



## Unified Communications Platform for the Contact Center

The pace of today's global business environment is driving IT organizations to seek out new ways to lower expenses, reduce complexity, increase security and enhance business agility with unified communications. In parallel, companies are standardizing and consolidating enterprise architectures and technologies, reducing physical footprints, expanding networks to carry voice, and streamlining application integration with Web services. All in support of the business' needs to improve collaboration, increase employee productivity and decrease costs.

### ASPECT UC ARCHITECTURE AND PLATFORM PRODUCTS

#### UC applications work seamlessly with your enterprise architecture by:

- Utilizing virtualization technologies, like VMware, to simplify and reduce your physical footprint and reduce expenses related to powering and cooling equipment
- Giving you the power to deploy your contact center applications on top of your transport of choice - Voice over IP (VoIP), traditional voice, or a blend of both - using session initiation protocol (SIP) to deliver device and service provider choice
- Supporting XML - based open Web services and APIs, and integrating to data stores through ODBC, JDBC and XML
- Leveraging standard system management, security practices, and tools such as LDAP, Active Directory and Windows Management Instrumentation (WMI), and SNMP for single sign on authorization and authentication
- Offering high availability and reliability that increases the fault tolerance and efficiency of the system and minimize single points of failure
- Supporting single - or multitenant deployments taking advantage of the secure partitioning and SIP-based VoIP that supports software as a service (SaaS) models to provide hosted functionality to internal and external customers

ENTERPRISE ARCHITECTURE	ASPECT CONTACT CENTER
Management	Overall system management and monitoring leverages existing tools and processes
Reporting	Business intelligence is enabled through open integration to our contact center datamart
Application Integration	Application integration is eased through the use of Web services
Network/Telephony	Network layer interoperates with open telephony standards
Physical Footprint	Physical footprint is minimized through virtualisation techniques



## I>>> WHY ASPECT?

*UC breaks down legacy silos, going beyond telephony to unite all communications components while leveraging presence.*



Aspect offers two software-powered IT-ready. Net Web services platform products:

**Aspect® Unified IP™** is a session initiation protocol (SIP)-based voice over IP (VoIP) platform product that unites inbound, outbound, voice portal, and Internet contact capabilities.

**PerformanceEdge™** synchronizes workforce optimization capabilities, including workforce management, recording and quality management, performance management, campaign optimization and coaching & eLearning.



## Aspect Unified IP Platform Comprehensive Contact Center Capabilities

Aspect Unified IP is a session initiation protocol (SIP)-based voice over IP (VoIP) platform product that unites inbound, outbound, voice portal and Internet contact capabilities.

**Unified Administration** - manage inbound, outbound, email, workflow and Web interactions from one administration interface.

**Unified Routing** - apply unified routing strategies across ACD, Predictive Dialer and Voice Portal to deliver a consistent customer experience across interaction channels.

**Unified Reporting** - deliver a comprehensive view of your contact center performance by eliminating the need to integrate reporting data from multiple point products.

**Inbound Routing** - intelligently route contacts to available agents based on the customer profile, service level goals and agent availability.

Advanced features include:

- Skills-based Routing - match contacts with the most appropriate available agents.
- Rules-based Routing - route interactions based upon a robust set of contact center defined business rules.
- Data-Directed Routing - prioritize, manage and route customers based on CRM or other back-office database queries.
- Multisite Routing - create a truly virtualized contact center to route and deliver the contact to the best-suited agent in the enterprise.
- Queue Optimization - give customers the choice to be called back based on their estimated time in queue or at a later time of their choosing.
- Abandoned Call Recovery - automatically capture the phone numbers of customers that hang up via a recovered call list.
- On-Demand Agent - empower off-site, "on-demand" agents to seamlessly support your customer and provide for efficient trunk usage and reduced call duration costs.
- Controlled Call Connection - enable agents to have the ability to accept or decline inbound interactions.

**Outbound Dialing** - leverage the capabilities needed to make your outbound collections, sales or telemarketing strategies successful:

- Multiple dialing options - predictive, precision, preview, blaster, manual, agent-less and goal-based quota control.
- Industry-leading answering machine detection - with up to 95% accuracy including compliance controls and reporting.
- Outbound speech-enabled voice portal - for automated contact collections agents, emergency messaging and proactive customer service.

**Voice Portal** - deliver rich voice self-service applications to your customers leveraging VoiceXML-based speech applications. If the customer needs to speak to a representative, the information gathered during the self-service session is made available to the agent, enhancing the overall customer experience. Functionality includes:

- Speech Recognition
- Text-to-speech (TTS)
- Speaker Verification
- Standard speech interfaces to applications that support Media Resource Control Protocol (MRCP)

FOR FURTHER INFORMATION VISIT OUR WEBSITE OR FEEL FREE TO CONTACT US:

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# I>>> GCC NEWS



**Web Interaction Management** - offer assisted service to customers who visit your website:

- Web chat and Web collaboration allows customers and agents to interact and co-navigate on your Website.
- Web Callback gives online customers the flexibility to define a best number and best time to be contacted.
- "Talk to a Live Agent Now" functionality allows a customer who is on a chat session to escalate the conversation to a phone call.

**Email Management** - efficiently handle email volumes by providing service levels, prioritization, queuing, auto acknowledgement, auto response and reporting. Leveraging your existing Microsoft® Exchange and Microsoft® Outlook® applications, email management capabilities can be seamlessly deployed in your current environment.

**Workflow Management** - automate your back office tasks and deliver more efficiency to your help desk and customer service business processes with service level management and routing for work tasks, trouble tickets, faxes and other non-traditional contacts.

**Knowledge Base** - manage a repository of frequently asked questions (FAQs) and empower your agents with information to quickly respond to customer inquiries.

**Contact Recording and Quality Management** - whether for quality control or compliance purposes, Aspect® Unified IP® provides you with the tools needed to monitor, record, score and analyze the performance of your contact center:

- On-Demand Recording enables agents, supervisors and quality personnel to initiate voice and Web chat recordings whenever needed.
- Automated Recording allows managers to automate the process for recording voice and Web chat interactions.
- Supervisor Monitoring allows supervisors and quality control personnel to silently monitor, coach or take control of an interaction between an agent and customer, as well as record the agent screen.
- Agent Performance Scoring provides evaluation forms that can be used to rate the performance of the agent.

**Choice of Transport** - empower IT to select their transport of choice using either open source voice over IP (VoIP), closed source VoIP or traditional voice. Migrate from traditional switching technologies to SIP - based VoIP, single-site to virtual contact center, centralized to localized management or any combination thereof.

**Multi-Tenancy** - take advantage of the secure partitioning and SIP-based VoIP applications that support software as a service (SaaS) models to provide hosted contact center functionality to internal and external customers.

## Highlights

**Reduce initial and ongoing integration costs by up to 40 percent.**

**Reduce annual maintenance costs by up to 30 percent.**

**Increase the volume of interactions their staffs handle by more than 50 percent.**

**Increase customer retention up to 20 percent.**

## I>>> OTHER NEWS

**GCC Computers Ltd** proudly announces that it has recently signed a DVAR (Direct Value Added Reseller) agreement with Juniper Networks. GCC Computers Ltd is now authorized to sell and service all product families of Juniper Networks including M-Series, T-Series, MX-Series, E-Series, CTP Series, EX-Series and Network security products.

It should be noted that, GCC Computers is the only company in Cyprus that has been able to fulfill all the certifications needed for the agreement to be signed.

## I>>> NEXT ISSUE

**GCC Computers Ltd is introducing e-TimeLog - a Time and Attendance Web Solution Suite.**