

# The Natural Evolution of Disparate Contact Centers An IP Transformation

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August 29, 2007



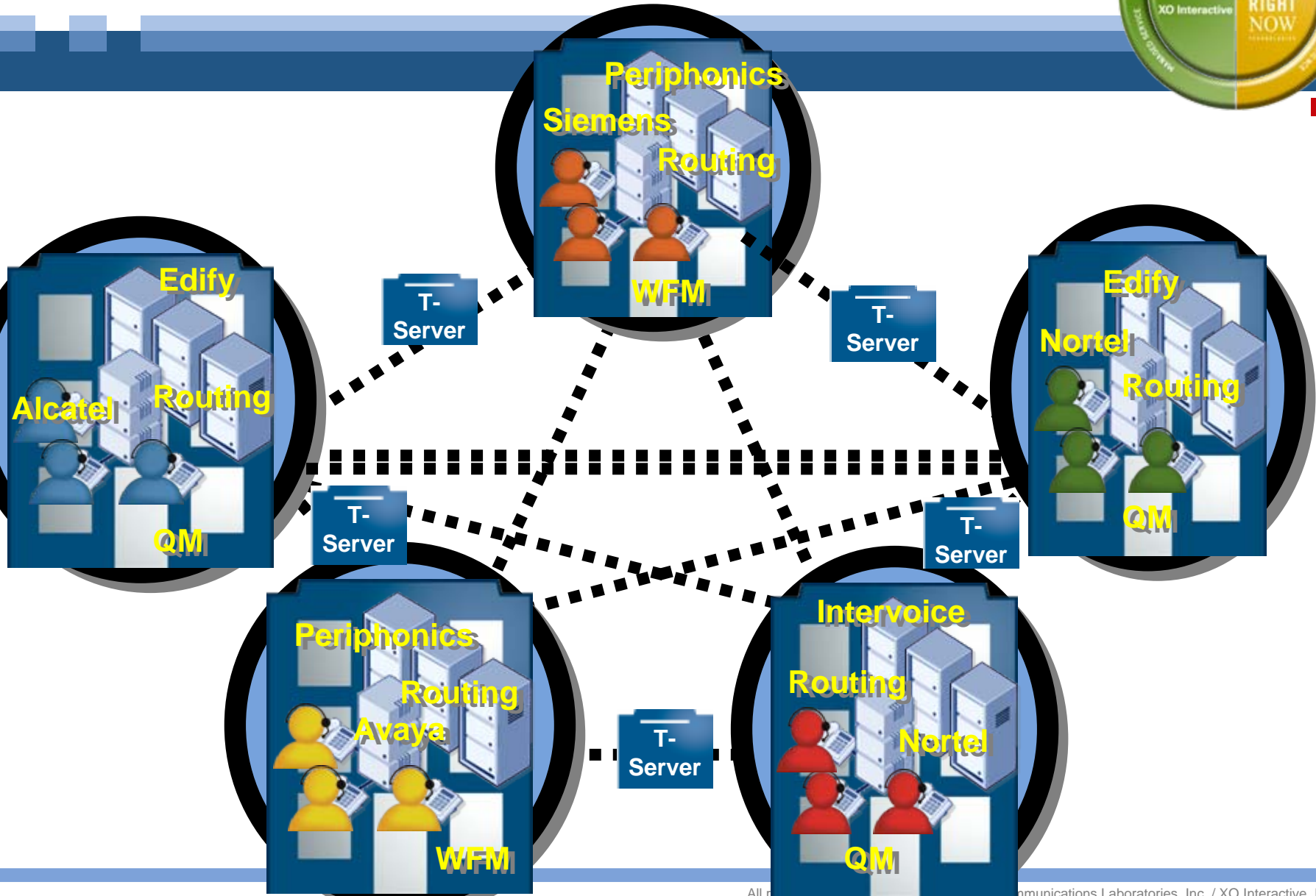
# Agenda



- The Enterprise Landscape
- IP Transformation is NOW
- Deployment Flexibility
- The End State
- Breaking Down the Walls

