



CounterPath
an Alianza Company

Use Case

Contact Center with Remote Agents Deploys Bria Enterprise Solution

AT A GLANCE

Situation

- Remote agents assisting customers with online ordering and payment inquiries
- Agents Bring Their Own Computer (BYOC), no hardware supplied by company
- Seasonal/elastic demand for customer service, typically increasing during holiday seasons
- Multiple locations, USA

Challenges

- Provide remote workers in various locations with access to UC softphone clients connected to corporate infrastructure. Remote workers are responsible for providing their own computer and headset
- Deploy and integrate a UC solution with existing Citrix infrastructure
- Remote support for onboarding and offboarding users on the corporate communication solution
- Quality of customer service directly dependent on performance of communication tools



Synopsis

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.

Learn how CounterPath helped the company:

- Enable remote, BYOC agents with secure and easy to use communication tools
- Utilize existing infrastructure components
- Dramatically decrease operating costs and support issues

With a remote user base working on personally owned computers, the Contact Center needed to provide agents with access to the company's contact center and call delivery system on an elastic demand basis. The company had previous experience with CounterPath's free X-Lite softphone and engaged CounterPath to determine if a Bria solution would be a good fit.

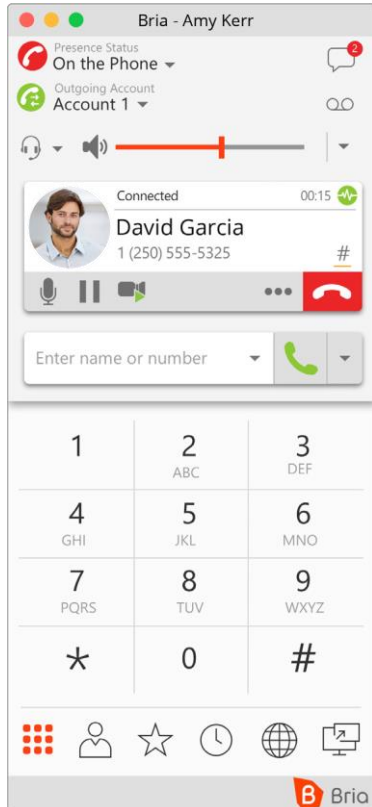
"The reason we use BYOD for our remote agents is to avoid the hassle of sending out physical hardware and equipment to them, getting it back, and making sure it's updated, and making sure we can troubleshoot effectively," said the Contact Center's Operations Manager. "We needed a calling solution that 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."



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The Solution

- Provides virtual Bria 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

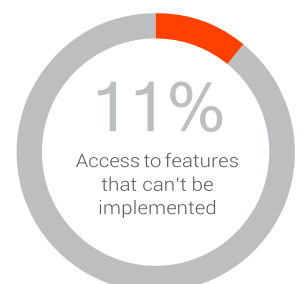
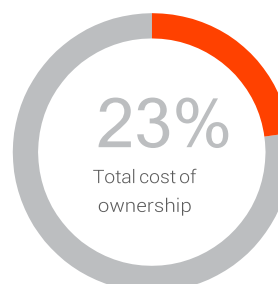
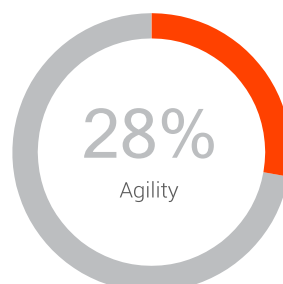
After evaluating the needs of the Contact Center, CounterPath identified an opportunity to provide **custom branded Bria softphones**, managed by the Stretto Platform Provisioning Module to streamline distribution and management of the endpoints. These **softphones support a wide range of audio codecs**, 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 onboarded, 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*



*Source: 2017 Cloud Communications Survey, No Jitter Research



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Top Benefits

- Superior voice quality
- Easy for remote agents to use
- "Simply works"
- Integration with the client's existing contact center platform and call delivery vendor of choice

The Impact

- **Cost Savings.** Lowered operational expenses, freeing up resources to support other important technology initiatives
- **Scalability.** As elastic demand for customer service agent's 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

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

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