Genesys SIP
TRANSFORMING YOUR CUSTOMER SERVICE BEYOND THE CONTACT CENTER
RELEASE 8.1

In today’s highly competitive marketplace, customer acquisition, retention, and loyalty have become key business performance measures for organizations across all industries — and customer service has become a key business strategy for differentiation.

Enterprises are looking for sustainable improvement in customer service performance while lowering operational costs. But, it’s a challenge to establish a highly efficient, effective, and flexible service operation that cost-effectively achieves exceptional performance. Legacy call center infrastructure simply cannot meet these needs.

Genesys SIP enables true enterprise-wide customer service by virtualizing resources across the organization to drive a superb customer experience while optimizing resource usage and lowering the delivery cost. Open, standards-based Genesys SIP facilitates customer engagement with a rich set of IP applications and complete eco-system.

With Genesys SIP enterprises can:

- **Unify** customer service resources, including multi-site, multi-sourcing, work-at-home agents, and hosted service from the cloud
- **Simplify** customer service operations through premise reduction, infrastructure consolidation, and silo breakdown
- **Orchestrate** multimedia interactions and blended operational efficiencies for an optimal customer experience
- **Protect** customer service business continuity through 99.999% (5x9) reliability and automatic disaster recovery support
Seven Ways Genesys SIP Can Improve Your Customer Service

With Genesys SIP, you can leverage the world’s leading suite of contact center software solutions on an open, standards-based IP infrastructure.

Complete Contact Center Solution

Genesys SIP is a flexible and complete customer service solution*. Deploy it as a stand-alone solution or an overlay on existing third-party telephony equipment, such as a SIP softswitch. The included media server supports media processing for customer interactions. Genesys SIP provides all the telephony functions and supervisory capabilities needed for contact center operations. It can be deployed in a pure IP network or in a mixed TDM/IP environment (where both technologies co-exist until full migration is achieved).

Enterprise-wide Resource Collaboration

Training agents to be experts is time consuming and expensive. But by including the specialists and experts located in the back office, branch offices, and remote sites into the customer service operation, you are able to reduce costs, dramatically shorten call times, eliminate repeated calls, divert customer calls during peak hours, increase the first contact resolution (FCR) rate, and optimize the customer experience. In addition, Genesys SIP enhances revenue opportunities by connecting customer services to enterprise sales, specialists, and experts.

Support for Multi-Site, Multi-Sourced, and Hosted Service from the Cloud

Genesys SIP enables virtualized, centralized customer service operations throughout the entire enterprise, including:

- Multi-site: multiple contact centers, branch offices, etc.
- Multi-sourced: outsourcing, off-shoring, and blended sourcing
- Hosted service from the cloud

*Genesys Customer Interaction Management (CIM) platform is a pre-requisite.
Genesys SIP provides companies with the flexibility to make their customer service operation more dynamic. It unifies human resources regardless of physical location and simplifies the entire operation through a seamlessly centralized environment. In addition, Genesys SIP supports multi-vendor TDM or IP equipment, allowing for centralized management of the customer service operation using a mixed communications infrastructure. For instance, many enterprises deploy Genesys SIP to establish a separate IP/SIP contact center (or branch office) despite different TDM-based infrastructure at the main location. In this case, it unifies and centralizes the entire operation without the need for hardware investment at the remote site.

Support for Work-at-Home Agents
Because Genesys SIP simplifies the equipment requirements at the agents’ location, customer service agents and sales resources no longer have to be located in large contact centers. Instead, they can work from their homes. In addition to the cost savings to the company associated with not having to provide infrastructure, home-based agents exhibit higher levels of job satisfaction and less turnover than traditional contact center agents.

Meet Multi-channel/Multimedia Requirements
In addition to voice, Genesys SIP supports video, IM/UC, and flash communications for dynamic customer interactions. This results in highly effective and differentiated customer service that enhances the customer experience and increases satisfaction.

Enable Rich Customer Service Applications
Genesys SIP enables a rich set of customer service applications through SIP interoperability with other Genesys solutions and ecosystem partner applications, including SIP phones, soft clients, gateways, switches, flash, E911, etc. You have the option to adopt the best-in-class applications for your specific requirements and business needs over time.

Seamless Migration
For many contact centers with legacy infrastructures, Genesys SIP provides the freedom for seamless migration to an IP environment without the need to rip-and-replace until the end of life cycle. By leveraging a comprehensive Genesys computer telephony integration (CTI) solution to legacy TDM-based infrastructure, Genesys SIP supports multi-vendor and hybrid customer service environments. Companies can migrate seamlessly without service interruption for better operational integrity and business continuity.
Robust Customer Service Operations
Genesys SIP protects customer service operations through 99.999% (5x9) reliability, automatic disaster recovery, and high availability (HA) implementation. Therefore, companies are able to safeguard their business continuity with minimum interruption.

Realizing Business Benefits
Reduced Total Cost of Ownership (TCO)
The Genesys SIP solution allows companies to achieve unprecedented optimization of cost and revenue. They can now consolidate contact center infrastructure to ensure centralized administration and improved resource virtualization. Contact centers with multiple sites can be managed as one virtual pool of agents, which improves operational efficiency, better utilizes resources, strengthens customer service, reduces maintenance costs, and eliminates the need for expensive capital equipment.

