

create  
the **new**  
conversation

Nordea 

## Customer Service innovation using SIP

SIP Server & GQM Technical Breakout

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 Genesys



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the **new**  
**conversation**

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## Our journey to SIP based CC platform

- SIP Solution
  - QM recording
  - UC Connect
- 

# Simple things are:

- Easy to understand
- Easy to test
- Easy to adjust and integrate
- Reliable



So Break things down to resonable size and work with that

## Challenge (2011)

- Old Nortel platform (lowest serial numbers in the world)
- 2026 Avaya/Nortel seats in four countries
- Decentralized solutions with local IVRs and TServers
- Varying functionality and capacity
- Old recording equipment (EOL NICE recorders)
- No support for expert workers
- New recording demands (EU law)



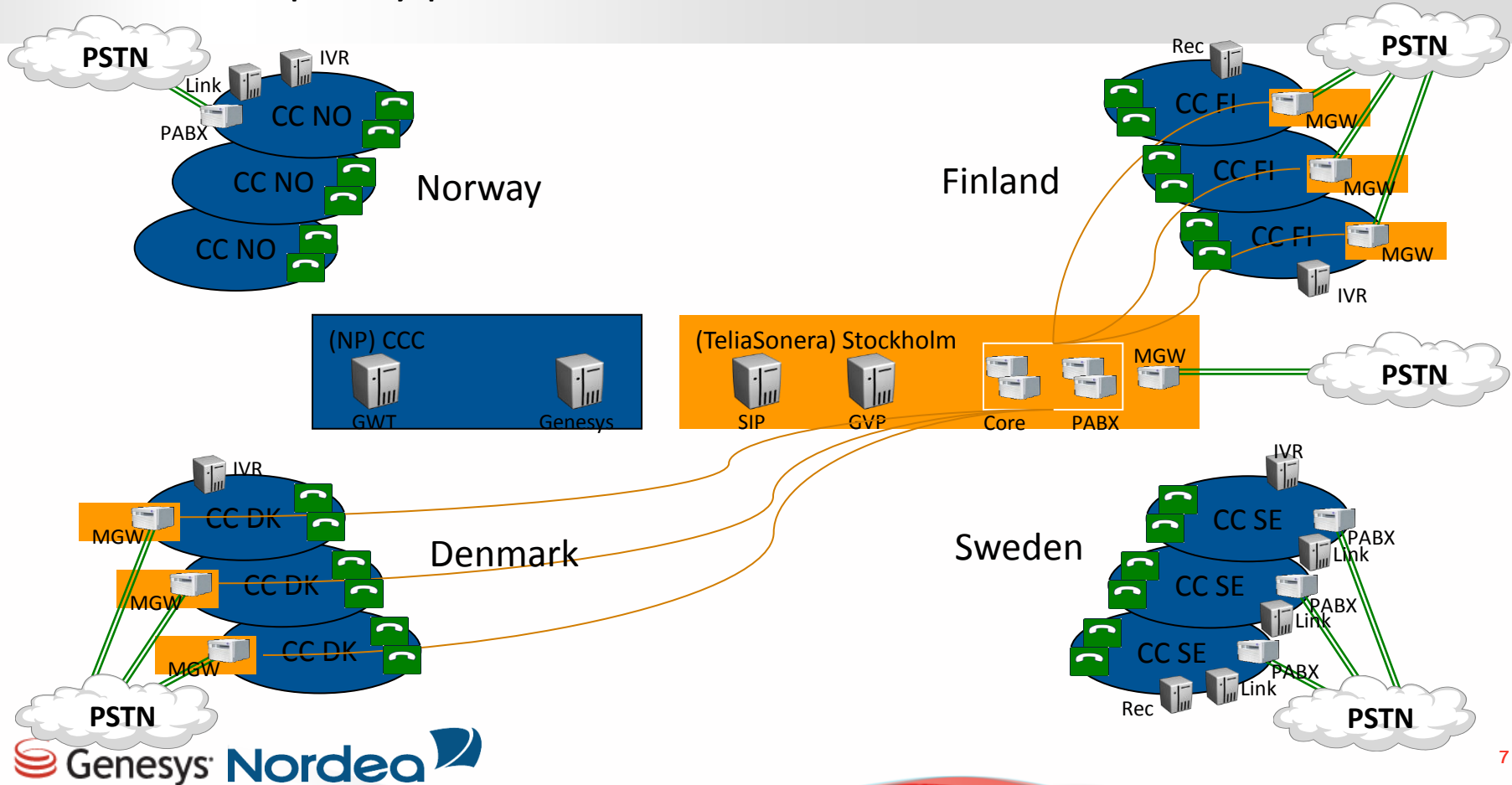
# CC Telephony Program

## CCTP Focus (2011 Nov):

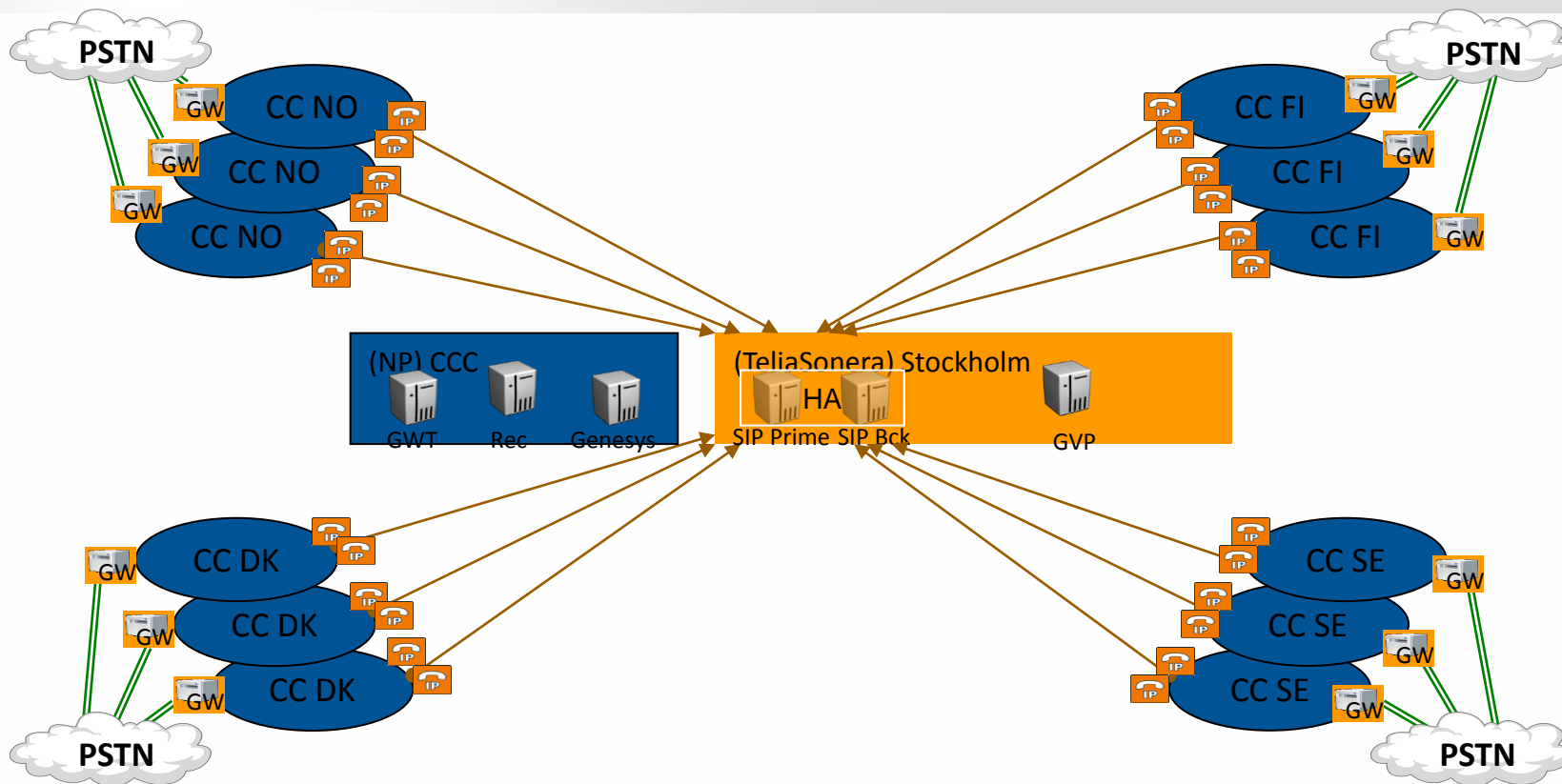
- Consolidated telephony platform and continued migration.
- Improve the availability for telephony in CC.
- Voice Recording solution.
- Business case. Some figures to illustrate the savings.
- Migrate all nordic Contact Centres to new platform installation.
- Enable usage the Nordea Free speech IVR platform (GVP)
- Implement High Availability in Genesys CIM platform



