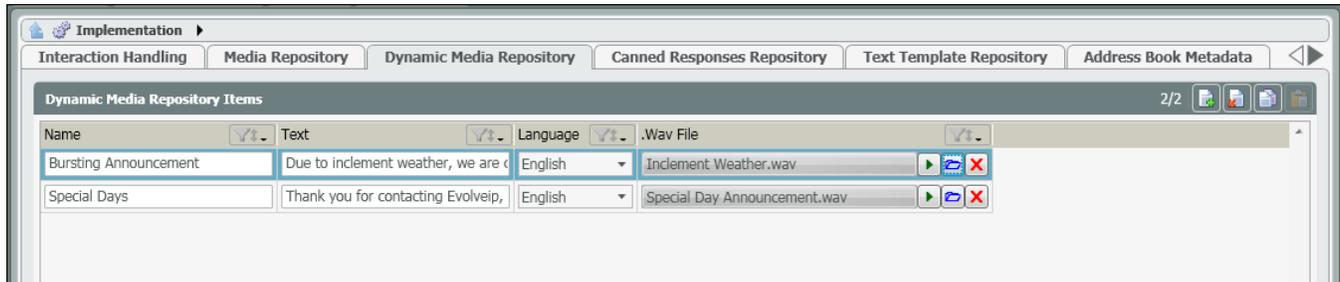


ECS Setup: Implementation - Dynamic Media Repository

Implementation: Dynamic Media Repository

The Dynamic Media Repository is used in conjunction with *Special Days* scheduling and Bursting Announcements and is unique from the standard Media Repository because Admins can upload a new .Wav file and chat text in the existing announcement, which will automatically update the file where it is currently being utilized in the interaction handling flow without impacting services.

- [Adding a New Dynamic Media File](#)
- [Utilizing Special Day Announcements](#)
- [Utilizing Bursting Announcements and Special Flow](#)
 - [Divert to Bursting Announcement feature](#)
 - [Special flow feature](#)

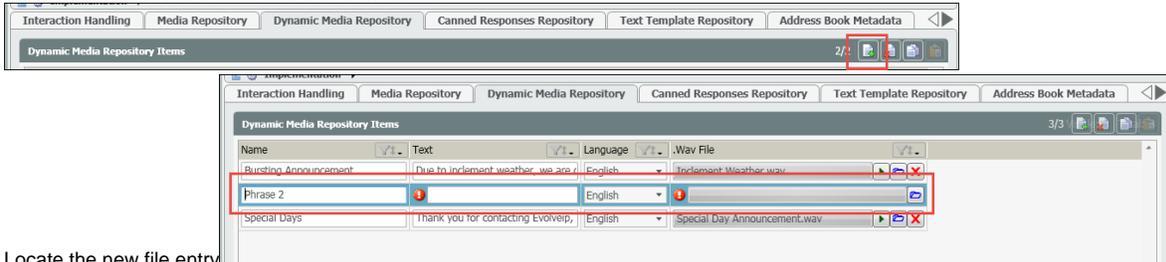


- **Name:** Shows the name of the media file. The name of the media file is what will appear in searches when locating a file to upload to various sub-sections of the portal like the Interaction Handling flow. This is a free form field that can be edited by the Project Manager/Customer Admin
- **Text:** Represents the text that is linked to the media file. This is a free form field that can be edited by the Project Manager/Customer Admin. If utilizing the media file with chat, the Text is what will appear to customers if attempting to chat with an agent.
- **Language:** Language of the media file. Select between English, Spanish, Russian or Hebrew
- **.Wav File:** The wav file uploaded into the portal

1.  – plays back the media file
2.  – search and upload a media file
3.  – delete a media file

Adding a New Dynamic Media File

1. Click on the Add New icon to add a new Media file



2. Locate the new file entry
3. Enter in the following:
 - a. Name for the new Media File – when the name is applied the file will automatically filter to its new destination based on alphabetical order. You will need to search for it in order to add the text.
 - b. Exact Text or paraphrase of what the media file says. If utilizing the media file with chat, the Text is what will appear to customers if attempting to chat with an agent.
 - c. Language – default English. If in a different language, select the language from the drop down.

d. .Wav File – select the upload icon to upload the new .wav file to be added



4. You can select the playback button to listen to the media file uploaded.
5. Save your changes. A light deploy will be needed.

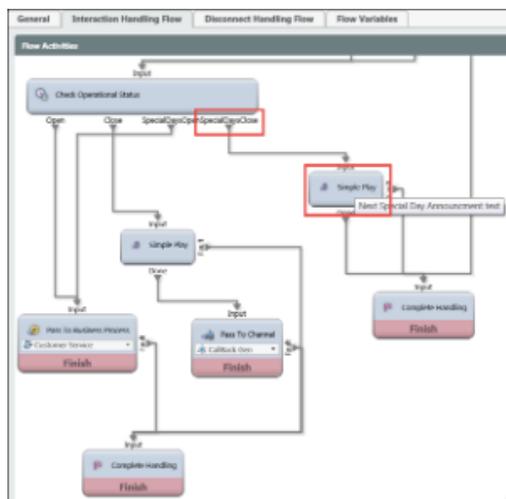
Utilizing Special Day Announcements

The Channel Interaction Handling Flow is typically where normal and special operating hours are configured. When a customer contacts the organization, the Channel Interaction Handling Flow will first check the operating hours to determine whether the interaction should be handled through the normal business hour options or be presented with a special day announcement.

Note that Check Operational Status activity includes 4 types of exits:

- Open, Close – executed according to week-days operating hours
- SpecialDaysOpen, SpecialDaysClose – executed according to special-days operating hours

If closed for a special day, the interaction will be sent through the “Special Day Close” leg and connected to a Simple Play where a Dynamic Announcement was added. The Simple Play activity will play the Dynamic Announcement audio file in case of voice calls and display the text prompts in case of chat sessions.



Utilizing Bursting Announcements and Special Flow

Bursting Announcements enable call center supervisors the ability to change normal operation of the IVR flow and respond to external events that impact the call center operations. The Bursting Announcement or Special Flow feature can be enabled at the Channel or Business Process level.

Divert to Bursting Announcement feature

This feature can be used when it is required to play an announcement for all inbound calls before they are assigned to agents. The supervisor can use the existing announcement or upload a new bursting announcement to the *Dynamic media repository* during call center operation.

Example: Customers experience a loss in service and want to contact Customer Support. The organization can enable the Bursting Announcement feature and the bursting announcement file will let the customer know they are aware of the loss in service and it is being investigated before delivering the call to the agent. This allows the organization to take a proactive approach in alerting customers, eliminating the need for the initial conversation when connected with the agent.



Special flow feature

Ability to change the IVR flow in response to external situations that prohibit the call center to operate as usual. Applying the Special flow flag can, for example, direct all inbound calls to a voice mail or to an external number.

Example: Special Flow feature is enabled because the agents need to leave the office and log in remotely due to inclement weather. The Special Flow can send callers to Voicemail or an outside answering service until agents are logged back in and ready to take calls.

