CentralTouch extends Unified Communication Contact Centre functionalities through WebRTC to Midsize and Enterprise Businesses using next generation Ingate Companion WebRTC & SIP gateway and SBC

Barcelona, Spain, March 4th, 2015 CentralTouch Technology 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 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 200 agents addressing small and midsize businesses.

According to study, majority of Contact Center calls are proceeded by a web-site visit. Web-based Real Time Communication (WebRTC) plays a vital role in contact centre 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 Centre Agent. The Agent needs to bring the expert matter into the communication and use all available tools and resources to resolve the issue as quickly as possible. As the number of consumers, especially on web sites are growing, companies will need to facilitate better paths of communication. While the majority of the transactions start on the web, why not enhancing such contact and ability to communicate with contact centre and expert matter on a secure channel.

CT WebRTC UC3 is built upon an SIP infra structure and WebRTC media engine library supported by Google and adopted by many VoIP providers such as Dialogic and Ingate Systems. CentralTouch in partnership with Dialogic provides IP based Contact Centre as well as Unified Communication functionalities over the web using WebRTC. Ingate's Companion WebRTC-SIP Gateway and Q-TURN technology allows both customers and Call Centre Agents to communicate via their browsers and enterprises to have context sensitive buttons and Click to Call links on their websites.

CT WebRTC UC3 blends the web-context with real-time communication, supports WebRTC and SIP signalling. Dialogic 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, in combination with web buttons and Click to Call links
- 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 on third quarter of year 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 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 a 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."

Steven Johnson, President, Ingate Systems Inc., says: "We are proud to have Ingate's WebRTC & SIP Companion Gateway and SBC (Session Border Controller) as well as Q-TURN technology as key parts of CentralTouch's fine Contact Center solution. Allowing high quality web browser based voice and video communication, both for the customers and call agents is a mission for Ingate and we are convinced that the ability for enterprises to have context sensitive buttons and Click to Call links on their websites, will be a great success."

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 Ingate® Systems:

Ingate® Systems develops firewall technology to enable global SIP- and WebRTC-based person to-person communication to provide the best access for telephony, global real-time and unified person-to-person communication for everyone. With a history in security, Ingate offers enterprises, service providers and carriers elegant solutions for SIP trunking and trusted real-time communications beyond the LAN. Ingate products are used by retail companies, financial institutions, industrial firms, government agencies and small-to-large enterprises throughout Europe, Asia and North America. For more information visit www.ingate.com.

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