# Previous telephony platform



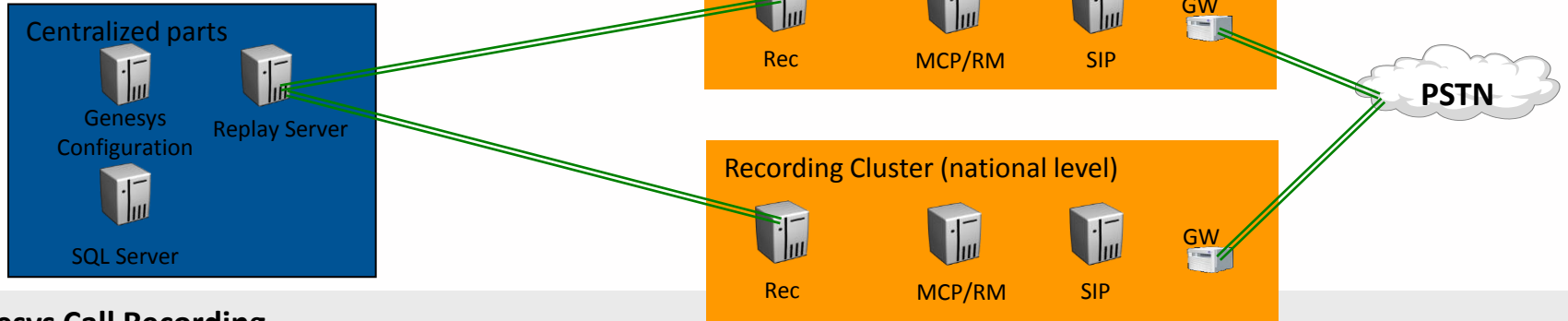
# Telephony platform after CCTP (2013)





# Genesys Quality Management suite

## Genesys QM = Recording for SIP



### Genesys Call Recording

Fully integrated to Genesys SIP Server, Genesys Call Recording allows you to centrally manage your entire deployment. The robust enterprise features will help you meet all of your compliance recording needs.

***Search for calls using parameters such as customer ID, order number, etc.***

***Play back calls using Genesys Advanced Player, which allows you to play the entire customer interaction in one tool***

***Use optional call encryption to protect sensitive recordings***

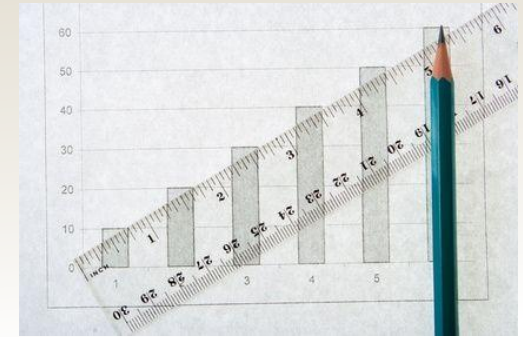
***Keep data secure with an audit trail for each and every user action***

***Benefit from the on demand recording function for your back office***

***Use robust Media Lifecycle Management tools to synchronize calls from multiple locations into a central Replay Server and manage retention policies for data interaction based on any defined parameters***

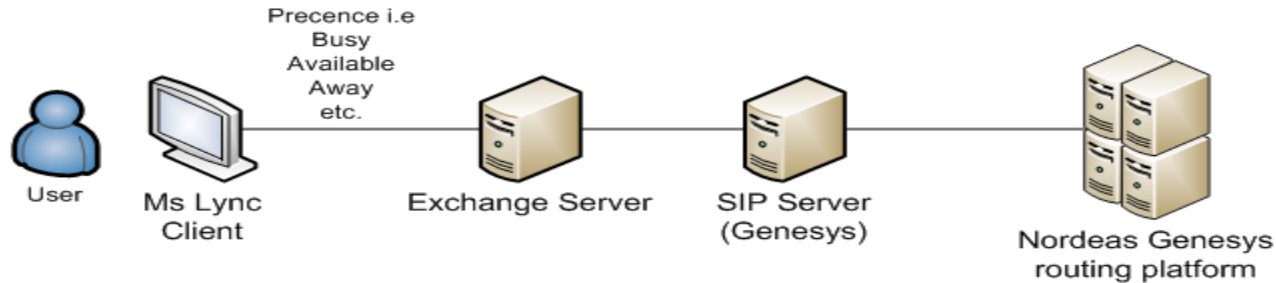
# Results of our CCT Programme

- Stockholm up and running on SIP since April (180 seats)
- Rest of Sweden go live on SIP in September (550 seats)
- Norway is being implemented right now (170 seats)
- Norway go live mid November
- Denmark is being implemented right now (550 seats)
- Two sites in Denmark will go live this year
- Finland and remainder of Denmark will be implemented and go live in Q1-Q2 2013 (approx 750 agents together)



## UC Connect is good for

- Occasional routing
- Expert workers
- It brings full integration with CC
- Same statistics as agents
- Enables advanced overflow scenarios on no answers



## UC Connect for our bankers in DK

- Private Bankers in Denmark (300+) will be put on UC Connect clients in October.
- PBAs sit in 23 different locations in Denmark
- The existing Lync Clients will be used to login to Genesys
- PBAs will use existing desktop phones for receiving calls
- PBAs will get the same reports as our Agents in CC
- A simple screenpop when customers ring
- The Bankers will make use of the same powerful routing engine as the CC workers



