CentralTouch Technology

The CentralTouch WebRTC UC3

Unlike the traditional web browsing applications, which are static and largely text-based content, telephony is based on real-time, transitory streams. Passing these streams around in the TDM and traditional VoIP domains is an expensive and complicated effort. CentralTouch WebRTC Unified Communication Contact Centre (CT WebRTC UC3) is built upon WebRTC media engine library supported by Google and adopted by many VoIP providers such as Dialogic and InGate. CentralTouch in partnership with InGate AB and Dialogic provides IP based Contact Centre as well as Unified Communication functionalities over the web using WebRTC. The WebRTC's media engine library provides transportation mechanism to send real-time streams through the Web.

CONNECT COMMUNICATE COLLABORATE

Benefits of the CT WebRTC UC3

- Browser-based communication between agent and the customer using multimedia channels such as voice, video, and chat.
- Switching between the communication channels during the connected session wherever applicable on the web.
- Video and Voice conferencing as well as collaboration with third party expert matter during the session on the web.
- Presence awareness services on the web
- The CT WebRTC Virtual Assistance agent also provides flexible assistance via IP connectivity for the customer. The customer assistance will include video streaming and image sharing as well as voice conversation on company`s web interface.

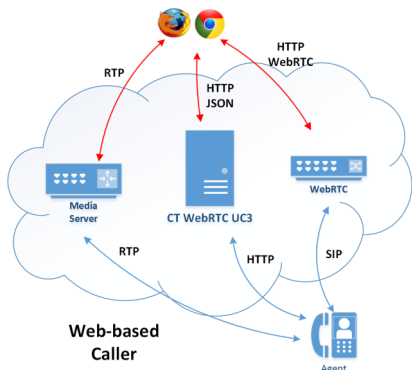# Multi Site, Multimedia, Multi Tenant
Distributed IP Contact Centre

CT WebRTC UC3 integrates a high quality and interoperable voice and media engine directly in the supported browsers including Google Chrome and Firefox.

Customer Satisfaction

Being able to resolve the customer's issue the first time a call is made has been proven to be the best way for improving customer satisfaction and reducing operating costs. CT WebRTC UC3 can:

- Reduce the number of calls received in your Contact Centre by up to 32%
- Improve customer satisfaction by 1% for every percent increase in FCR
- Increase cross selling acceptance rate by 20%
- Reduce turnover rate. Agents that resolve problems are satisfied employees.
- Reduce the number of customers at risk. 34% of customers who do not get their issue resolved, will most likely go to a competitor. While Only 3% may leave if the issue is resolved.

Self service Video IVR options

Customer can contact a live agent for support by using one of CT WebRTC UC3's self service options—web click to chat, call back, or IVR.

Scalability

CT WebRTC UC3's distributed architecture enables companies to grow their contact centre from a few agents to thousands of agents located at multiple sites any place where there is sufficient bandwidth.

Centralized Contact Centre Management

CT WebRTC UC3's global organization policies and standards can be implemented across all centres without having to sacrifice local autonomy and regional differences, thus focusing on dealing with local customers needs.
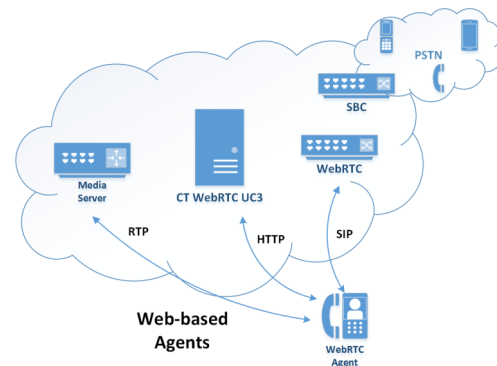
Open Standard (SIP/SIMPLE)

CentralTouch WebRTC UC3 is built on Internet-based standards such as SIP (Session Initiation Protocol) and SIMPLE (Sip for Instance Message and Presence Leveraging Protocol). All Internet telephone calls, multimedia conferences, chat sessions, and interactive communications use these standard protocols.

CT WebRTC UC3 embraces the principles of:

- Open, standards compliant software, and system architecture.
- Solutions that are highly scalable, reliable, and secure.
- Communication features transparent to the means of access.
- Agent's productivity optimized to handle operational challenges.
- Enhanced service integration with service providers.

Consumer interaction is no longer limited to telephone contact. On any day, members of your organization can receive a variety of contacts from customers, associates, suppliers and colleagues by phone, e-mail, and the internet. How do you handle these contact requests will be crucial to your success!

CentralTouch Technology is revolutionizing the way IP is being used to help businesses improve customer service at a significantly lower cost. CentralTouch brings the power of the distributed IP Contact Centre to the reach of small to large enterprises and service providers. Our promise is to provide high-end solutions and quality to the markets.

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www.centraltouch.com