entry** link. The Blacklist Entry Information page appears.
3. Edit this page to create a new entry. The fields are as follows:
   - **Type**—Can be Standard (to cover all channels), Inbound, and Chat-specific
   - **Phone Number**—The phone number that is to be blacklisted
   - **IP Address**—In cases where you want to blacklist a specific IP address or block of IP addresses.

     Note: Because of the nature of IP addresses, exercise extreme caution when blacklisting an IP address. You may find that you are blacklisting viable visitors as well as abusive ones.
   - **Description**—Add information about this specific blacklisting entry; it is recommended that you include the person responsible for creating this blacklist entry, why the blacklist entry was created, and the date when the blacklist entry was created.
   - **GUID**—Not required.
   - **Account ID**—Select from a menu of account IDs, global blacklists across all accounts, or type your own ID.
   - **Company**—Select from a menu of company names or select global blacklisting across all companies.
   - **Enabled**—Either enable the blacklist once the entry is added or disable it for later use.
   - **Permanent**—Choose to make the blacklist permanent; without this option in place, blacklisting of the number or IP address is temporary.
   - **Allow Auto Unblock**—Used in testing to clear blacklist numbers or IP addresses from the list that may fit the automatic blacklisting criteria.
4. Once you have completed edits to this page, click **Add Entry**. The entry now appears on the Blacklist page.

To edit or delete blacklist entries:

1. On the Blacklist page, identify the entry you want to edit or delete. In the last column, click the **Edit** or **Delete** link.
2. For *editing*, the Blacklist Entry Information page appears. Make any changes, and click **Update Entry**.
3. For *deleting*, in the message dialog, click **OK**.

Blacklist Criteria Fields

The global default blacklist settings can only be edited by the top level account. However you can define a default setting specific to an account with its own blacklist thresholds. This should only be setup after consulting with your account.

Field	Description
Distinct	Distinct phone numbers called by a single GUID... So "Distinct, 60 Mins = 3" would mean that a GUID that made calls to 3 or more distinct user numbers within a 60-minute period would be blocked.
Simul Per Dest Phone	The number of simultaneous live calls that the destination phone number is allowed to receive at a single time. So, if it is set to 2, and two users call the same destination number, no further calls would be allowed until one of the calls ends.
Simul Per Account	Similar to **Simul Per Dest Phone**, except it works on the entire account as opposed to a specific destination phone number.
Calls to **, 6 Hrs	The number of calls to distinct user numbers a GUID must make before they hear the ** message. The default is 2.

5 Surveys

Use the Survey Information page to create surveys for use with Click-to-Call.

Access the Survey page by going to **Setup** > **Survey Builder**. You can edit current surveys or create a new survey by clicking the **Add a New Survey** link.

The Survey invite appears as a hyperlink that opens in a new window by default. The visitor can choose to take the survey by clicking the link.

Important: When creating or editing a survey, it is recommended that you leave the Survey Admin field set to **None**. If you select a specific administrator for the survey and that administrator is deleted for any reason, it significantly affects the surveys use.

6 Reports

From the Webcare Reporting menu, you can choose from a variety of reports. You can determine report criteria, including advanced criteria to tailor the report to your needs, *memorize* reports to set up reports that are frequently used, and email reports automatically, subscription-style, to any number of recipients.

Generating Reports

The reports you may find particularly useful on a regular basis include the **Client Report**, **Call Detail Report**, and the **Top 20 Call Report**. All these reports are available either directly from the Reporting menu (for example, **Reporting** > **Client Report**) or from the Graph Builder page (**Reporting** > **Graphs**).

On these pages, you can choose from preset criteria (for example, **Today** and **Last 7 Days**), select a custom range, or you can use advanced filtering to create a report that focuses on the information in which you are interested.

All reports, including those you tailor to your needs, can be *memorized* (filtering criteria saved) to avoid having to re-enter previous reporting criteria. Create easily-recognizable, unique names to identify your custom reports.