## Lessons learned



- ✓ Investigate all seats and see if the network is good enough for VoIP
- ✓ Make sure business knows what is coming
- ✓ Test phones with your business
- ✓ Plan infrastructure carefully
- ✓ Order things i good time, infrastructure components tend to take much longer to arrive than expected
- ✓ Include Risk assesments and make sure you have a good backup plan
- ✓ Carefully plan the Phones configuration solution. It doesn't come with the phones (or Genesys)

Simple things that fit together can produce amazing results



# Genesys Solution focus

GQM

Quality  
Management

News on Genesys Quality Management

Lync

New Switch  
Support

Microsoft Lync as Contact Center telephony platform  
With Lync Enterprise Voice

UCC

Contact Center  
Extension

Updates on Genesys UC Connect!

# News on Genesys Quality Management

GQM

Quality  
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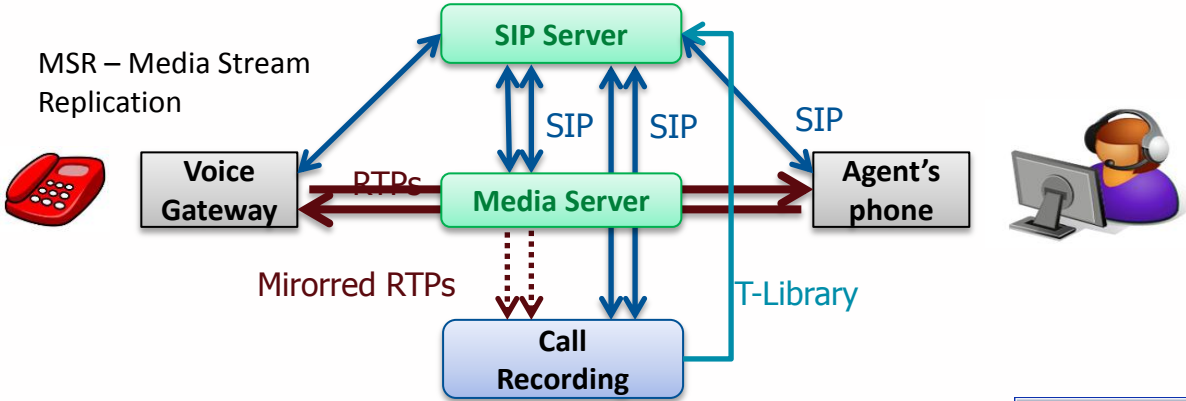
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Updates on Genesys UC Connect!



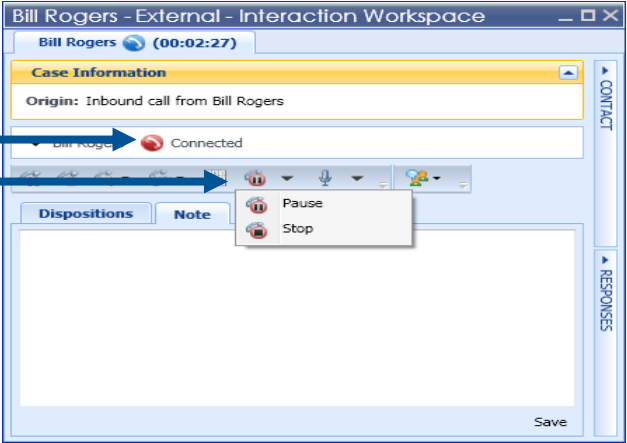
# SIP Server (Active Recording)



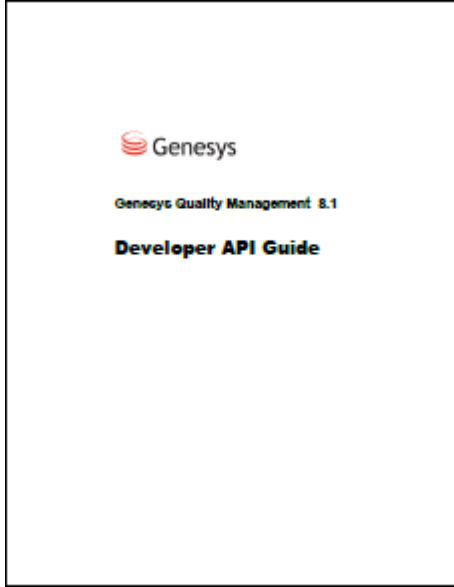
Recording services natively combine with SIP Server

Easy to add options like Screen Capture, QM & Reporting Services in a 2<sup>nd</sup> phase

