

Delivering on the Promise of IP

**IP Contact Centers
Technology Update**





Topics

- **The move to IP**
- **What Is Out There**
- **Infrastructure & Components**
- **Applications**

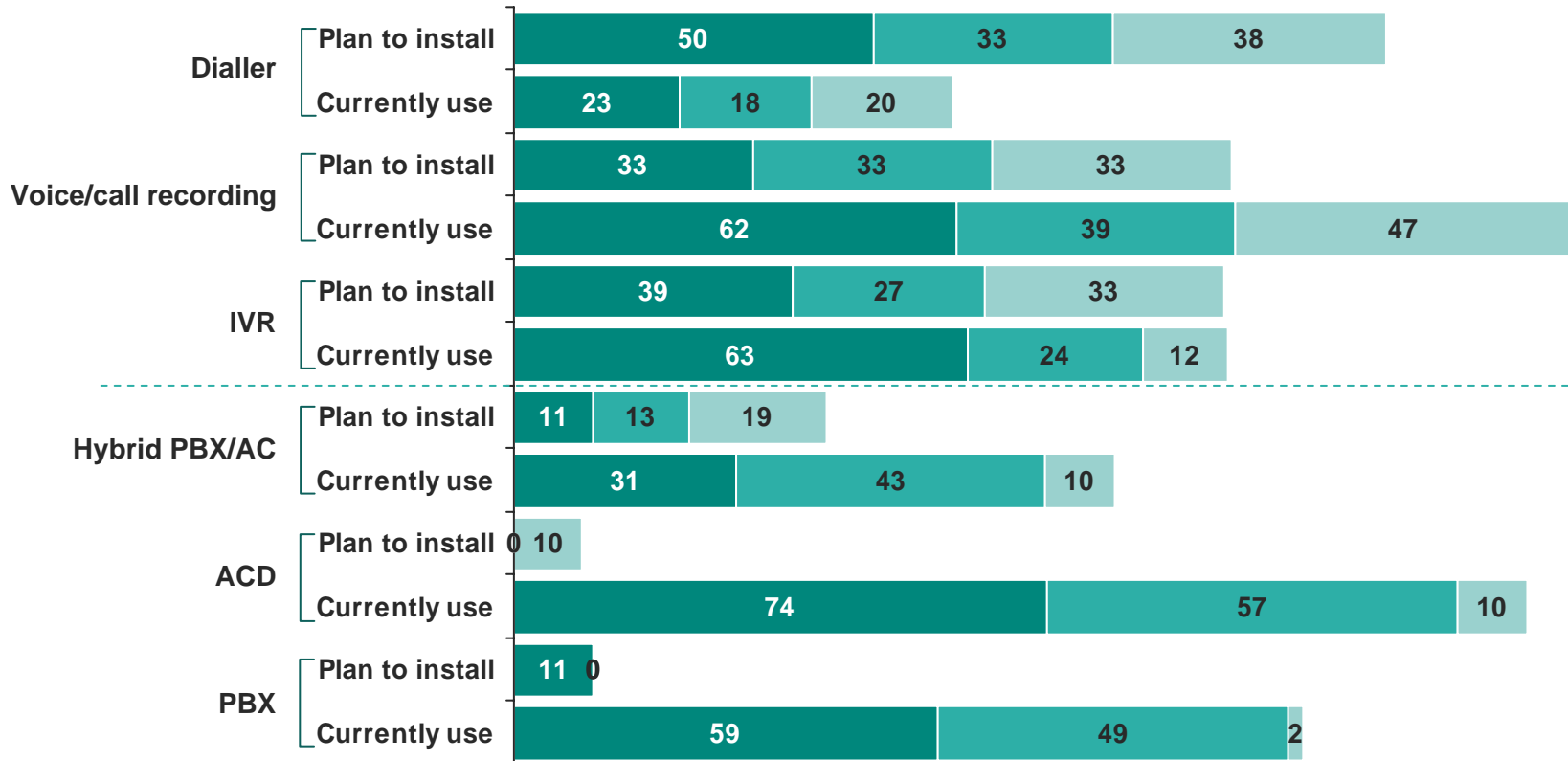


The Drive to IP

- **Greenfield, End-of-Life, New Channels & Markets**
- **Agent, Supervisor & Desktop Integration Functions**
- **Multi-Channel Integration: routing and reporting**
- **Open API**
 - Integration with other systems such as QM, WFM, etc
- **Availability of reliable reporting data**
- **Ease of executing business logic and speed of change**
- **Reliability**

Use of IP and TDM Technology Infrastructure

Over 50% of Contact Centers are Hybrid or Pure IP



■ TDM - based ■ TDM-IP Hybrid ■ IP - based



What is out there & Why?