***It's about the application software supporting multiple migration scenarios while solving real business challenges***

# Duplication and Complexity



# Enterprise Customer Landscape



Proprietary, Feature Rich Technologies

Siloed Deployments & Operations

Overlapping Vendor Licensing

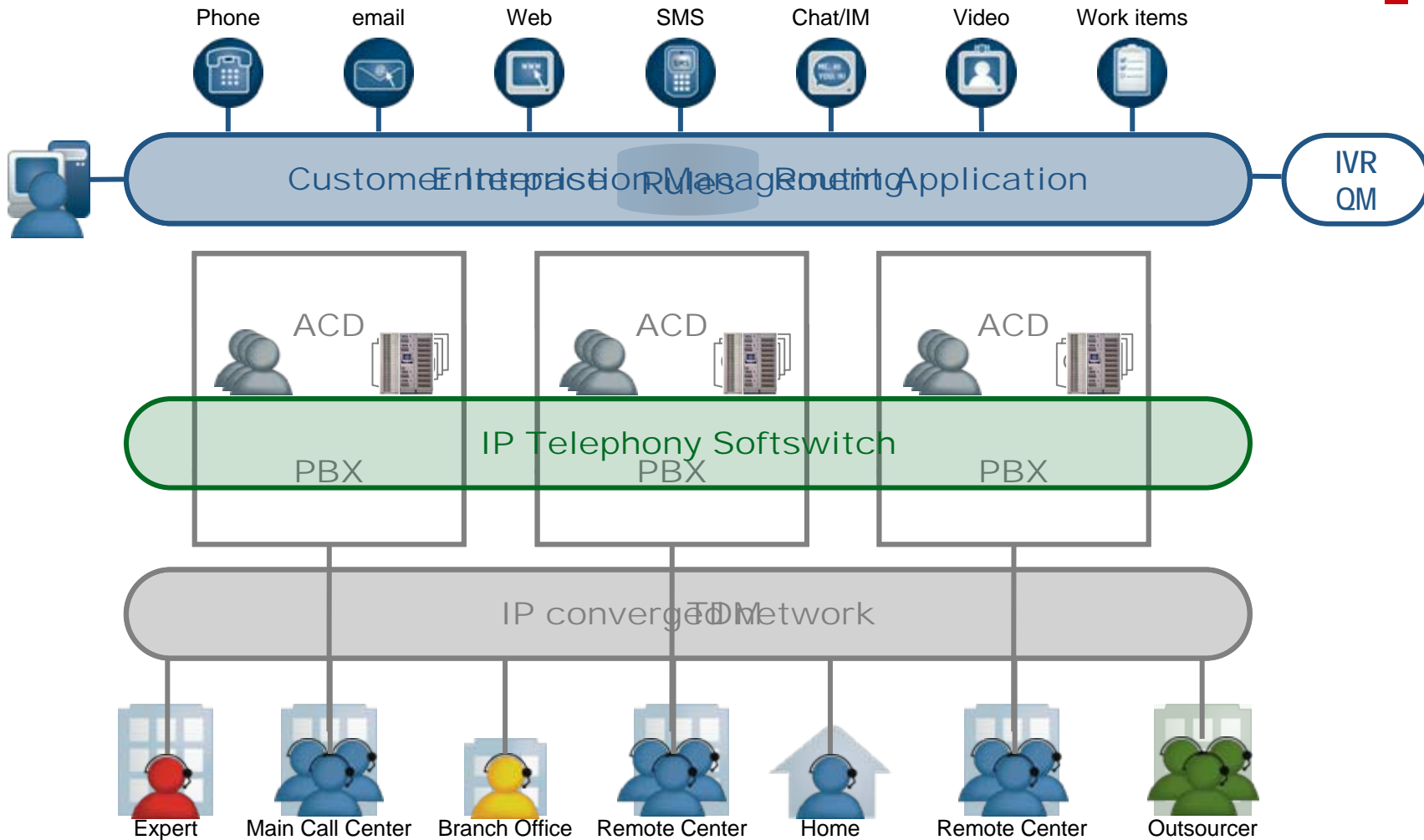
Separate Voice & Data Networks

Year-over-year System Integration Costs

Contact Center business Unit Constraint



# Evolving to IP Customer Service



# Customer IP Transformation Strategies



Unified Business Logic

Cost Reduction

Virtualization

Globalization

Outsourcing Integration

ACD Transformation

- Consolidate routing layers & overlap

- Improve customer experiences

- Eliminate functional overlap

- Asset and support optimization

- Separating SW apps from ACD

- ACD vendors in hardware to SW transition...finding it difficult

- EOL challenges

- Traditional ACD model ensures stranded assets

- Upgrade and regression complexity

- Difficult to handle additional media types (BPA, workflow, chat, IM, SMS...)