Integration with Genesys Interaction Workspace (Call Recording state & controls)  
[GQM Release 8.1.49 & IWS 8.1.200+]



# Now & Then



New API developers guide  
Custom integration to 3<sup>rd</sup> party  
desktop applications (free of charge)

## Release v8.1.50

Geo - Location for distributed architectures

GVP Recording

Support for Remote/Home Agents

Switch support – ALU, Siemens, Broadsoft

## Release v8.1.51

Active Interaction Recording (iWD/Back Office, eMail, Chat)

Skills driven recording

Tighter integration to Router

## Future Direction....

Full Multi Tenancy

Further integration to Genesys CIM

# Microsoft Lync (Enterprise Voice) Support

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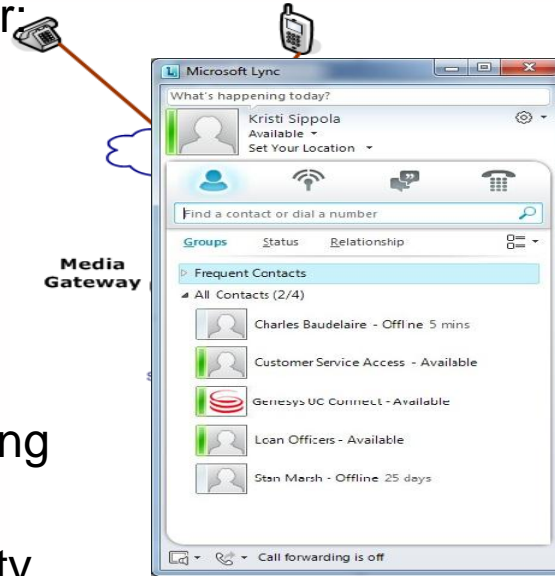
Updates on Genesys UC Connect!

# What is Microsoft Lync?

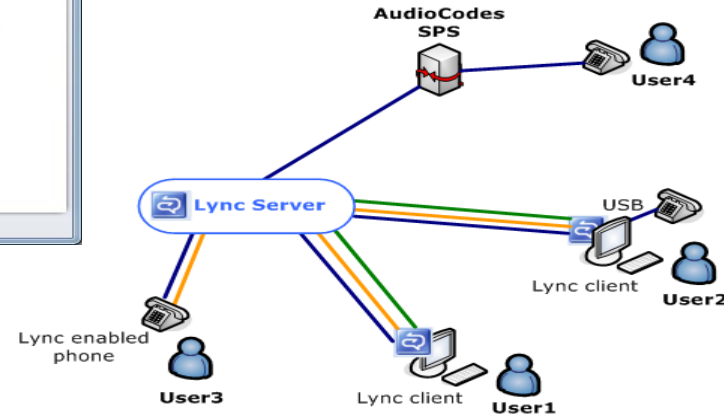
Lync Server (formerly OCS) is an Enterprise Real-time Communications Server, providing the infrastructure for:

- Instant messaging
- Presence
- File transfer
- Peer-to-peer and multiparty voice and video calling
- Desktop & Application sharing

And PSTN connectivity, with a 3rd party gateway or SIP trunk, through Lync Mediation Server



*Lync client is used for:*  
✓ IM & presence,  
✓ voice and video calls,  
✓ desktop sharing & file transfer,  
✓ and ad-hoc conferences.



# Genesys and Microsoft Lync

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TechNet Products Resources Downloads Support

Microsoft Lync TechCenter Search Lync Server with Bing United States (English)

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TechCenter > Interop Programs > Qualified Lync Applications

## Qualified Lync Applications

Related resources

### Categories

Contact center

Genesyslab.com **Genesys SIP Server**  
*Improve customer service for large enterprises by utilizing Lync voice, video, and IM infrastructure for your contact center.*

**Genesys** Enjoy the rich collaboration and multimedia capabilities of Lync when communicating with contact center peers, and out to customers. Genesys delivers voice, video, and IM interactions originating from the PSTN, Skype, or Lync clients on a company website to agents. It utilizes skills-based routing, detailed reporting, and multi-channel customer service capabilities.

Genesys SIP Server with Lync also offers:

