GENEsys MICROSOFT Lync Voice 
INTEGRATION: VOICE AND COLLABORATION FOR THE VIRTUAL CONTACT CENTER

Genesys SIP is now qualified by Microsoft for Lync integration to provide a contact center application.

In integration with Microsoft Lync, Genesys SIP allows companies to better use their resources, consolidate the telephony infrastructure on Lync in the contact center and across the enterprise, and enable collaboration between customer care professionals and experts in back offices and branch/remote locations, as well as on their mobile phones.

Genesys SIP delivers a 100% software-only, open, and standards-based customer service solution, lowering the cost of customer service with operational efficiency and enriching customer experience with SIP-enabled applications within and beyond the contact center into the entire enterprise. With a Genesys SIP-enabled contact center, companies can adjust staff as workloads fluctuate and take advantage of 99.999% (5x9’s) availability and automatic disaster recovery.

Through the integration with Lync voice, the Genesys SIP contact center solution enables Lync’s rich collaboration and multimedia capabilities for agents communicating with contact center peers, other employees across the business, and out to customers. Genesys delivers voice, video, and IM interactions from the PSTN, Skype, or web-based channel to agents, while applying its industry-leading skills-based routing, unified reporting, and multi-channel customer service capabilities on top of Lync-based infrastructure.

Solution

Genesys SIP integrates with Lync both at presence and voice levels. It automatically synchronizes the real-time Lync presence on the desktop of customer service professionals for intelligent and seamless customer interaction routing. In addition, Genesys SIP enables Lync Enterprise Voice to manage call control functions. Companies are able to fully leverage the Lync infrastructure and provide a tightly integrated, cost-effective, and best-in-class customer service operation.

Genesys SIP enables true enterprise-wide customer service by virtualizing resources across the organization, creating a single resource pool and driving a superb customer experience, while optimizing resource usage and lowering the total cost of ownership (TCO). It provides a single platform for intelligent routing, unified reporting, and streamlined management across all customer channels, including voice, video, e-mail, Web chat, co-browsing, fax, work items, social engagement, SMS, and mobile.
Benefits

- Provides complete call handling, including call routing, queuing, third-party call control, transferring, conferencing, and agent state tracking, to improve customer interaction management.
- Features dial plan support to enhance enterprise-wide communications and collaboration for effective customer service.
- Minimizes capital expenditures with the integration with Microsoft Lync Client used as a softphone.
- Offers full supervisory capabilities, including silent monitoring, whisper coaching, and supervisor intrusion.
- Allows all contact center system configurations and management to be delivered from a single point of control anywhere on the network.
- Presents a low-cost, easy option for dynamically adding agents as business grows.
- Supports media on hold, video parking, and push of instructional video titles over the Web for common problems.
- Ensures business continuity with automatic disaster recovery.
- Improves operational security with Transport Layer Security (TLS) encryption support.
- Achieves the scalability to begin with a few contact center agents and scale up to 30,000+ SIP agents with the Genesys Customer Interaction Management Platform.
- Facilitates uninterrupted service levels with emergency default routing, backup and recovery of established sessions, and hot standby.

About Microsoft Lync

Microsoft® Lync® is an enterprise-ready unified communications platform. With Lync, users can keep track of their contacts’ availability; send an IM; start or join an audio, video, or web conference; or make a phone call — all through a consistent, familiar interface. Lync is built to fully integrate with Microsoft Office. For voice, Lync combines the telephony features of a traditional IP PBX with IM and conferencing to improve communication and lower costs.