



CounterPath
an Alianza Company

Case Study

NICE inContact Case Study

NICE
inContact



" More businesses are turning to the cloud as business conditions spur them to re-examine their standard call center operating models. "

inContact was looking for a softphone that would;

- Work with their cloud IP-PBX and ACD
- Provide multiple high-quality voice codecs and efficient media engines
- Customize and lock down softphones so that nothing obstructs the user agent
- Encrypt communications for certain industries (e.g. finance and healthcare)

About inContact

inContact is the cloud contact center software leader, helping organizations around the globe create high quality customer experiences. inContact is 100% focused on the cloud and is the only provider to combine cloud software with an enterprise-class telecommunications network for a complete customer interaction solution. Winner of Frost & Sullivan 2012 North American Cloud Company of the Year in Cloud Contact Centre Solutions, inContact has deployed over 1,300 cloud contact center instances.

The Challenge

Many businesses are starting to recognize the benefits of cloud contact center technology. Premise-based call centers represent a legacy approach that is less flexible or agile to adapt to changing modes of customer interactions and business realities. Premise solutions require large investments in networks, call handling technology, and voice desksets. Cloud communications technology can optimize business core investment and help companies transform the care they provide to customers.

More and more, call centers are turning into multichannel contact centers, and the tools they use are changing. For example, by using IP-based technology, call centers can avoid investing in hundreds of hard voice desksets. A voice deskset is an expensive investment in a dead-end technology for contact center agents who need a multi-media interface. Increasingly, a full service contact center deals with customers via multiple channels: voice, chat, email, SMS and even social media. Modern contact centers require more flexible, future-proofed communications tools. These tools should lower businesses' upfront investment and keep them up-to-date with new, proven technologies.

To address this challenge, inContact needed an IP softphone that would utilize all of the benefits of its cloud technology. However, a key requirement for contact center agents is a user interface (UI) that keeps the agent focused on task. A softphone should not distract them with unnecessary features or provide access to any controls that could disrupt or disable the agent's device. Functionality needs to be efficient, integrated seamlessly with the cloud, and locked down.

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"The cloud environment is perfect for the softphone which is cloud ready. And compared to the cost of buying and repairing hard VoIP desk-sets, it makes perfect sense."

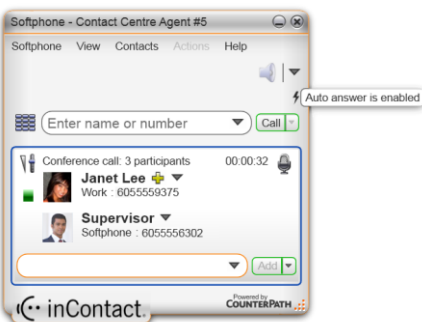
The Bria Contact Center Solution

inContact evaluated and selected CounterPath's Bria Contact Centre solution to enhance its cloud offering. As the leader in softphone technology, CounterPath has deployed tens of millions of softphone applications. The Bria Contact Centre softphone provides key features that make it the preferred choice when compared to other expensive solutions. Bria delivers HD voice quality, ensuring that Call Centre Agents can be confident that their voice quality will not suffer when running tasks on their PC workstation. CounterPath customized and re-branded Bria to meet the user interface design requirements for inContact. By stripping down the its features, CounterPath increased productivity for Agents by allowing them to only interact within a single call centre application. For example, many call centres use ACD to continuously feed calls to agents. With Bria, inContact minimized the softphone to a non-distracting icon in the PC tray; when expanded, the softphone dial-pad is engaged but with limited access to the configuration controls in order to avoid potential disruptions to the agent.



CounterPath is recognized globally for its interoperability with all of the major Original Equipment Manufacturers. This meant that integrating with inContact's IP-PBX infrastructure posed no problems and that integration with inContact's cloud platform would be seamless. The Bria Call Centre solution also incorporates SRTP and TLS encryption to ensure that all agent communications are secure.

In tandem with the Contact Centre solution, CounterPath also delivered the solution via their Client Configuration Server (CCS). This alleviated the issue of how inContact would deploy and manage thousands of softphones within their environment. The CCS provided a centralized provisioning and automatic software delivery platform that enabled inContact's clients to train and onboard their call centre agents smoothly with fully configured softphones on a new workstation and agents ready within minutes. Further, the combination of a lower upfront capital investment plus the lower maintenance cost available with the CCS platform, meant a reduced total cost of ownership (TCO) for inContact's contact centre clients.



Results

As a result of the partnership with CounterPath, softphones are quickly becoming an integral part of inContact's cloud offering. Contact centers are embracing the lower TCO and the future path that the softphone application offers. Over 20% of inContact's new accounts include softphones, and that number is growing.

In addition, the Call Centre softphone solution reinforces inContact's value of resiliency and ability to turnkey agents quickly. During recent natural emergencies, clients were able to relocate agents quickly and provide support during disaster recovery. inContact has 6 data centers that are geographically distributed, all with redundancy built in. With just an internet connection, any agent can connect into the inContact cloud using the Bria Call Centre softphone and be up and running in minutes. For businesses, the savings that inContact's redundant platform and flexible softphone technology provides helps pay for itself.

Let's Start Talking

Connect with us for a
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