CLAIMS

1. A computer-implemented method for linking a requestor to an agent of an entity, comprising:

receiving, by a router, a request to connect to an agent of an entity from a given requestor;

determining, by the router, whether an agent of the entity has been assigned to the given requestor;

establishing, by the router, a communication link between the given requestor and an assigned agent in response to a determination that an agent is assigned to the given requestor; and

selecting, by the router, an agent to assign to the given requestor in response to a determination that an agent is not assigned to the given requestor;

wherein selecting an agent to assign to the given requestor includes:

retrieving, by the router, a pool of agents from a data store, wherein the agents in the pool of agents are associated with the entity and wherein each agent in the pool of agents has a rating and rating is a quantity based on feedback from customers having previous interactions with the agent;

determining, by the router, a first subset of agents from the pool of agents, where agents in the first subset of agents have the same rating and where the rating is the highest rating amongst agents in the pool of agents;

adjusting, by the router, quantity of the ratings for each of the agents in the first subset of agents by adding a predefined fixed adjustment amount to the ratings, where predefined fixed adjustment amount is selected using one of an amount of time since an agent has interacted with a customer, a number of customers assigned to an agent, an amount and a percentage of missed calls amongst the calls routed to the agent;

assigning, by the router, a dedicated agent to the given requestor, where the dedicated agent has highest rating amongst the agents in the first subset of agents; and

establishing, by the router, a communication link between the given requestor to the dedicated agent.

2. The method of claim 1 wherein the request to connect is in form of a phone call, a text message or an online chat.

3. The method of claim 1 wherein retrieving a pool of agents further comprises determining which agents in the pool of agents are currently available to communicate with the given requestor and removing agents that are unavailable to communicate from the pool of agents.

4. The method of claim 1 wherein adjusting ratings for each of the agents in the first subset of agents further comprises determining an amount of time since a given agent has interacted with a customer and adjusting the rating for the given agent by a quantity that is proportional to the amount of time since the given agent interacted with a customer.

5. The method of claim 1 wherein adjusting ratings for each of the agents in the first subset of agents further comprises determining a number of customers assigned to a given agent and adjusting the rating for the given agent inversely proportional to the number of customers assigned to a given agent.

6. The method of claim 1 wherein adjusting ratings for each of the agents in the first subset of agents further comprises determining a percentage of missed calls amongst the calls routed to a given agent and adjusting the rating for the given agent inversely proportional to the percentage of missed calls.

7. The method of claim 1 wherein establishing a communication link includes placing a call to the dedicated agent, sending a text message to the dedicated agent, or initiating an online chat between the given requestor and the dedicated agent.

8. The method of claim 1 further comprises prompting the given requestor for feedback regarding the dedicated agent prior to terminating the communication link between the given requestor and the dedicated agent.

9. A computer-implemented method for linking a requestor to an agent of an entity, comprising:

receiving, by a router, a request to connect to an agent of an entity from a given requestor;

determining, by the router, whether an agent of the entity has been assigned to the given requestor during a previous communication with the entity;

establishing, by the router, a communication link between the given requestor and an assigned agent in response to a determination that an agent is assigned to the given requestor; and

selecting, by the router, an agent to assign to the given requestor in response to a determination that an agent is not assigned to the given requestor;

wherein selecting an agent to assign to the given requestor includes

retrieving, by the router, a pool of agents from a data store, wherein the agents in the pool of agents are associated with the entity and wherein each agent in the pool of agents has a rating and rating is a quantity based on feedback from customers having previous interactions with the agent;

removing agents from the pool of agents, where the removed agents were previously banned by the customer;

determining, by the router, a first subset of agents from the pool of agents, where agents in the first subset of agents have the same rating and where the rating is the highest rating amongst agents in the pool of agents;

adjusting, by the router, quantity of the ratings for each of the agents in the first subset of agents, where ratings are adjusted by adding a predefined fixed adjustment amount to the ratings, where predefined fixed adjustment amount is based on an amount of time since an agent has interacted with a customer, a number of customers assigned to an agent, and a percentage of missed calls amongst the calls routed to the agent;

assigning, by the router, a dedicated agent to the given requestor, where the dedicated agent has highest rating amongst the agents in the first subset of agents; and

establishing, by the router, a communication link between the given requestor to the dedicated agent.