

# Sytel solutions

## media services



One of the areas of most rapid change in the contact center environment is the growth of diversified media services ranging from IP based telephony through email, SMS, instant messaging (chat) to video and the latest integrated web services for fast reaction to customer and prospect online activity.

Softdial's Media Services architecture is designed to take advantage of emerging new media and messaging technologies, creating new client interaction opportunities with flexible plugin features.

This modular plugin architecture provides an easy, non-disruptive way of enhancing existing services as well as adding new services as they become available.

### Media Blending

Combining the power of this architecture with CallGem®, Softdial Campaign Manager™ and Softdial Scriptor™, agent productivity and customer service can be significantly enhanced by blending activities across all media types.

Uniquely, the Sytel solution enables users to meet inbound service levels without causing problems in other areas (e.g. nuisance calls on the outbound side). Figure 1 shows agents active on a range of media queues, available to be blended to Inbound Voice if its service level is exceeded.

### Features

- Future proof plugin architecture
- Fully integrated with Softdial Contact Center™
- Supports any mix of audio, video, and messaging media
- Supports all common messaging formats
- Used with Softdial Scriptor™ and Softdial Campaign Manager™ to deliver a powerful IVR solution

Whether you are a small organization with multi-skilled staff, or a large outsourcer with mainly specialized teams, SCC blending will make best possible use of all available resources.

With the web services plugin it is possible to provide a near instant response to prospects when they visit a web page (such as an insurance comparator site) using the visitor's preferred medium whether it is by phone, email, text or instant messaging.

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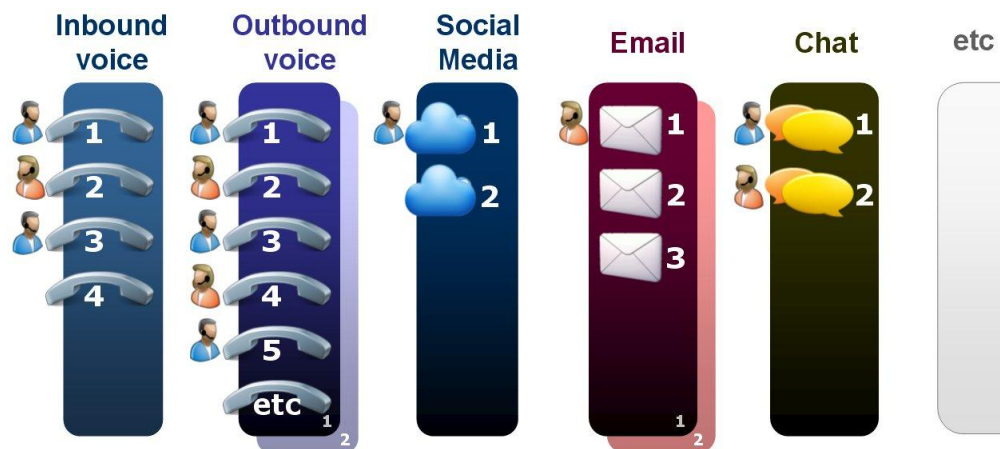


Figure 1 - Active agents on Softdial's media queues



## Architecture

Softdial Contact Center™ Media Services are delivered via one or more dedicated media servers. These servers may be supplied by Sytel pre-configured, or built locally to Sytel's specification.

For IP only deployments, all switching, recording and media processing is performed in software using Sytel's proprietary Media Services applications.

For full or partial PSTN/TDM deployments, Sytel Media Servers can support 700 agents per server at a typical 2 channels per agent ratio.

Load balancing and N+1 redundancy are provided by a controller service which connects Sytel Media Servers to the CallGem® Command and Control service.

The Sytel Media Server presents an aggregated media and signalling resource to CallGem® and manages the resource quota allocations that may be required in a hosted deployment.

It also manages interactions that combine a variety of communication methods e.g. an outbound call which is responded to by email, SMS or instant messaging (chat).

Every communication, regardless of the original format is converted into a standard 'call' format which is then processed by CallGem® as if it was a normal 'voice' call. This provides a uniform and highly flexible way of handling any form of communication and means, for example, that an incoming email can be processed through existing campaign queues alongside voice calls and other non-voice interactions.

The shaded panel on the right illustrates how the Softdial Contact Center™ Media Services architecture facilitates typical mixed media sales communication in an outbound telesales environment.

Here is a typical example of how Softdial's Media Services can add value in an outbound telesales environment:

- An agent is logged into an outbound campaign and also made a member of one or more inbound queues
- The agent connects to a prospect on the outbound campaign and agrees to follow up the call with an email.
- During wrap on the call the agent prepares and sends an email to the prospect
- The agent continues on the outbound campaign
- The prospect replies to the agent's email
- The incoming email session is passed to the inbound mail Virtual Agent queue
- The VA script performs a data lookup to determine to which agent the email should be passed
- The inbound email session is sent to the correct agent's queue. If the original agent is no longer logged in the session may overflow to a general pool or an acknowledgement email may be sent and a return call scheduled for a later time.
- At the end of his current call the agent is blended to receive the inbound email session
- The prospect's account details are screen popped to the agent along with body of the incoming email. The agent is now able to either respond to the email or make a follow up call to the prospect

With this workflow sales conversions can be maximized by providing a fast personalized response to prospects using their preferred messaging medium.

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Since 1997, Sytel Limited has supplied best-of-breed software components and full-service contact center solutions to systems integrators, VARs, ASP providers and resellers in over 50 countries across the world.

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