# IP Enabling Technologies



## Multi Protocol Label Switching (MPLS)

Voice capability across the enterprise data network

## SoftSwitch

PBX Alternative

## Presence

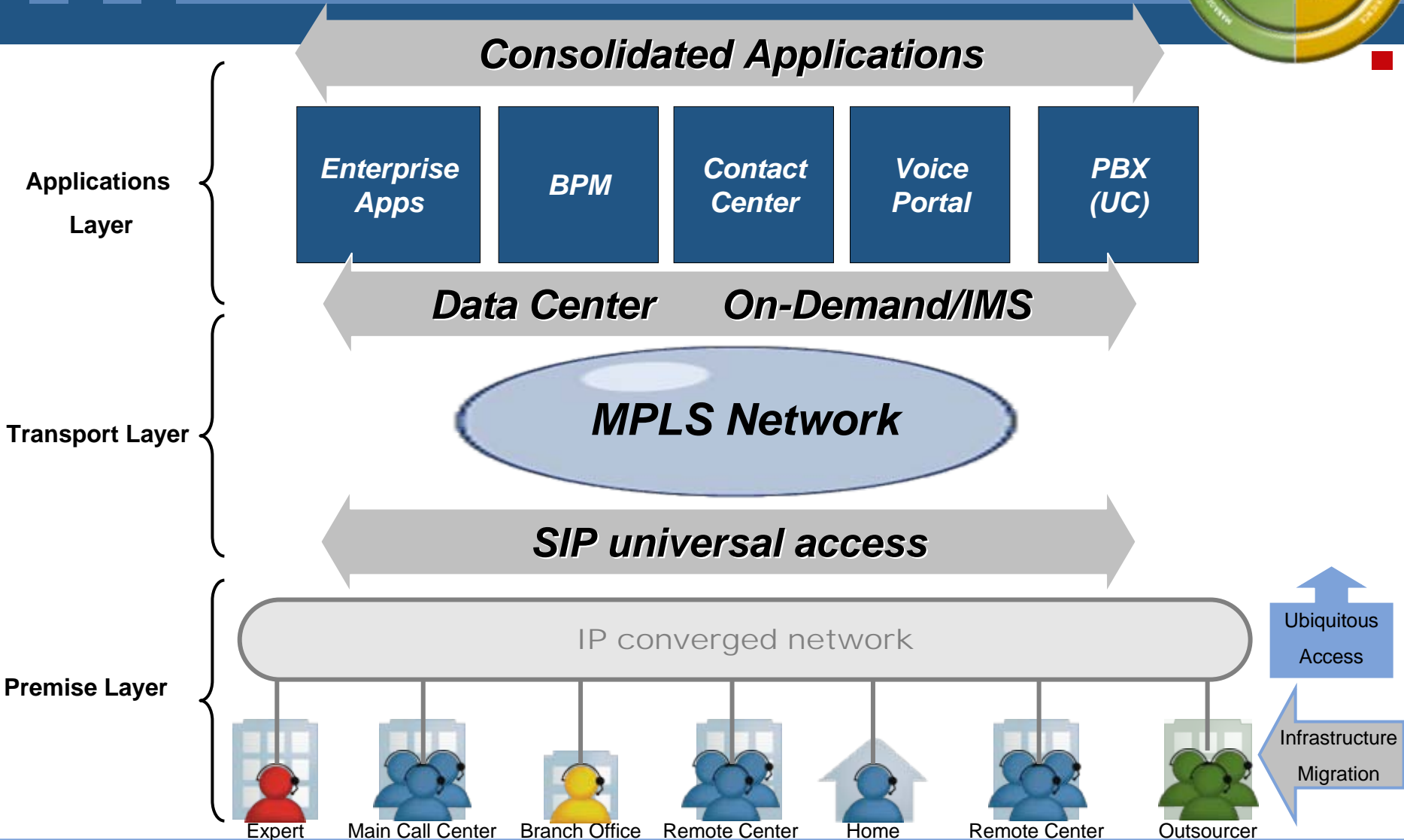
Allows personnel to communicate in real-time and to extend their mobility

## Open Standards

Improves the odds of success for business to leverage global resources & disparate systems