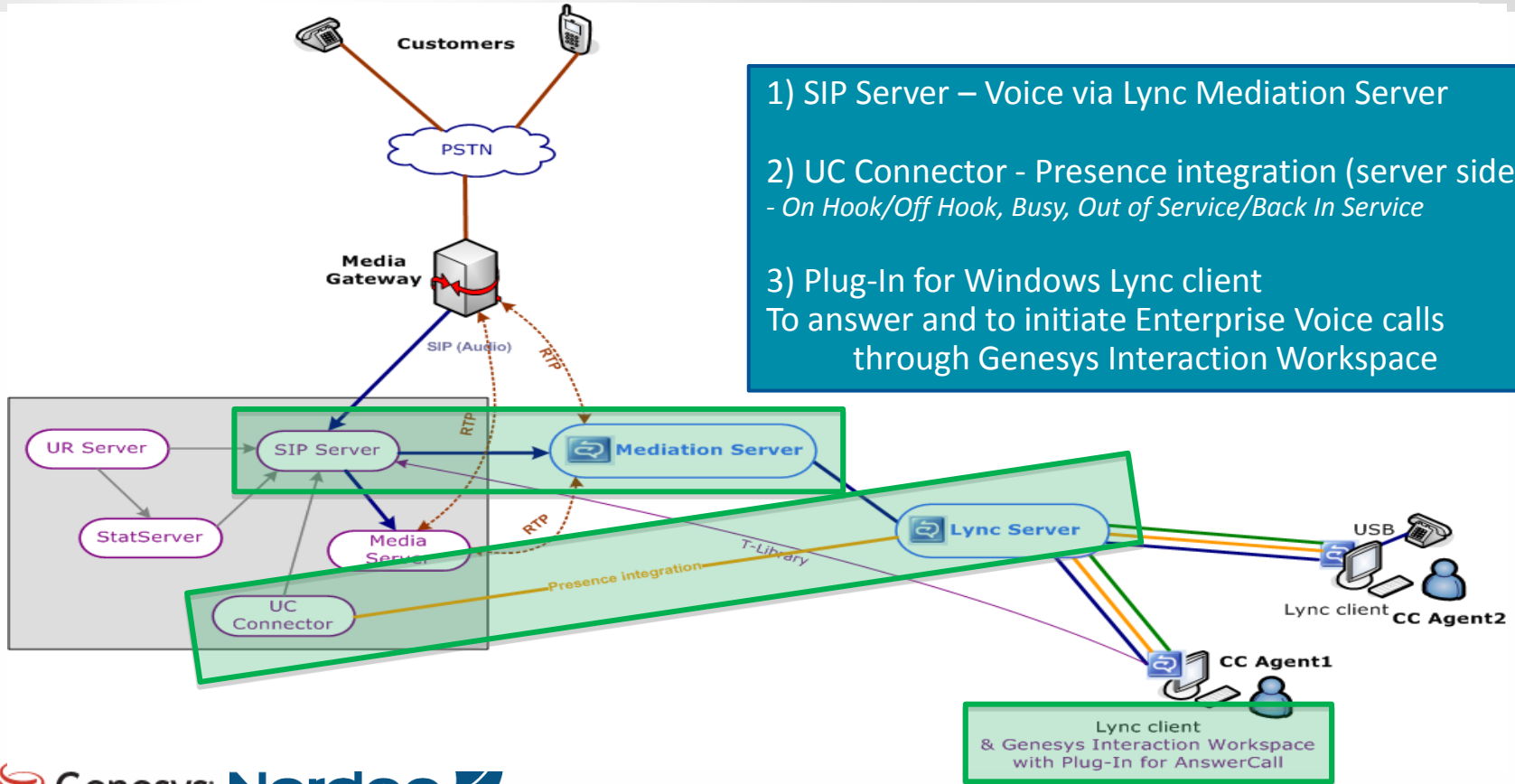
- Routing of email, web chat, social media posting, work items, Fax, and SMS
- Measurement of Customer loyalty and effectiveness of customer interactions, linking interactions with business impacts
- Full supervisor capabilities: silent monitoring, whisper coaching, and barge
- Native IVR, Auto Attendant, and Recording capabilities, as well as integration into all major third party recording solution providers including Nice

Genesys serves over 50% of the global 200 including some of the world's largest banking, insurance, airline, automotive and telecommunications companies.