- **Virtualization**
- **Extending the reach of the Contact Center**
- **Enterprise Agents – Knowledge Workers**
- **Remote Workers**
- **Linkages to Outsourcers**
- **Ease of expansion**
- **Carrier, administration and maintenance savings**



IP Infrastructure

Deployment Options

→ Centralized Or Distributed

- ACD Components
- Call Processing
- Self-Service

Components

→ Voice Gateways, IP Phones (soft), Desktops

→ LAN & WAN Infrastructure

→ CTI, IVR & Call Processing

→ Ecosystems (WFM, QM, etc,)



IP Deployment Issues & Challenges

→ Voice Enabling the LAN & WAN

- QOS
- Bandwidth Management
 - Remote Workers

→ Staffing & Support

- New Skills

→ Disaster Recovery & Business Continuity

- 57% either have no plans or not tested plans

→ What about the ecosystems (WFM, QM, email, etc.)

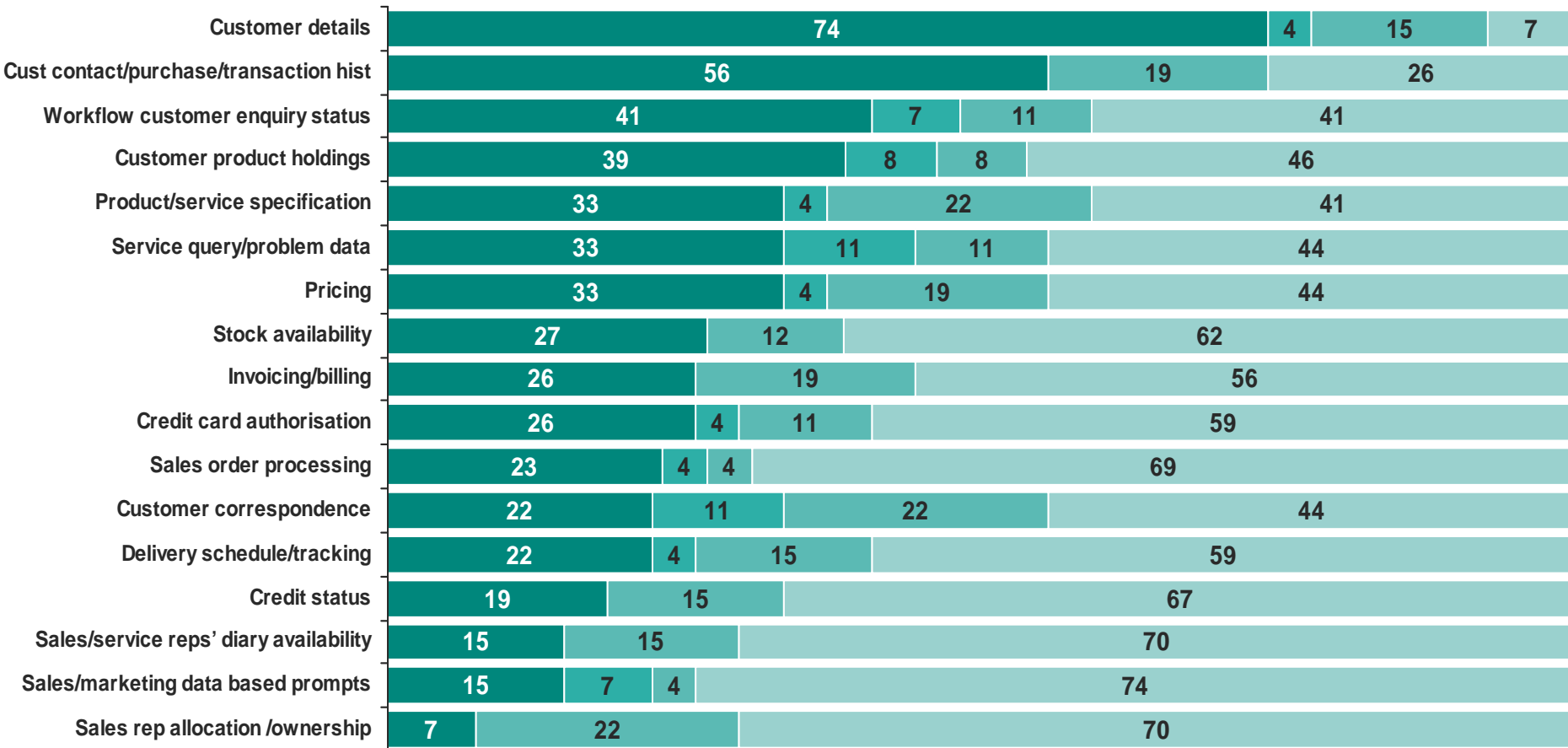
→ Trends in Contact Center focus

- Focus on the customer experience
- Channels maturing (email)
- Integration – Systems & Organizational
- Value of the Contact Center

Applications & Integration

→ How well integrated are the core business systems within the contact center?

