

PARTNER PERSPECTIVES

Understanding the power of SIP

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In contact centers, the quality of agent/customer interactions plays a vital role in your company's success. Quality management (QM) software addresses the execution of these interactions and serves as an integral component of workforce optimization (WFO), which encompasses e-learning and performance management analytics.

SIP enables multimedia collaboration and creates a breakthrough customer experience. But the power of SIP can also be leveraged to improve contact center quality through a more efficient and collaborative communications model.

Convergence of Applications

In the future, SIP will provide an open standard to simplify the application logic of your contact center. A single standard interface for all connectivity, proprietary signaling protocols and hardware-intensive digital/analog interfaces will be replaced by a simple, logical SIP interface connecting application servers residing on industry-standard platforms.

Every agent will be able to access the required features, functionality and information needed for each customer interaction. By making it easy to reach the right

expert resource in real-time, SIP will help agents resolve calls faster and more often on the first contact.

Today's contact center solutions often involve complex, integrated custom applications, with specialized CTI resources for multiple integration points between applications, data stores and circuit switches. SIP simplifies this arrangement through a simple and open standard for implementing third-party applications and thus opens the door to wider use of CRM, workforce management and speech analytics in contact centers of all sizes.

Best-of-Breed Approach

By facilitating a more modular approach to CTI, SIP will become the accepted integration protocol and present new opportunities for contact center managers, business managers, vendors and integrators. Instead of confinement to a full-featured application suite from one vendor, you can benefit from almost unlimited flexibility and scalability, adding or deleting features from many sources as your business grows.

This best-of-breed approach offers many advantages. From a business-process perspective, integration of your existing infrastructure protects previous investments. From a TCO perspective, installation will

occur faster with lower set-up costs. From an application perspective, you will be able to use a preferred vendor for each specific need.

Business Partner Networks

The best-of-breed philosophy unlocks the full potential for creativity and innovation through a business partner network. The synergy of this partner ecosystem helps meet specific customer needs for each vertical market and generates solutions for that market's unique pain points.

From tailored solutions and skill sets, to speaking the niche language relevant to each market, the industry-aligned ecosystem gives an advantage to all involved and improves customer service through easy access to a team of experts conversant with any industry.

Software development kits (SDK) by

specific vendors let different partners in this network integrate their applications with other software packages, hardware platforms and operating systems. This strategy lets all partners offer sophisticated but affordable solutions for small- and medium-sized businesses.

Conclusion

With the power of SIP, contact center applications are becoming easier, more flexible and scaleable. Its use will allow an open, future-oriented solution design based on new partnerships of software vendors and system integrators utilizing a best-of-breed approach.

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