Client Report

Access the Client Report by clicking **Reporting** > **Client Report**. Click **Generate Report** once you have made any configuration choices.

Call Detail Record

Access the Call Detail Record Report by clicking **Reporting** > **Client Report**. Click **Generate Report** once you have made any configuration choices. Once the report has been generated, in the Report Results section table, click **Total**. The Detail Records Report is displayed.

Top 20 Call Report

Access the Top 20 Call Report by clicking **Reporting** > **Graphs**. From the Graph Type menu, select **Top 20 Call Report**. Click **Generate Graph** once you have made any configuration choices.

Emailing Reports

Easily create and manage requests to have your reports automatically email to you daily, weekly, or monthly (like setting up a *subscription* to the report). You can chose from standard call detail reports and graphs, or custom memorized reports that you or others have created.

Note: You can add as many email addresses as you need; use commas to separate the email addresses.

To set up reports for emailing:

1. Click **Reporting** > **Setup** > **Email Reports**.
2. On the Email Reports page, click the **Add a New Email Report** link.
3. Use the features on the Email Reports page to:
   - Set up automatic emailing of reports.
   - Set up the To Name, From Name, Subject, Email Addresses, and body text for the email to accompany the report(s).
   - Select the memorize reports to be sent, as well as the frequency of the sending.
   - Select from a list of legacy (canned) reports to be sent as well as the frequency of the sending.
4. Once you have set up the email and its contents, click **Add**. The email is saved and appears on the Email Reports page.
5. You can also edit, copy (clone), and delete the email reports setup from this page.

Memorizing Reports

For any of the reports you regularly use, you can memorize the report filtering criteria so that you can easily access that same report in the future. Once you have established your reporting criteria, in the Report Builder section, click **Memorize this Report**. The Memorize Report dialog appears. Click **Go** when you have edited the criteria to complete memorizing the report.

Note: To view all reports that have been memorized, click **Reporting** > **Setup** > **Memorized Reports**. Depending on your permission, the Memorized Reports page allows you to view, email, copy (clone), edit, and delete memorized (saved reporting criteria) reports.

On the Memorize Report dialog, you can:

- Create a unique name for the report.
- Memorize the report for yourself, as well as for all users.
- Customize the columns presented on the report.

Logging of Missed/Completed Calls

To assist you in deciphering some of the information you may find in the reports you generate, it is important to understand the three basic cases of phone-to-phone calls:

- The visitor side never answers the phone (time-out after 18 seconds). If this occurs, the call does not appear in any reports, missed or otherwise. As far as the system is concerned, the call never occurred.
- The visitor side answers the phone, but hangs up before the agent side answers (either by hanging up during the announcement message or by hanging up while the agent side is ringing, which never times out and always requires an explicit hang-up by the visitor). This case always results in a missed call in reporting.

- The visitor side answers the phone, waits, and is then connected to an agent. This case always results in a completed call in reporting. Also, if the call lasts less than 15 seconds (after both parties are connected), the call shows up by default in the missed and short call report as well. The 15-second limit can be customized on the report. If set to **0**, it essentially becomes a missed call report.

Appendix: Administrator Privileges

The Oracle implementation team initially sets up privileges for your Webcare account. The following illustrates this initial setup found by going to the **Account Admin** menu > **Account Information** page:

Notes

Disable Customer Unblock Message: Controls what a blacklisted visitor sees in the call UI.

If setting is set to **No**:

- Message is displayed: 'You may automatically unblock yourself by calling +1 (703) 880-6104 and follow the automated prompts.'
- Hyperlink with text, “Help! I'm an ATG customer” is displayed. If clicked, this takes the visitor to `/webcare/system/blacklist/customerunblock.php`.

If setting is set to **Yes**:

- Hyperlink with text, "If you believe this to be an error, please CLICK HERE" is displayed. If clicked, this takes the user to `http://webcare.estara.com/website/unblock/`.