# Next Generation Architecture



# The Objectives: Reduce Cost / Improve Service



Leverage Corporate Assets & Investments

Software-based application, HW independent

Universal Routing for all Contact Media

Ubiquitous “end point” access across enterprise

Full interoperability to leverage assets

Flexibility: enable every deployment model



# Flexible Deployments



## Traditional (embedded) ACD

1

## Routing add-on

2

## Soft ACD With Switch

3

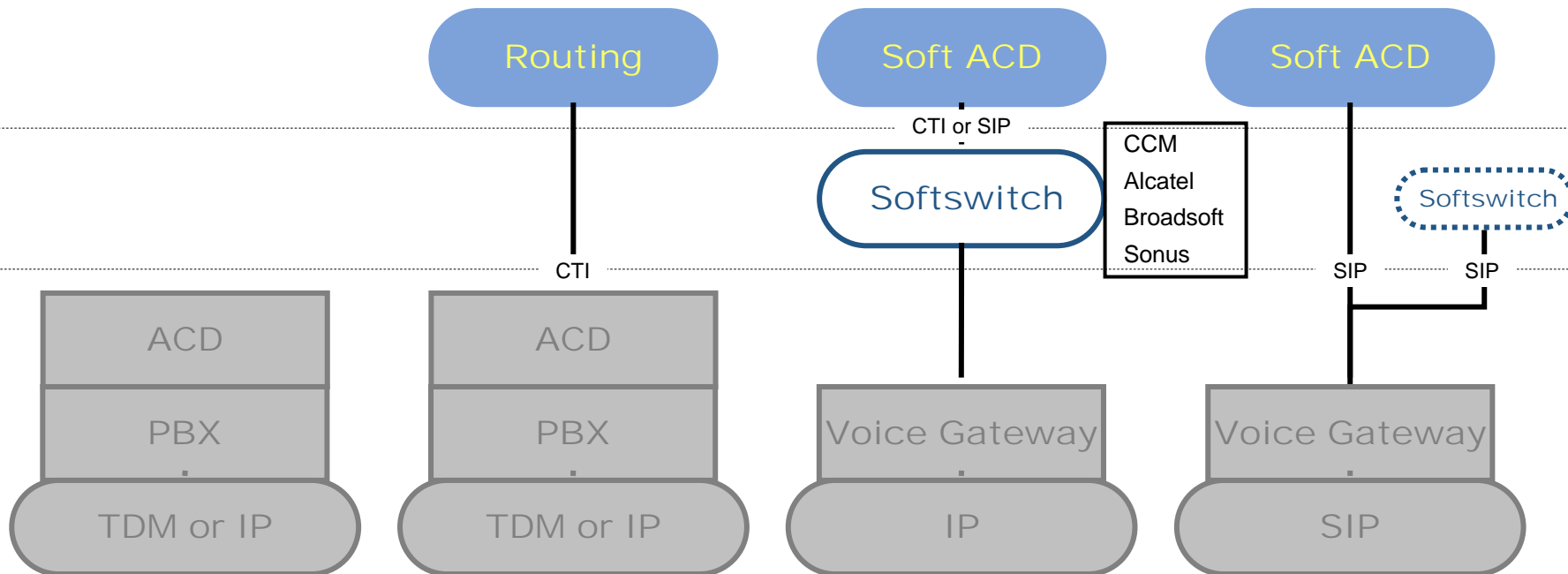
## Soft ACD Pure Contact Center

4

App SW

Infra SW

HW



# Enabling Soft PBX (e.g. Cisco)



Leverage Cisco's JTAPI link to interoperate with Genesys

Turn on Genesys soft-ACD functionality

Supporting SIP and Cisco IP end-points

Redundant and scalable configuration

Migration support provided

# Japanese Insurance Provider



**Cisco CallManager**  
**123 Branches**  
**3.6 Million accounts**

**Key Requirement: Use Face-to-Face interactions for higher revenue generation**

**Integrate with Cisco CallManager**  
**Improve infrastructure for efficient work flow**  
**Improve level of service of CC, branches**

**3 IP Contact Centers: 450 seats**  
**900 seats within Sales Branch**

**Customer Interaction Manager**  
**CTI**  
**VoiceXML**

**Improve face-to-face services**  
**Upgrade services offered in CC**  
**Customers can choose communication channel**

**Ease of Migration**

# IT Outsourcer to Financial Institutions



850 customers, 10,000 agents  
Siemens HiPath 8000  
Multi-tenancy, with 10-25 agents/customer

Key Requirement: Expand portfolio of services

- Cut communication cost
- Increase productivity
- Create up-sell, cross-sell opportunities
- Handle all media traffic



Genesys suite integrates with Fiducia's own banking application

1000 seats  
Integrated with Siemens HiPath 8000

SIP Server Soft ACD

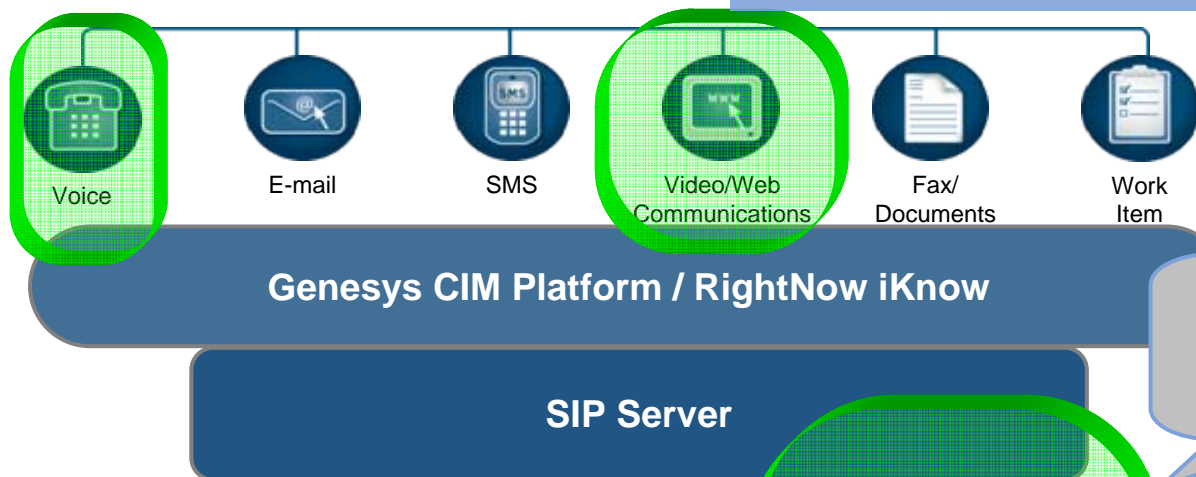
Improved level of customer satisfaction, increased profitability

# Pure Contact Center



✓ **Queuing & Routing:** Complete call handling including call routing, queuing, 3<sup>rd</sup> party call control and agent state tracking

✓ **RightNow Service™:** Provides customer data as well as multi-channel incident management.



