

Next-Gen Technologies for the Contact Center

Chris Courneya

VP, Customer Interactions Solutions

Mitel

Next-Gen Technologies for the Contact Center

- The number of technologies and standards is constantly evolving
 - Difficult to keep track of, and understand all technologies

RTP GSM SIP
XMPP Parlay DECT
XML CSTA VXML
FMC SIMPLE CDMA
SMS 3GPP IMPP IMS WiFi

- Which technology is truly driving communication change in the Contact Center?

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The SIP Promise

- SIP is access independent, interoperable protocol
- SIP transcends wireline and mobile domains
- SIP can support any type of communication session whether it is voice, video, or instant messaging
- SIP enables communications across any device

Future trajectory of enabling applications is exciting; new possibilities

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SIP: catalyst for change in Contact Center communications

- Eliminates communications solutions complexity at all levels
- Industry wide support for communication convergence
 - Carrier Network
 - ultimate system flexibility in multi-service networks;
 - IP Multimedia Subsystem (IMS)-based carrier networks
 - Device Endpoint
 - Seamless integration of cell phone, desk phone, PC client and PDA
 - Applications
 - native SIP applications means there is no data interpretation
- True end to end, single standard, communications architecture

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- Simplifies solution lifecycle
 - increased R&D velocity; accelerated time to market for solutions
 - quick, easy deployments and feature activations
 - simplified configuration and ease of daily operations: MAC
 - Highly available, reliable configurations

What's in it for Contact Centers?

- SIP standards drive down the cost
 - Traditionally expensive solutions available to businesses of all sizes
- Multivendor, integrated, open applications
 - Mix and match your solutions
 - Businesses can pick “best of breed” solutions
 - No silos of technology or data

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Contact Centers in the cloud

- Bring carrier grade functionality to every business
 - “GeoTel” or “Cisco ICM” cloud routing
- SIP enables PBX independent support for Contact Center
 - Multitude of proprietary protocols eliminated
 - create a heterogeneous PBX, IP-Telephony and IVR infrastructure
- Scalable, Highly available, and redundant environment
- Centralized management, reporting

SIP

How it all comes together

Service Provider Network



- Service Provider Interface Telephony
- Messaging / Presence
- Media Services
- Call Control
- Mobility Enabler
- Contact Centre Apps



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Presence in the Contact Center

- view an individual's real-time availability status and readiness to communicate
- contact centers have always had deep rich presence
 - required to be effective/productive
 - routing algorithms/policy are based on knowing presence
 - Required to properly manage resources
- CC presence is multi-modal: describes device based presence
- Contact Center agent IM quickly evolving to corporate IM



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- Next generation of presence is offered enterprise wide
- Spurred on by adoption of corporate IM

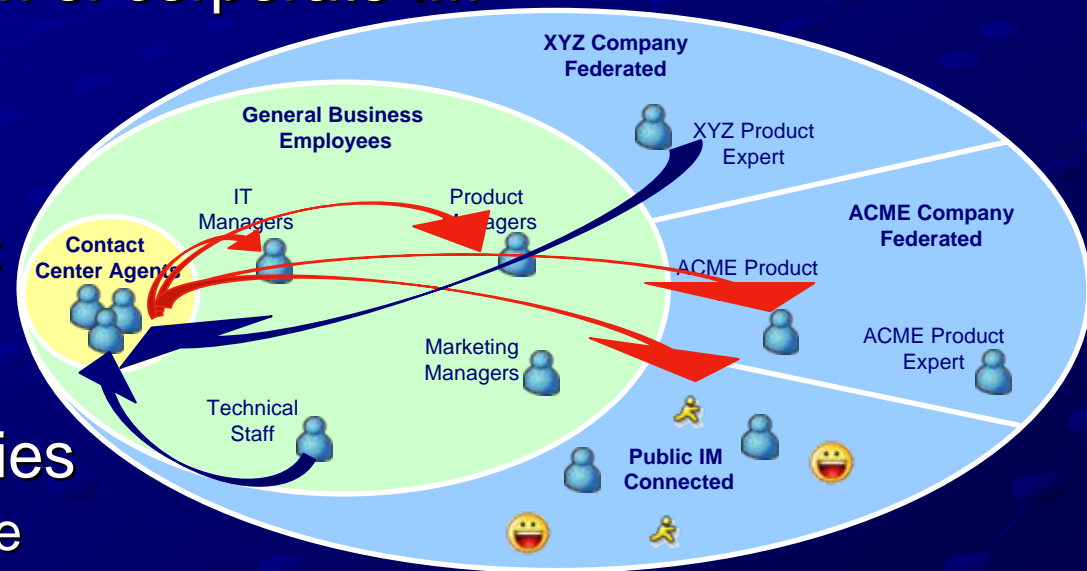
- Market leaders: IBM, Microsoft and Sun Microsystems
- Focused on Consumer: AOL and Yahoo

- Transcends departmental boundaries

- resources for immediate response
- easily reach experts, communities

- Critical for First Contact Resolution

Greatest Challenge: technology or people?



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People and Presence

- transforming to a customer-engaged enterprise
 - organizational commitment
 - cultural change is required
 - business rules and processes
 - Up and down approach
 - Down and Across Approach
 - The Opt-Out Approach
 - training
- If implemented correctly and managed regularly
 - it will work!

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Presence Technology

- Standards battle is on the horizon
 - SIP/Simple; XMPP; others
 - Microsoft leading the way with draft standard: SIP/SIMPLE
- Do I really need a SIP based presence solution?
 - SIP and non-SIP presence sources are integrated into CC offerings
- Traditional “Webchat” to be eclipsed by ubiquitous IM clients
 - Security through the firewall is still a concern
 - Wait for the standard or go with a gateway

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The Mobile domain in Contact Center

- Location independent, real-time bi-directional communication
 - PDAs, Smart phones
 - in the office, on the road
- Incoming business intelligence
 - Agent Presence and availability by device
 - Service Metrics by media type
- Decisions in the moment
 - Re-route callers, change queue policy
 - Interact with employees on any media/device
- Build your own policy
 - set alerts; personal availability - by location, time of day/week, calendar of events



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The evolving Media Experience

- Counter Service for “walk-in” customers
 - High touch customer interactions
 - People routing
 - Self service kiosk
- Multi service, enhanced routing support
 - Prerequisites
 - Priority
 - Most skilled employee
- Customer updates
 - Position in queue
 - station locator



| Ticket number | Station |
|---------------|---------|
| G-4567 | 3 |
| B-1289 | 7 |
| G-3893 | WAIT |

Next-Gen Technologies for the Contact Center

- SIP is catalyst technology pushing convergence
- Enterprise presence is extending into contact centers now
- Wireline and mobile domains are starting to converge in the contact center
- Multimedia adoption is on the rise across more media types