In order to meet the requirements of a support center for a variety of online retailers, CounterPath, a global provider of secure Unified Communication solutions, developed a customized Bria softphone solution for 700 remote agents and a BYOC approach.

“The reason we use BYOC for our remote agents is to avoid the hassle of sending out physical hardware and equipment to them, getting it back, and making sure its updated, and making sure we can troubleshoot effectively,” said the Contact Center’s Operations Manager. “We needed a calling solution that would work with the infrastructure we already had in place, and after some trial and error with other vendors, CounterPath was able to deliver a solution that works seamlessly with our secure, virtual environment.”
The Solution

- Provides virtual Bria Stretto softphones customized to work with the Contact Center’s Citrix XenApp and branded with the company’s logo and colours
- Enables centralized management and administration of endpoints using CounterPath’s Stretto Platform
- Future-proof UC investment that requires no significant changes to existing infrastructure

After evaluating the needs of the Contact Center, CounterPath identified an opportunity to provide custom branded Bria softphones, managed by the Stretto Platform Provisioning Module to streamline distribution and management of the endpoints. These softphones support a wide range of audio codecs, including G.729 AND G.711, and a variety of headsets to facilitate high-quality audio calls with customers. As the Citrix component of their existing infrastructure is ultimately responsible for delivering the audio stream, CounterPath worked closely with the company to ensure optimal audio quality.

In order to navigate the distribution of Bria softphone endpoints, CounterPath leveraged the Stretto Platform Provisioning Module to manage the user licenses needed by the Contact Center. When paired with the existing Citrix Server, softphone clients are streamed out to remote agent desktop computers via their Citrix Receiver. When new agents are on-boarded, or leave the organization, administrators can easily add or remove users via the Stretto Platform interface.

Solution Components

- CounterPath Bria® softphone clients – customized and branded to organizations requirements
- CounterPath Stretto Platform™ Provisioning Module
- Genesys PureConnect™ CX Platform
- Citrix Server

Top Benefits of Seamless Communication*

- 28% Agility
- 23% Total cost of ownership
- 11% Access to features that can’t be implemented

*Source: 2017 Cloud Communications Survey, No Jitter Research
Contact Center with Remote Agents Deploys Bria Stretto Solution

The Impact

- **Cost Savings.** Lowered operational expenses, freeing up resources to support other important technology initiatives
- **Scalability.** As elastic demand for customer service agents increases or decreases, administrators can easily add more licenses
- **Simplified administration and maintenance.** Using the Stretto Platform/Citrix distribution method, administration of the solution is streamlined
- **Leveraged existing assets.** With CounterPath’s customized Bria softphone, no costs were incurred to change or update existing infrastructure

The Contact Center is now able to provide better support to their remote agents with easy to access Bria clients through their Citrix Receiver. Administrator workload is also greatly reduced in managing softphone endpoints, and staff are able to add and remove agents easily and efficiently, saving on operational costs.

“With CounterPath’s solution, we have seen a significant reduction in user issues and downtime,” said the Contact Center Manager. “To put it simply, CounterPath’s technology just works.”

About CounterPath

CounterPath is revolutionizing how retailers address advancements in communication technology to enhance customer service and experiences. Since 2002, its Unified Communication solutions have been recognized as an industry and user favorite. Its flagship Bria softphone suite of clients enable secure VoIP audio and video calling, messaging, presence, and collaboration tools across multiple devices and operating systems, including the flexibility to overlay market leading call servers such as Avaya, Cisco, BroadSoft, GENBAND, Metaswitch, and more. CounterPath’s award winning solutions provide unparalleled enterprise UC and collaboration experiences for today’s anytime, anywhere workers, while solving corporate network security challenges for IT administrators.

Interested?

For more information, contact your CounterPath Sales Representative or email sales@counterpath.com.