

Genesys Enterprise IP Contact Center



Contact Center Software

Genesys Enterprise IP Contact Center brings the leading call center solution to the Voice over IP environment.

Highlights

- > Migrate your contact center to IP telephony at your own pace while maintaining current features and functionality
- > Integrate multiple communication channels within a given customer interaction, providing customers the choice to be serviced by phone, e-mail, or chat sessions
- > Take full advantage of customer care professionals in branch or remote offices
- > Integrate with other SIP based applications and avoid vendor lock-in, complicated upgrades, and expensive maintenance costs

Overview

With the acceptance of Voice-over-IP (VoIP) infrastructure and IP telephony, customers can now take a “best of breed” approach with their choice of hardware and software vendors to create a modular solution for their contact center. Advances in standards such as the Session Initiation Protocol (RFC 3261) enable telephony applications to interface with each other and provide functionality that used to be only available using proprietary infrastructure hardware. Genesys Enterprise IP Contact Center provides a complete solution that includes the Genesys Customer Interaction Management Platform and intelligent component software that provide Automatic Call Distributor (ACD) and Private Branch eXchange (PBX) functionality.

“SIP enables the power of open systems to be brought to the world of telecommunications. Particularly in the contact center, due to the rich multi-media requirements, open systems allow customers to select non-proprietary hardware and software for queuing, routing and applying treatments to interactions. For these reasons, we expect SIP to emerge as the de facto standard for enterprise IP communications.”

Katrina Howell, Strategic Analyst/Program Manager, Frost & Sullivan

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Features	> Benefits
Centralized configuration environment	> Reduce the time for administrative tasks by changing agent skills and interaction capabilities within a single configuration environment
Flexible IP endpoint choices	> Minimize capital expenditures by deploying industry standard, off-the-shelf IP endpoints such as an IP soft client or an analog telephone with a VoIP gateway
High Availability	> Maximize availability and reduce customer frustration with 99.999% infrastructure availability
Scalability	> Customize the migration to IP by starting out with a few agents and scaling to thousands of IP agents with the Genesys Customer Interaction Management Platform

Migrating to a VoIP Infrastructure

The Genesys Enterprise IP Contact Center solution allows companies to migrate to a VoIP infrastructure in a number of ways. The Customer Interaction Management Platform applies the same business rules and provides centralized agent configuration management, whether the agent is connected to a proprietary PBX or an IP-based softswitch. Contact centers no longer need to migrate to VoIP in a wholesale manner since the Genesys Enterprise IP Contact Center fully supports incumbent PBX technology. Therefore, businesses can protect their existing contact center investments and migrate when it makes the most sense for their business.

Genesys Enterprise IP Contact Center allows branch offices that are otherwise remote from the main contact center to act as logical extension of the contact center. As a result, customer interactions are

handled by the appropriate resource within the enterprise, regardless of whether that resource is located at the main contact center or a remote location. All agents, whether part of a branch office or remote office, are seen as part of the a single pool of agents for routing and reporting.

To address the needs of the various migration needs, Genesys offers the following solutions:

Express IP Contact Center

This offering is a Genesys Express package with the Genesys IPMX as a ready to deploy option. The solution is targeted for mid-market contact centers of up to 150 agents.

Enterprise IP Contact Center

This solution targets large contact centers with single or multiple sites. Genesys IPMX can also be deployed

“The Genesys Enterprise IP Contact Center is an excellent solution, allowing us to give our customers good service and also deliver cost-savings and additional management facilities. In 5 years, the majority of companies will be using IP Telephony.”

Luca Bellati, Manager CRM & Contact Center Solutions, CartaSi

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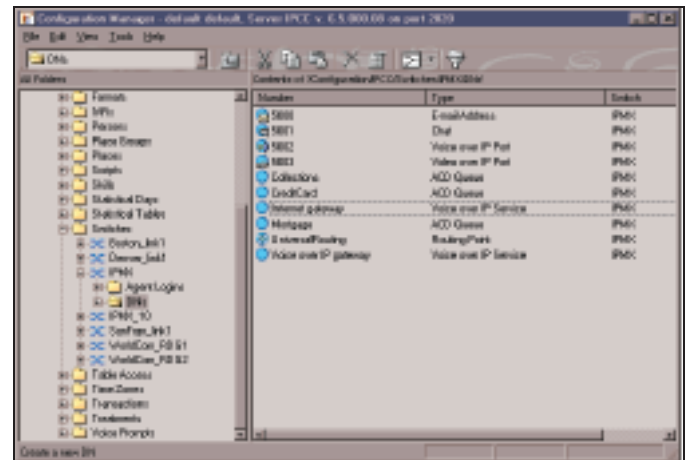
as part of the solution, which eliminates the need for a separate hybrid or IP PBX. The solution easily can scale to thousands of agents.

Network IP Contact Center

This solution is designed for telecommunication companies that want to offer managed or hosted IP contact center services. The solution includes integrations to carrier-grade IP softswitches and leverages a SIP Network T-Server interface.