**No ACD  
Required**

✓ **Cradle-to-grave Reporting:** Use critical operational data and statistics to manage contact center operations

✓ **IP Communications Application Support:** Voice recording, voice mail, and video



✓ **Supervisor Tools:** Silent voice monitoring, whisper coaching, and supervisor intrusion

# Key Aspects



Leverage existing PBX infrastructure, no required changes

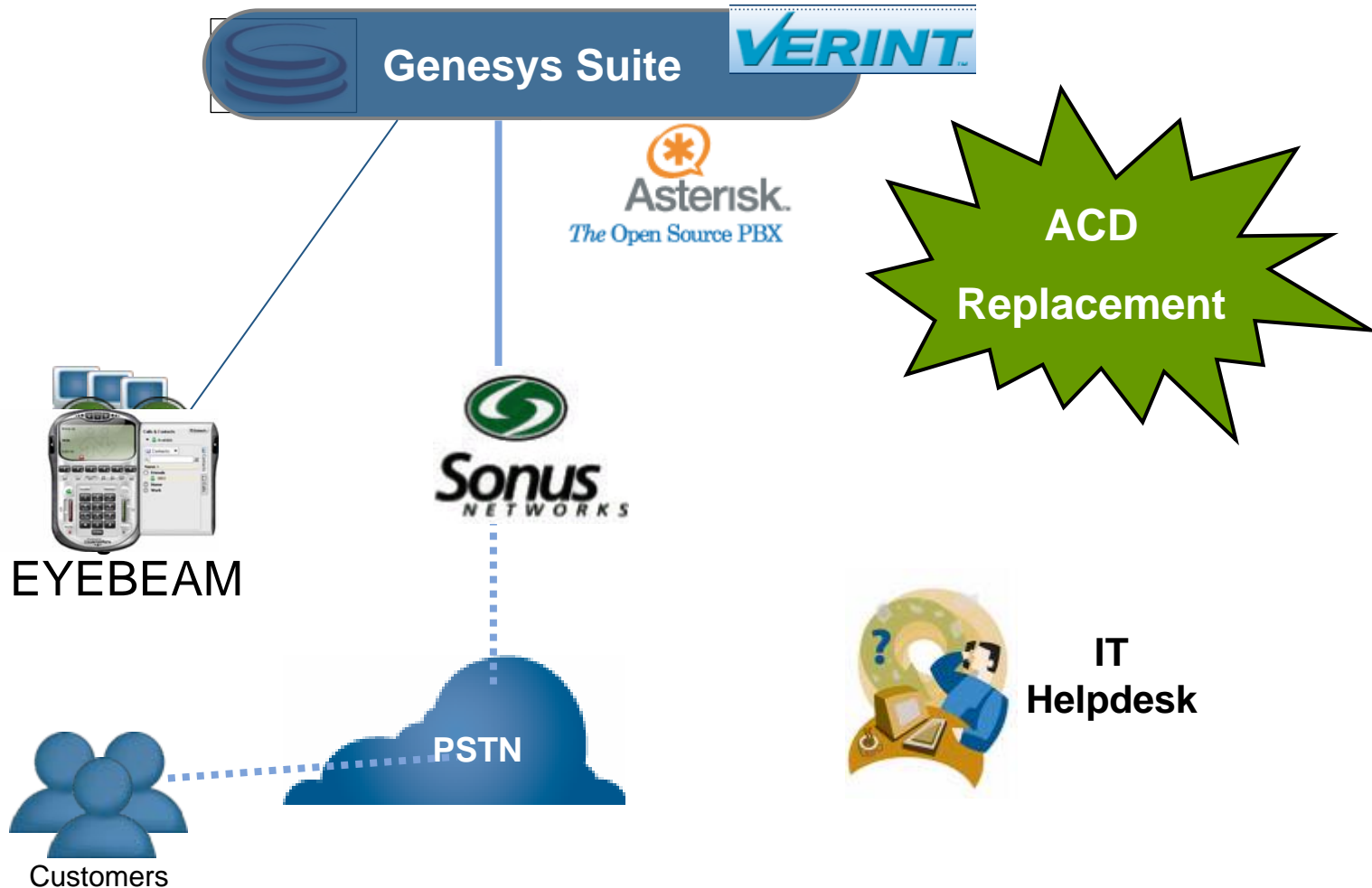
Genesys providing soft-ACD functionality

Supporting SIP end point devices (hard and soft phones)

