

CentralTouch Extends Unified Communication Contact Centre Functionality with WebRTC to Midsize and Enterprise Businesses using Dialogic XMS Media Server

Barcelona, Spain, March 5, 2015-- CentralTouch is pleased to announce WebRTC Unified Communication Contact Centre (CT WebRTC UC3) to convey browser-based, unified communication and multichannel contact centre functionalities on browsers supporting WebRTC, such as Google Chrome and Mozilla Firefox. The CT WebRTC UC3 enables voice, video, email, chat, and media server capabilities on a single platform for contact centers starting with 2 to 1000 agents addressing small and enterprise businesses.

According to a study, a majority of contact center calls are preceded by a web-site visit. Web-based Real Time Communication (WebRTC) plays a vital role in contact centres for companies looking for rationalizing methods of interaction with clients. Customers are constantly looking for a low-effort, effective communication through any channel that they are comfortable with.

There are always challenges for companies with respect to allocated budgets and IT resources to find proper, multichannel contact center solutions that fit their needs for affordability, usability, scalability, as well as ease of integration with business logic. At the same time as the customer expectation increases, maintaining customer satisfaction is an ongoing challenge. We cannot limit the customer interaction with a call center agent. The Agent needs to bring the expert matter into the communication and to use all available tools and resources to resolve the issue as quickly as possible. As the number of consumers - especially on web sites- grows, companies will need to facilitate better paths of communication.

While the majority of the transactions start on the Web, why not enhance such contact and ability to communicate with contact centers and subject matter experts on a secure channel?

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 collaboration with Dialogic, provides IP-based Contact Centre as well as Unified Communication functionalities over the Web using WebRTC.

CT WebRTC UC3 blends the web-context with real-time communication, supports WebRTC and SIP signalling. Dialogic's PowerMedia™ XMS is considered to work as an integral part of CT WebRTC UC3 that offers media transcoding while dealing with legacy system, conferencing, and video collaboration.

CT WebRTC UC3 offers:

- 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.

CentralTouch WebRTC Unified Communication Contact Centre will be available for general users in the third quarter of 2015.

Quotes

Hassan Firouzbakht, chief technical officer at CentralTouch Technology, said, "The ability to initiate a video or data collaboration on an established chat or voice communication with a customer while accessing a website, helps to improve customer retention, loyalty and first call resolution. With the introduction of Interactive Video Response in CT WebRTC as well as data sharing, I believe we are facilitating virtual assistance services with contextual and efficient information."

Kurosh Sahraie, chief architect, CentralTouch, added, "Many companies have already provided multichannel support such as chat, Click to Call, Click to video, Phone, and so on, to their visitors. CT WebRTC UC3 allows people to have such experience in real time directly from the browser. That's important, as it is more convenient for the client and much less expensive to work in a traditional way for companies. At the same time, being able to provide services such as Video ACD, and targeted video advertisement and announcements, while customers wait for agents, is a vital feature for companies with website dependant businesses such as e-Commerce, travel agencies, realtors, etc."

"Dialogic is pleased that CentralTouch is proving operational capabilities of the Dialogic® PowerMedia™ XMS solution, along with a Dialogic signaling solution, to deliver real time communications so enterprises can provide great customer experiences," said Jim Machi, senior vice president product management and marketing at Dialogic.

About CentralTouch:

CentralTouch Technology is revolutionizing the way IP is being used to help businesses improve customer service at a significantly lower cost. CentralTouch provides unified communications, and distributed IP Contact Centre to companies all sizes around the world. Our promise is to provide high-end solutions and quality to the markets.

For more information please visit www.centraltouch.com

About Dialogic:

Dialogic, the Network Fuel® company, inspires the world's leading service providers and application developers to elevate the performance of media-rich communications across the most advanced networks. Forty-eight of the world's top 50 mobile operators and nearly 3,000 application developers rely on Dialogic to redefine the possible and exceed user expectations. Follow us on Twitter @Dialogic.

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For more information on Dialogic and communications solutions energized by our technology, visit www.dialogic.com and our social media newsroom for the latest news, videos and blog posts.

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