- Percentage of contact centers | n = 281



■ Agents have easy access ■ Agents have access, but not easily ■ Agents perform task manually ■ Not applicable to type of business

IP - Integration & SOA

Benefits of IP are found in integration

→ **Extending enterprise data into the contact center**

- Personalization & customization

→ **CTI – The cornerstone of customer data**

→ **Other CC apps (*WFM, Call Recording, QM, etc.*)**

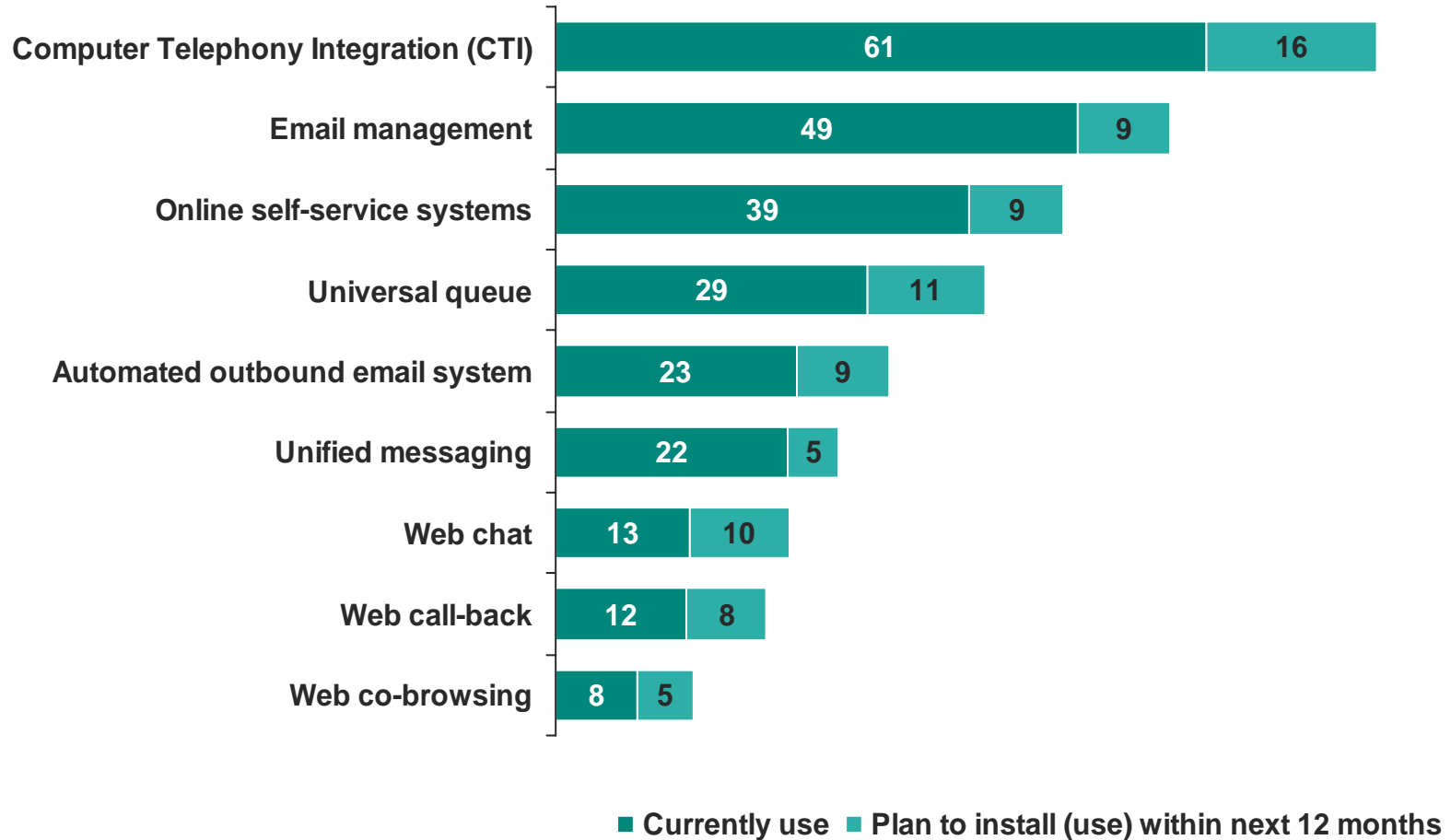
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Use of channel and routing technologies

→ Do you use, plan to use or plan to upgrade the following channel and routing technologies in your contact centre?