Intelligent routing of calls to a broader range of customer service agents and enterprise-wide employees helps to achieve better first call resolution rates. This leads to higher customer loyalty and enhanced revenue opportunity and potential. With Genesys SIP, contact centers shift from closed, proprietary communications to a future-proofed environment that allows applications to be adopted independent of the infrastructure.

With voice-over-IP (VoIP) technology, Genesys SIP enables enterprises to consolidate legacy voice-specific networks and infrastructure into a single IP environment that supports both IP telephony and data applications, and creates significant savings over time.

Figure 4 — Genesys SIP Enables Rich Customer Service Applications via an Open SIP Environment
Develop a World-Class Customer Service Operation
Organizations that embrace the SIP solution in their customer service gain a distinct competitive advantage in service performance, flexibility, and operational efficiency. With comprehensive SIP-enabled applications and a broad ecosystem of compatible solutions, Genesys SIP provides enterprises with advanced customer service capabilities and the freedom of a step-by-step approach for application adoption. By leveraging the power and flexibility of Genesys SIP, enterprises will be positioned to deliver the types of world-class services required in an increasingly customer-centric business environment.

Flexibility in Customer Service Operation
With an open and standards-based design, Genesys SIP is independent from the underlying infrastructure. Customers are not locked into a single vendor solution or an abrupt infrastructure change to adopt IP. Instead, they can take an incremental approach, continuing to leverage their existing TDM infrastructure, while implementing open-standards-based IP components. This approach also enables application portability and technology compatibility from multiple vendors without having to rip out existing systems to add new IP functionality. Enterprises then reap the business benefit of seamless migration without disruption to the customer service operation. Therefore, Genesys SIP helps to protect and leverage investments with the ability to adopt various SIP-enabled applications and innovations.

Genesys SIP provides great flexibility to support enterprise operation strategies and business objectives. By supporting multi-site, multi-sourcing, and hosted service operations, Genesys SIP enables a cohesive, integrated, and efficient customer service operation regardless of the current customer service environment and business goals.

In addition, Genesys SIP is designed for high availability and redundancy to support large scale operation with great reliability. With Genesys SIP, companies are able to deliver a reliable customer service operations, in some cases even during a major disruption or disaster.

Key Functionality
Genesys SIP manages customer interactions across SIP-enabled devices such as VoIP gateways, SIP soft clients, SIP phones, etc. The Genesys SIP solution provides end-to-end control for IP communications, allowing companies to track and manage customer interactions with the same level of detail as traditional TDM-based interactions. Genesys SIP bundles Media Server to provide an out-of-the-box IP call treatment platform that includes ACD capability, music-on-hold, announcements, conferencing, video capability, and DTMF-collected digits.

The certified standards-based SIP interoperability of Genesys SIP ecosystem provides companies with multiple pre-tested SIP endpoint options — from fully integrated SIP endpoints and SIP SDK for customization, to commercially available off-the-shelf soft and hard SIP phones. Companies have the freedom to select what is suitable for their operation requirements and budgetary considerations. Genesys SIP fully leverages the Genesys Customer Interaction Management (CIM) platform (routing, design, configuration, administration, management, reporting, etc.) to deliver a complete SIP-based IP contact center solution.
The Bottom Line
By leveraging the open interoperability of Genesys SIP, enterprises can seamlessly deliver exceptional customer service and increase satisfaction, while optimizing operational costs and resource efficiency. Companies that choose Genesys SIP are better prepared to leverage enterprise-wide resources, allowing employees to assist with customer service for rapid issue resolution and better business continuity through a more flexible, cost-effective, and multi-channel approach.

Supported Systems

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Softswitch</td>
<td>Alcatel-Lucent, Asterisk, Broadsoft Broa Works, Cisco UCM, Siemens HiPath, Siemens OpenScape Voice</td>
</tr>
<tr>
<td>IP Gateway</td>
<td>Alcatel-Lucent OmniPCX, Aastra MX-One, Asterisk, AudioCodes Mediant, Avaya SES, Avaya CS 1000, Broadsoft Broadworks, Cisco, DialogicVision CX, Mayah, Mediatrix, Mitel, Net.com Shout, Paraxip, Quintum Tenor DX, RadVision viaIP, Siemens HiPath/GR8700, Sonus EMS/GSX/PSX, VegaStream Vega</td>
</tr>
<tr>
<td>Conferencing Unit</td>
<td>Asterisk, AudioCodes IPMedia, RadVision</td>
</tr>
<tr>
<td>Music-On-Hold Server</td>
<td>Asterisk</td>
</tr>
<tr>
<td>Session Border Controller</td>
<td>Acme Packet, Sonus</td>
</tr>
<tr>
<td>911 Gateway</td>
<td>911Enable</td>
</tr>
<tr>
<td>Voice Treatment Server</td>
<td>Asterisk</td>
</tr>
<tr>
<td>Call Recording Server</td>
<td>Asterisk</td>
</tr>
<tr>
<td>IM Connectivity</td>
<td>Microsoft OCS/Lync</td>
</tr>
<tr>
<td>SIP Trunking</td>
<td>AT&amp;T IP Toll-Free/IPXC, Skype Connect, Verizon IP Toll-Free</td>
</tr>
</tbody>
</table>