

Enhanced Ring Groups (ERG) – Use Cases & Best Practices

Enhanced Ring Groups (ERGs): Administrator Guide

Enhanced Ring Groups (ERGs) are advanced alternatives to traditional call queues in UX systems. They offer flexibility, mobile support, and rich reporting—without the complexity of full queue infrastructure.

This guide covers:

- What ERGs are
- Key settings and configurations
- Ring strategies
- Real-world examples
- Best practices

What Is an Enhanced Ring Group (ERG)?

Think of an ERG as a lightweight queue. It holds incoming callers and distributes calls to available members, just like a queue—but with more flexibility.

Why Use ERGs Instead of Queues?

- Ideal for systems where traditional Queues are being deprecated
 - Supports mobile devices and push notifications
 - Includes queue-like features: announcements, wrap-up time, caller control
 - Offers statistics, reports, and customizable experiences
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Key ERG Settings & Options

The table below summarizes the most important ERG settings for administrators:

Setting	What It Controls	Tips / When to Use
Max Waiting Callers	Max number of callers who can wait in the ERG. Overflow is redirected.	Set based on team size and call volume to avoid long queues.
Wake Up Mobile Devices	Sends push notifications to members even if devices are locked or the app is in the background.	Enable for mobile or remote staff; disable for desk-only teams.
Replace CallerID	Replaces the caller ID shown to members with ERG label + original number.	Helps agents see where the call is coming from—great for agents in multiple ERGs.

Setting	What It Controls	Tips / When to Use
Max Wait Seconds / Destination	Limits how long a caller waits before being redirected.	Prevents excessive hold times. Ensure fallback destinations (voicemail, reception, etc.) are configured.
Position & Hold Announcements	Plays messages like “You are #3 in line” or “Estimated wait: 5 minutes.”	Calms callers but may discourage them if waits are long. Use wisely.
Periodic Announcements	Custom messages like “Thank you for holding...” or “Press 9 to leave voicemail.”	Provide updates and options. Ensure audio files are formatted properly.
Static Members Login	When enabled, members must log in/out to receive calls.	Ideal for shift-based teams or part-time on-call staff.
Disable Member Enhanced Services	Ignores forwarding and other user-level features for ERG calls.	Use if you want all ERG calls handled uniformly. Caution: may override user expectations.
Wrap-Up Time	Delay between ending a call and receiving the next one.	Gives agents time for notes or follow-up tasks.
Exit Digit	Allows callers to press a key (e.g., 9) to leave the queue.	Reduces hang-ups and gives callers control. Always announce this option.

Ring Strategies: How Calls Are Distributed

Different ring strategies suit different team types. Here’s a comparison:

Strategy	How It Works	Best For	Considerations
Ring All	All available members are rung simultaneously; first to answer gets the call.	Small teams needing fast response.	Not scalable; can cause system load issues in large groups.
Linear Ring	Rings members in a fixed order until one answers.	Prioritizing senior/experienced staff.	Early members get more calls; others may rarely receive calls.
Least Recent	Sends call to the member who hasn’t answered in the longest time.	Balanced call distribution.	Can cause delays if agents are idle but unavailable.
Random	Randomly selects a member for each call.	Equal opportunity across members.	Unpredictable distribution over time.
Round-Robin Ordered (RrOrdered)	Remembers where the last call went and rings the next in sequence.	Fair distribution + structured rotation.	Slightly more complex logic; may need tuning.

Practical ERG Setup Examples

Example 1: Real Estate Sales (30 Members, 2 Shifts)

Requirements:

- Only call agents on duty
- Support mobile agents
- Overflow to secretary
- Long waits → Voicemail

Suggested Settings:

- **Static Members Login:** Enabled
 - **Ring Strategy:** Linear
 - **Ring busy members?:** No
 - **Wake Up Mobile Devices:** Yes
 - **Disable Enhanced Services:** No
 - **Max Waiting Callers:** Adjust to trigger overflow to secretary
 - **Max Wait Seconds:** 600 (10 min)
 - **Max Wait Destination:** General voicemail
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Example 2: Tech Support (20 Members, Day

Shift Only)

Requirements:

- Off-hours → Voicemail
- Experts get priority
- Let callers exit
- Supervisor alert on abandoned calls

Suggested Setup:

- **Operation Hours:** M–F, 08:00–16:00
 - **Cascading ERGs:**
 - **Level 1:** Experts (Ring All, long timeout)
 - **Level 2:** Other agents (Linear)
 - **Level 3:** Email support or overflow queue
 - **Max Wait Seconds:** Per level, redirect to next
 - **Exit Digit:** Enabled
 - **Abandoned Call Alerts:** Notify supervisor via email
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Best Practices & Recommendations

- **Balance Load:** Set Max Waiting Callers and Max Wait Seconds to match staffing and call traffic.
- **Use Announcements Sparingly:** They help, but can annoy if too frequent.
- **Support Mobile Staff:** Enable Wake-Up only when needed.
- **Avoid “Ring All” for Large Teams:** Use Linear or Round-

Robin for better efficiency.

- **Enable Login for Shifts:** Prevents after-hours interruptions.
- **Always Provide Exit Options:** Tell callers how to leave the ERG if needed.