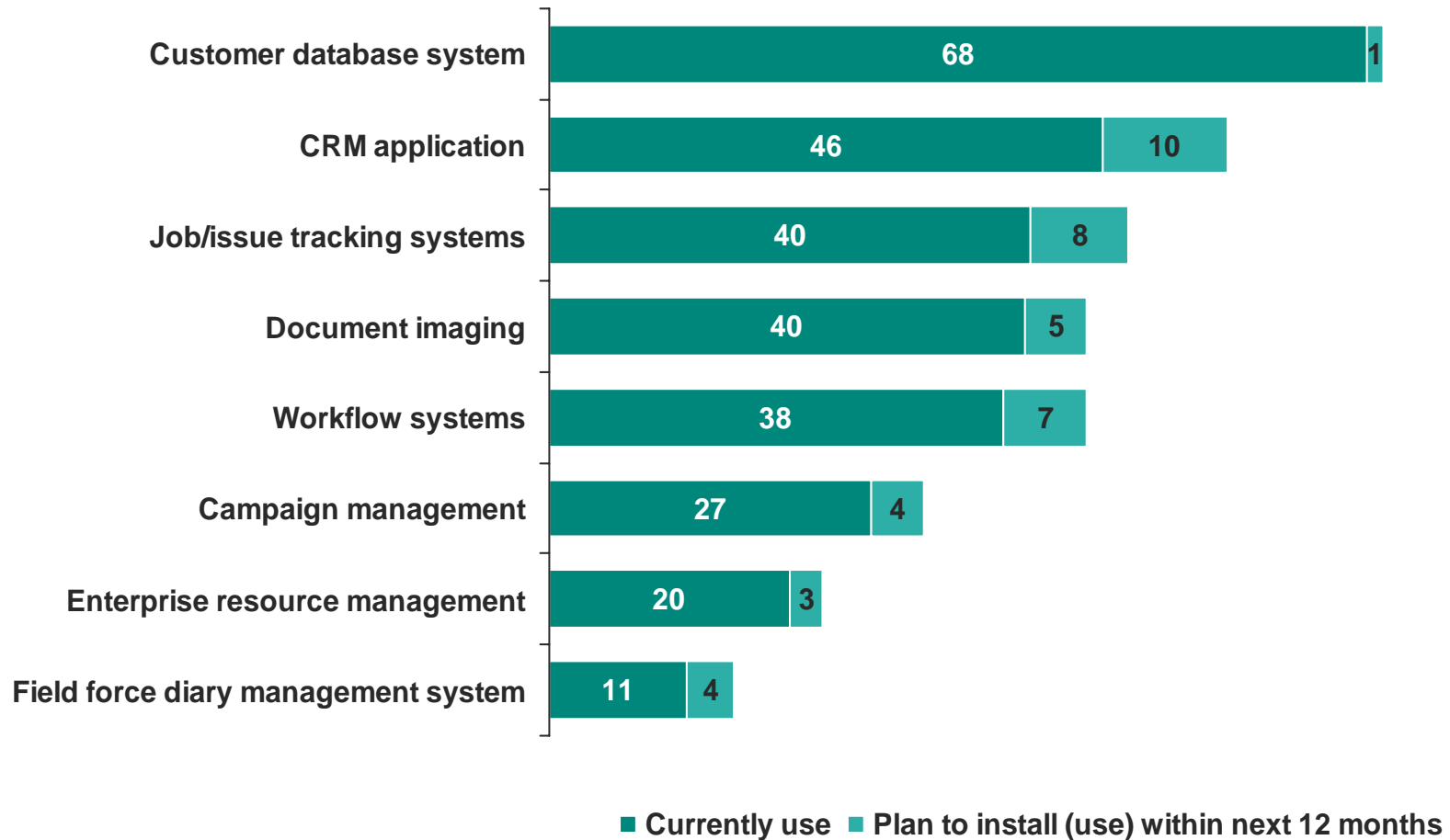
• Percentage of contact centres / n = 263



Use (CRM) technologies

→ Do you use, plan to use or plan to upgrade the following CRM technologies in your contact centre?

• Percentage of contact centres | n = 261





Conclusion

- It's not “IF” it's “WHEN”
- Customer Service as a “Strategy”
- Focus on the “Customer”
- Extending the reach of the Contact Center
- Capitalizing on Enterprise Data