Redundant and scalable configuration

Flexible migration strategy

# Large Financial Institution Ecosystem



# UK Based Wireless Carrier

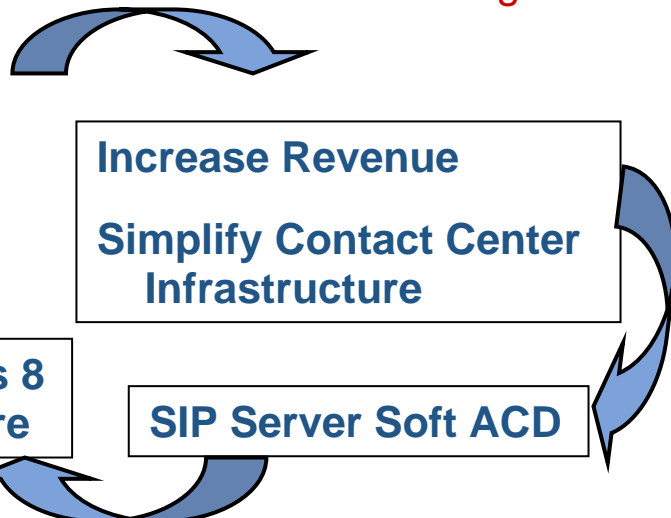


**Pain Point: Huge Maintenance Cost**



SIP Server to replace Rockwell ACDs,  
InfoMart provides consolidated reporting.  
GPlus integration to CRM

**Multiple Sites;  
14M subscribers;  
200K calls per day**

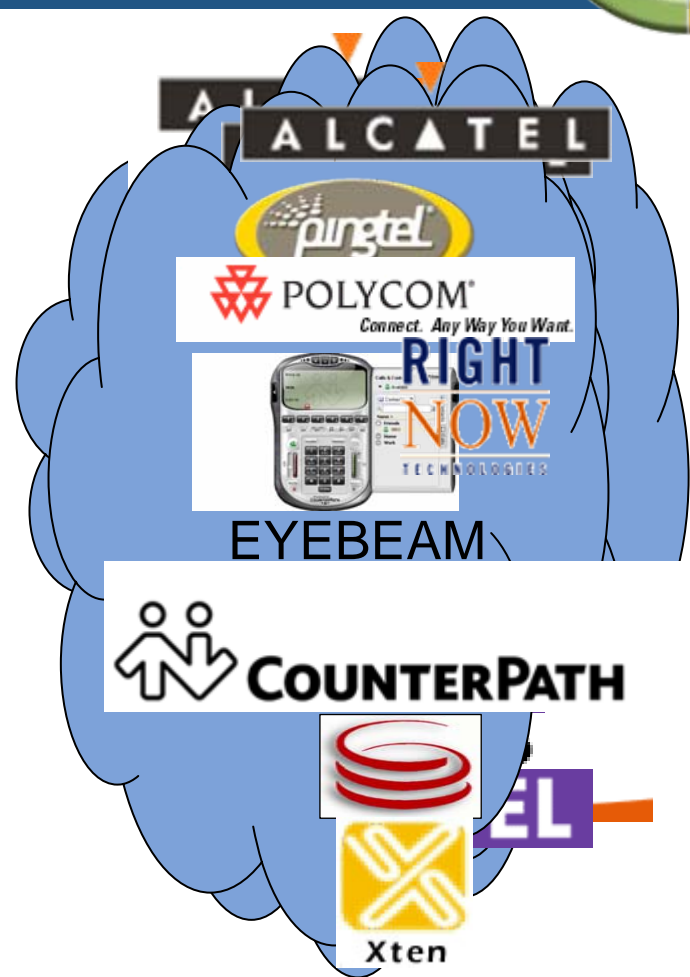
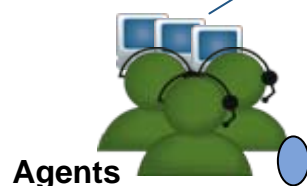


**5500 Seats across 8 sites, 2 offshore**

**SIP Server Soft ACD**

**£3M savings on Customer Service  
£1.5M savings on IT per annum  
Improved Efficiency**

# Whole Solution Ecosystem



# SIP Server Vs SoftSwitch Functionality



Feature	Component
Security, Public Internet Grade, VPN, Firewall Support	SoftSwitch
Authorization, Access Control	
Registrar	
Enterprise Class Features	
Billing	
Dialing Plan	SIP Server
Agent Monitoring and Call Control (CTI Emulation)	
Intelligent Routing (IP ACD)	SIP Server Stream Manager
Music/Video on Hold, Announcements, Queuing, Conference	
Integrated Personal Greeting	
Recording Support	SIP Server Stream Manager with Supervisor Tools
Silent Monitoring, Whisper Coaching, Barge In	

