# WebRTC Revolutionizing Contact Centers

Web Real-Time Communications (WebRTC) technology provides real-time communications handling capabilities (voice and/or video) in any web browser, eliminating the need for browser plug-ins or additional software. For example a customer can start a chat session and seamlessly transition to a voice or video session with a live agent by just clicking a link in the browser. Creating a truly integrated experience where real-time communication is a natural extension of everyday activities.

> "WebRTC technology allows total access to the agent toolbar through an URL. It is the contact center without a phone"

Championed by industry leaders Google/ Chrome and Mozilla/ Firefox, but supported on almost all other popular browsers. WebRTC creates a framework or conduit for live voice or video communications between web browsers on almost any device. Its design allows WebRTC to function in complex network environments, including those where firewalls and NAT are present. This framework was open sourced by Google under a royalty free BSD (Berkeley Software Distribution) style license and a free patent grant. Google also owns the intellectual property (through its purchase of Global IP Solutions). The WebRTC framework includes iLBC (Internet Low Bitrate Codec), iSAC (Internet Speech and Audio Coder), G.711 and G7.22 codecs for audio and VP8 for video.
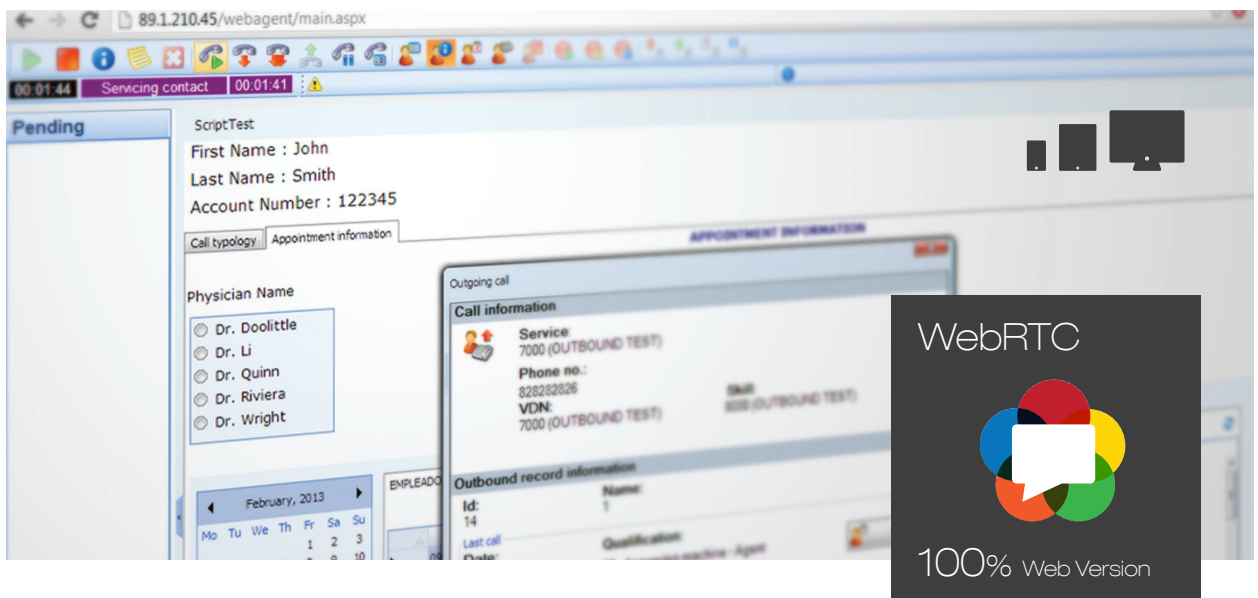
These codecs include capabilities such as packet loss concealment and echo cancellation so they can robustly cope with a lack of guaranteed quality of service. WebRTC enables a higher level of quality application such as voice calls, video chat, file sharing, messaging, white-boarding, human computer interaction, etc. without any client or plug-in download to run from a browser using simple HTML and JavaScript APIs.

What does all this mean for today's contact center? Simply put- it allows Presence to run our agent toolbar in almost any browser without the need for a physical or soft phone. WebRTC enables the contact center agent to experience the same quality connection as if they were

WebRTC Benefits

Increase Customer Service Levels

Costs Effective

Reduction in Agent Training Time

Reduced Implementation Time

Plug-in Free

Reduces Compatibility and Security Issues

True Real Time Web-Based Communications

working from the bricks and mortar call center. Presence use WebRTC to enable our Suite of Solution to create a truly virtual contact center environment. Presence empowers agents and supervisors to work from anywhere on almost any device. Image the versatility, scalability- Contact Center taken to the next level.

Presence Technology offers a completely plug-in free web interface for contact center agents. Presence Agents no longer need any additional technical background or training beyond the capability of using a standard web browser. All these advantages make it even easier for call centers to embrace a remote workforce model and establish a much more cost effective business continuity plan.

- Zero Footprint- No Software to Install
- No Phone- Hard or Soft
- Operating System Independent

A Multi-Channel Solution for the Hosted and Cloud based call center market. Making it easier to respond to your customers' needs, no matter how and when they choose to communicate.

Contact Us and a Senior Business Consultants, can get into the know-how of the Presence Web Agent solution and how we can improve your contact centers efficiency and productivity.

Web Agent

Presence Technology

presence
technology

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