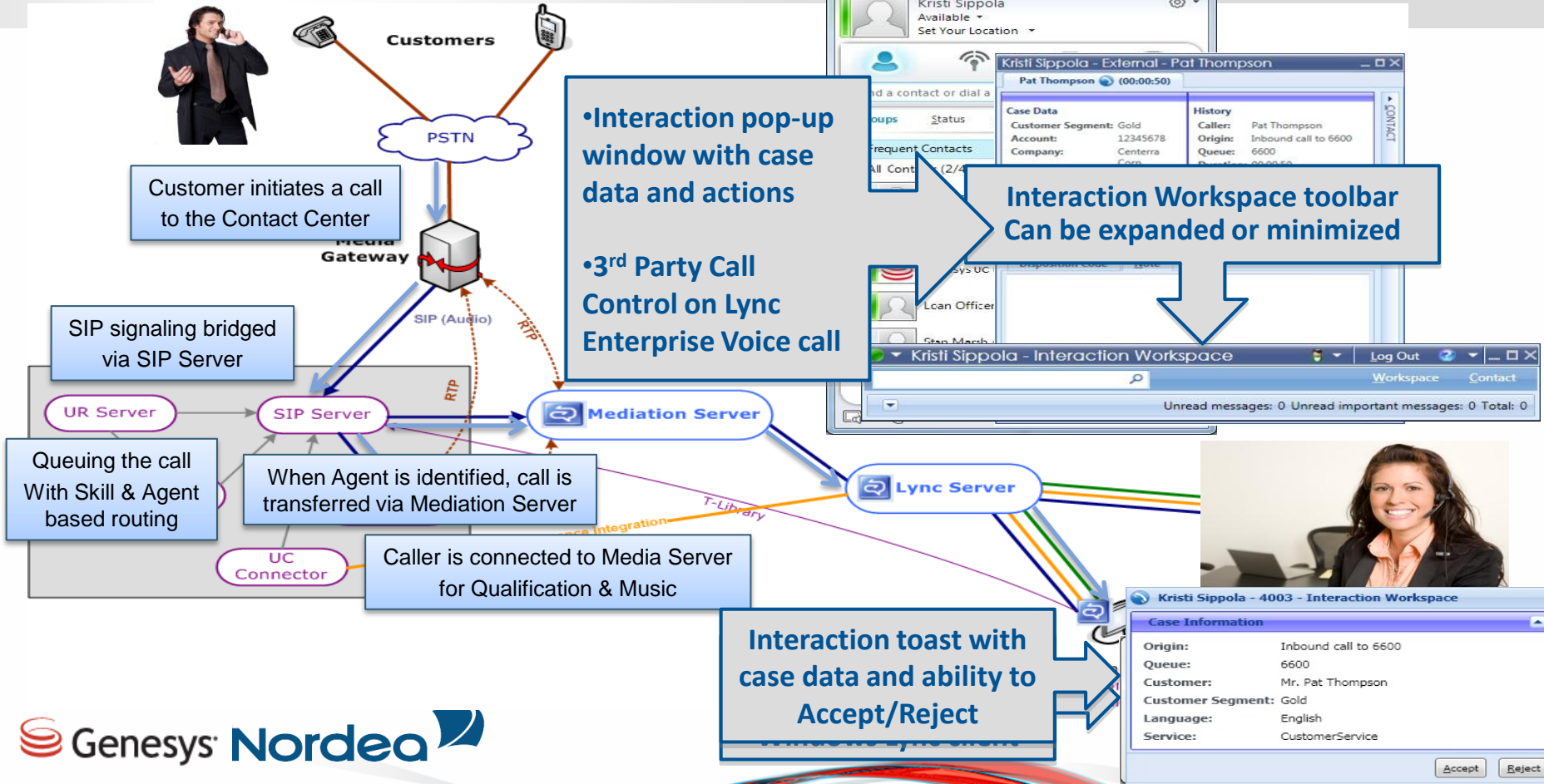
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# How do we integrate with Lync platform?

- 1) SIP Server – Voice via Lync Mediation Server
- 2) UC Connector - Presence integration (server side)  
- On Hook/Off Hook, Busy, Out of Service/Back In Service
- 3) Plug-In for Windows Lync client  
To answer and to initiate Enterprise Voice calls through Genesys Interaction Workspace



# How does that work?



# What can we provide & support with Lync?

- Inbound SIP (Voice)
  - Advanced Routing (Skills, Agents, Statistics, Business Rules, Context Services)
  - Agent's call control (Make Call, Hold/Retrieve, Transfer, Consult, Conference, ...)
  - Call Supervision (silent, whisper, barge-in)
- Outbound Voice & Proactive Contact
  - For Callback/Surveys/Marketing/Collections/....
- Genesys Voice Platform
  - For Self & Assisted Service (VXML, TTS, ASR, ...)
- Genesys Quality Management
  - Call recording for Compliancy and Performance Management
- Operational Reporting & Insights
  - Real-Time & Historical
- Along with: eServices, iWD, Workforce Management, Social & Mobile Engagement,, ...

And UC Connect  
*Contact Center Extension*  
Leveraging Microsoft Lync  
For Experts & Branches integration



# Genesys with Microsoft Lync Voice

- ✓ Is officially certified and supported by both parties - Microsoft and Genesys
- ✓ Fully integrates with all the Genesys portfolio (iWD, eServices, GQM, WFM, ....)
- ✓ Can be part of an heterogeneous voice environment (multi-site support for PBX with CTI, SIP & Lync)

Roadmap	Details
Date	2013
Features	<ul style="list-style-type: none"> <li>• Support for two-way presence propagation (adding Genesys to Lync mapping)</li> <li>• Support for “any” agent desktop client</li> <li>• Support for Routing Video Calls</li> <li>• Support for 1PCC - using Lync Client for call control (hold/transfer/conference)</li> <li>• Full Support for Standalone Phones like Polycom CX500/600/700</li> <li>• Lync Contact List displayed in Interaction Workspace</li> </ul>