# Making the Choice



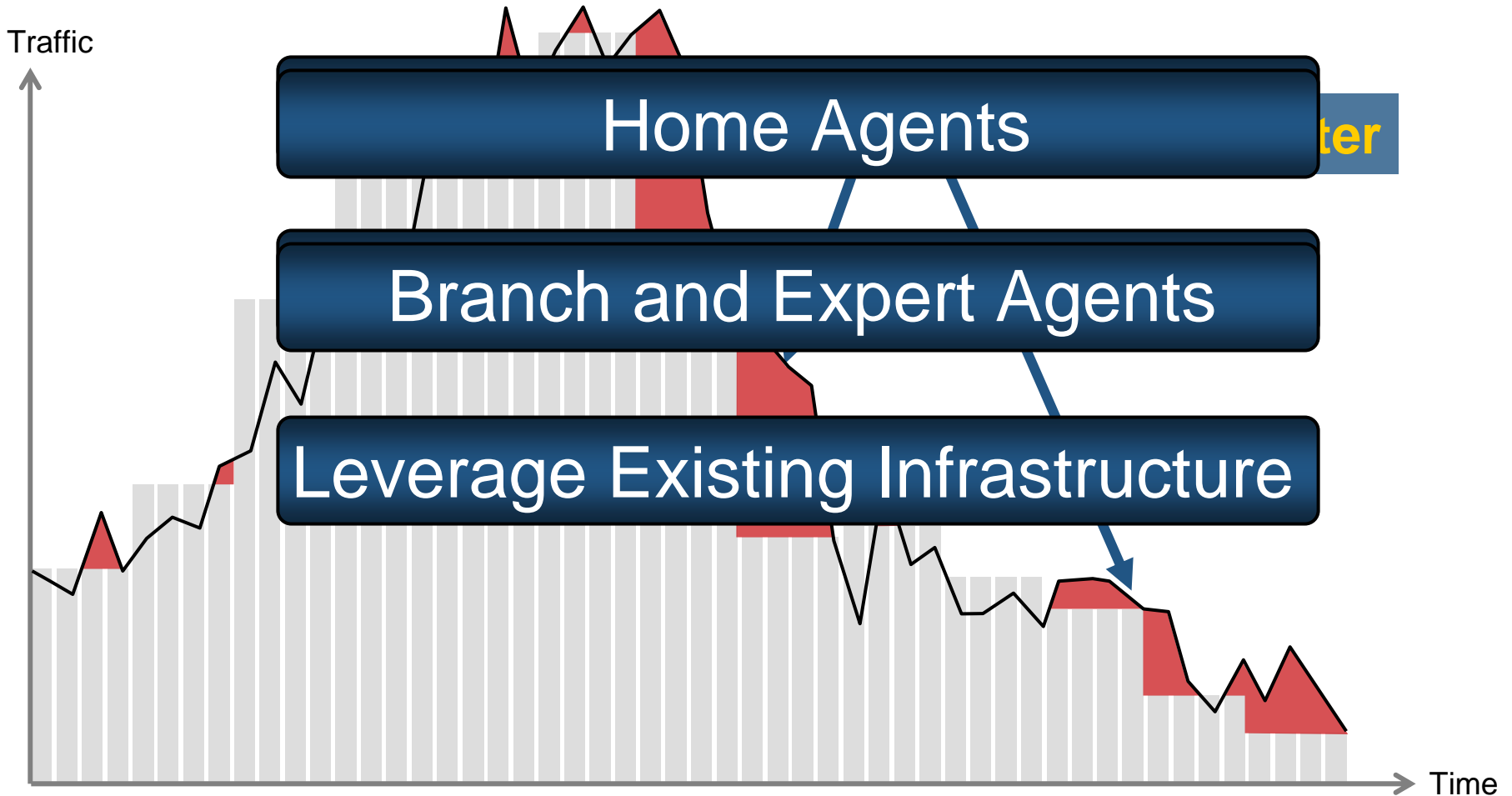
	Requirements	With-Switch	Switchless
➔	Enterprise Class Telephony features for agents	X	
➔	Voice Mail	X	
➔	ACD capability	X	X
➔	Call Progress Detection	X	X
➔	Call Parking	X	X
➔	Basic Call Treatment (Call Forwarding, Call Conferencing, Call Announcement, Music on Hold)	X	X
➔	Outbound capability	X	X