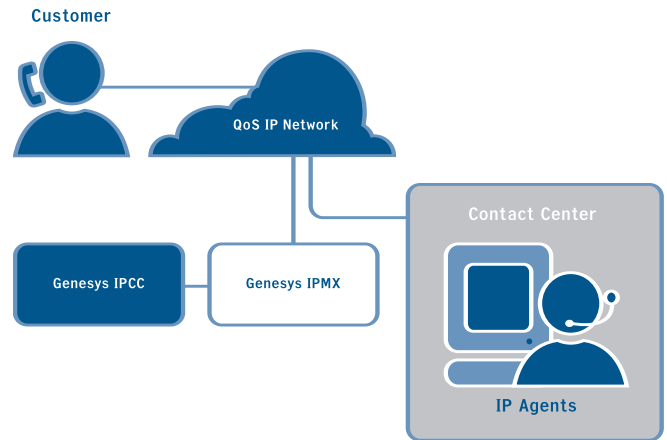
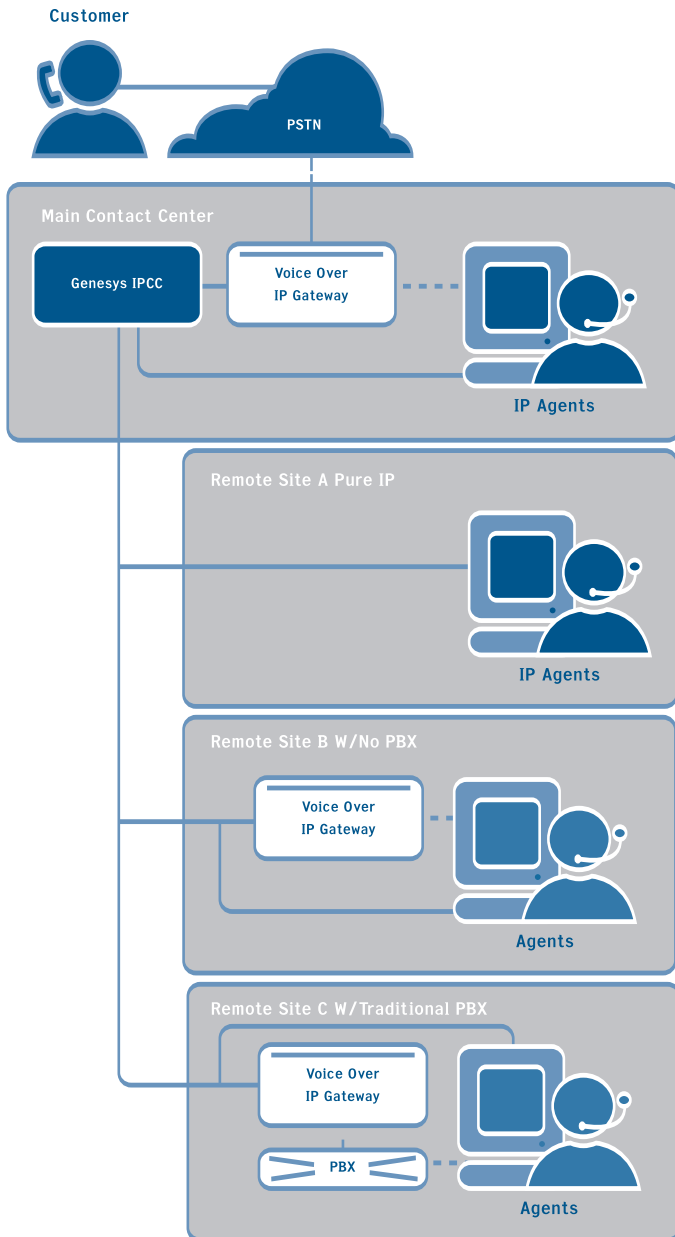
Leveraging IP in the Contact Center

Genesys Enterprise IP Contact Center enables contact centers to seamlessly offer multiple communication channels to their customers, including voice self-service. Genesys Voice Platform (IP-IVR) delivers advanced capabilities such as natural language speech recognition, text-to-speech and vXML that is tightly integrated with the Genesys Enterprise IP Contact Center. Whether the customer requests service through a phone call, an e-mail, or a chat session, the interaction is seamlessly tracked and controlled within the Genesys Enterprise IP Contact Center environment. The company has a complete 360 degree view of the customer since the relevant data is attached to the interaction and sent to the best agent available.



Configuring Genesys Enterprise IP Contact Center is quick and easy with the Genesys Configuration Management Environment. All switching objects (extensions, routing points, queues) are software defined, along with the entire dialing plan. All major configurations are also managed using Genesys, eliminating the need for synchronization with a 3rd-party PBX. Configuration is performed dynamically using the Genesys Configuration Management Environment (shown) or using Genesys Configuration Wizards..

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Video Call from Customer Kiosk to Video Agent Sample Call Flow

1. During a Web browsing session, a customer initiates contact with a bank representative, an IP call is set up between the Kiosk and Genesys Enterprise IP Contact Center.
2. Genesys Enterprise IP Contact Center accepts the video call and determines best resource availability (agent, IP voice treatment), based on customer business rules.
3. After agent determination, Genesys Enterprise IP Contact Center routes IP video call to video agent. IP video arrives on agent's desktop with associated customer data.
4. Customer and agent interact - voice, video and data over IP.

Voice Call from PSTN to IP Agent Sample Call Flow

1. Customer dials 800 number for customer service, PSTN delivers call to VoIP gateway.
2. IP PBX sends a route request to Genesys Enterprise IP Contact Center.
3. Genesys Enterprise IP Contact Center determines best resource availability (traditional agent, IP agents), based on customer business rules. After agent determination, IP PBX sets up call to IP agent. Call arrives on agent's desktop with associated customer data.
4. Customer and agent interact - voice over PSTN/IP.

Genesys 7 Product Suite

The broadest suite of products—with powerful voice self service, assisted service for every communication channel, flexible integration options and management insight systems—all linked on the most open platform to deliver exceptional contact center and customer service capabilities.