**Agents Anywhere, at Any Time**

# Contact Center On-Demand

## Breaking Down the Barriers



# Drivers for Home Agents



Improved Agent Satisfaction

Reduced Absenteeism

Flexible Work Hours

Increased Productivity

Increased Customer Satisfaction

# Remote Agent Drivers



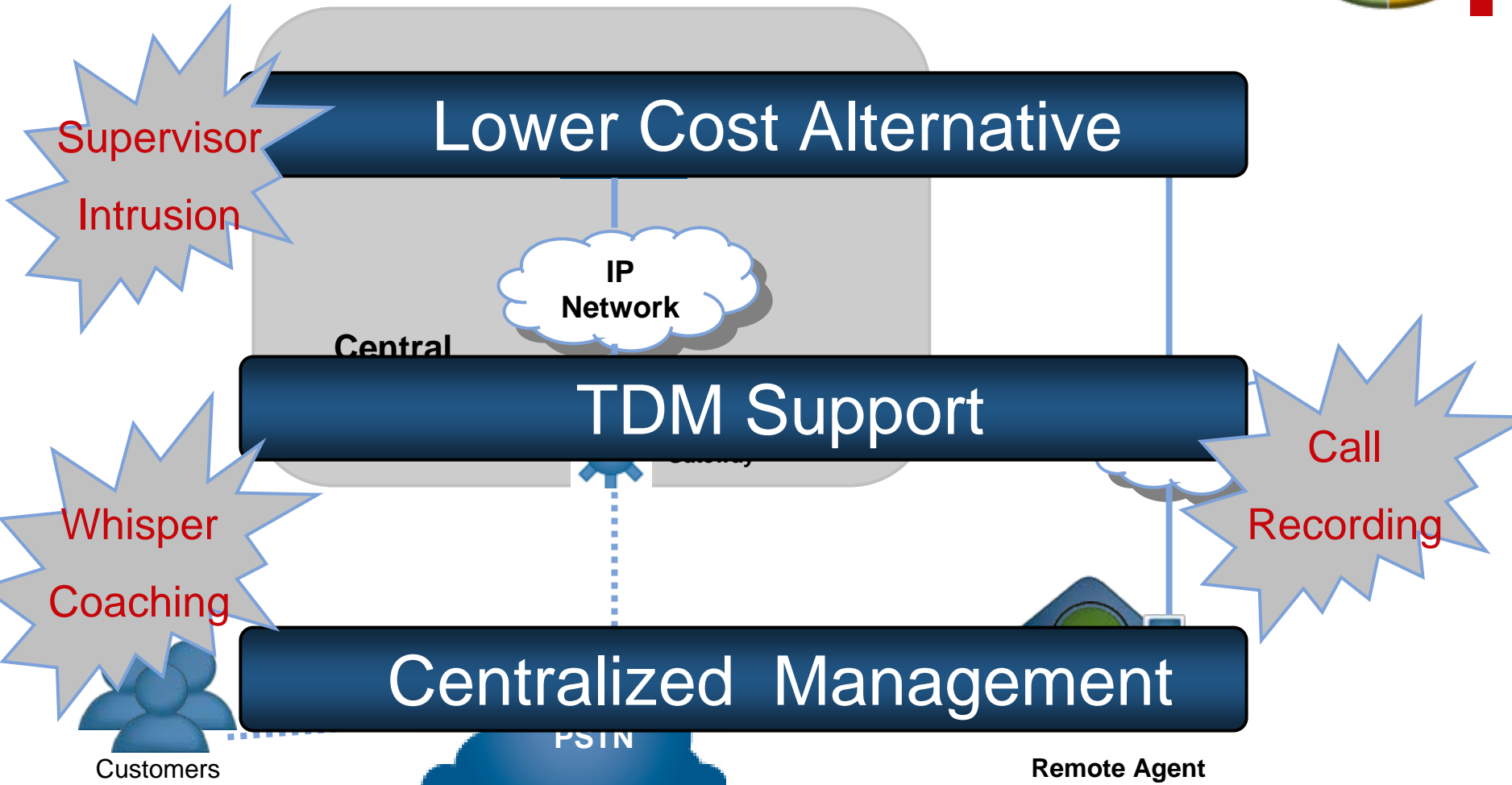
Leverage Knowledge Workers

Increase Customer Satisfaction

Extend Resource Pool

Extend Hours of Operation

# “Extending” Complete Solution





**600,000 Customers**  
**1 Million calls per year**

**Key Requirement: Improve Customer,  
Agent Experience**

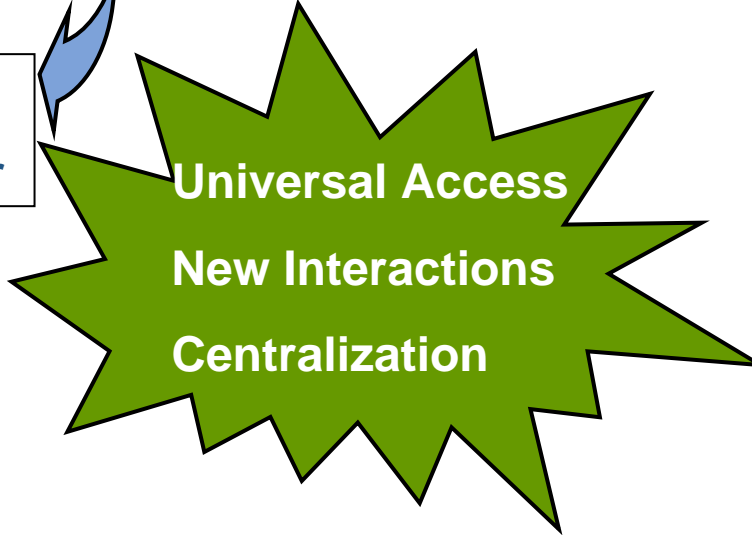
Video Kiosks in every branch  
Cost saving used to purchase  
expensive headsets for agents  
No PBX

**Manage multiple sites**  
**Introduce new interactions**

**SIP Server Soft ACD**  
**CC Pulse and CC Analyzer**

**400 Seats across 5  
Contact Centers**

**Reduce call duration 20-30 sec.**  
**Flexibility in adding agents on the fly**  
**Realized Cost savings**



# Recap of Business Benefits



New Service Agility

Enterprise Availability

Contact Center Optimization

Cost Reduction



Thank You