# Updates on UC Connect

GQM

Quality  
Management

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Lync

New Switch  
Support

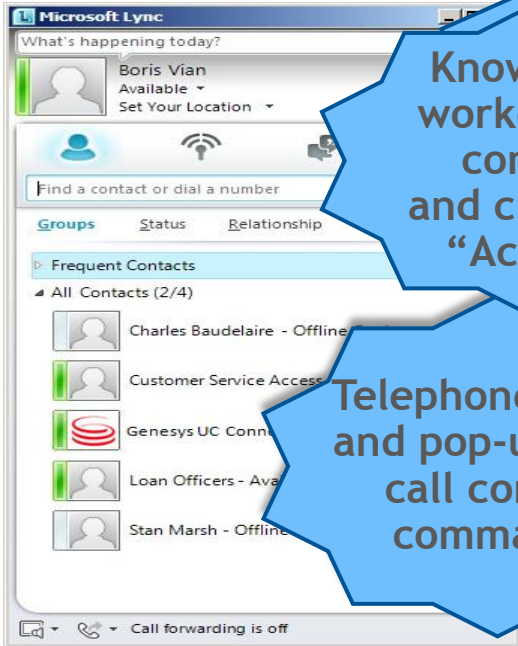
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Updates on Genesys UC Connect!

# UC Connect for the Knowledge Worker



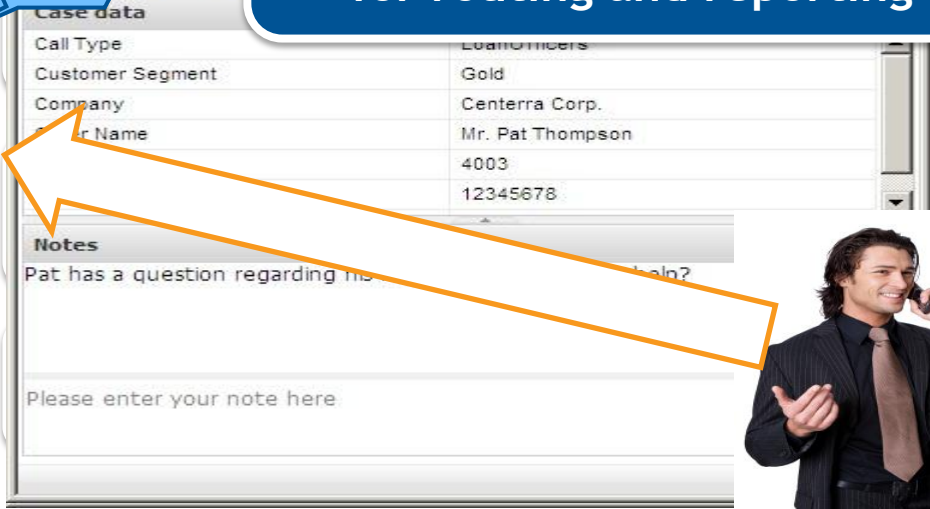
Single point of contact for all sessions

Knowledge worker sees context and clicks on "Accept"

Telephone rings, and pop-up adds call control commands

Business Context  
Media Integration & 3PCC Control

Combined with agent capacity, determine status for routing and reporting

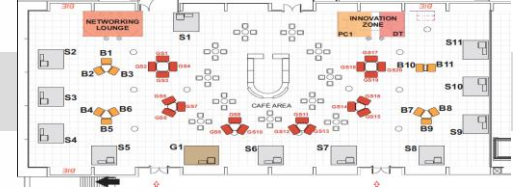


# UC Connect – Current & Future



- UC Connect is also available with:
  - IBM Lotus Sametime 8.5,
  - Microsoft OCS 2007 & Microsoft Lync
  - And as Stand Alone Web client!
- **With Microsoft Lync, UC Connect can also work with Enterprise Voice**
  - **Knowledge Workers & Experts can use Lync client as phone and toolbar.**

Roadmap	IBM Lotus SameTime 8.5	Microsoft OCS 2007 & Lync	Web Stand Alone
Interaction preview reporting events	Q3-2012	Q3-2012	Q3-2012
Explicit login / logout	Q3-2012	Q3-2012	Q3-2012
iWD integration	Q1-2013	Q1-2013	Q1-2013
Launch interaction from KW desktop	Q1-2013	Q1-2013	Q1-2013
Active-active HA mode	Q1-2013	Q1-2013	Q1-2013



## Genesys UC Connect & Lync Integration

- Genesys One
  - Genesys Inbound Voice, SIP Server, SIP Voicemail, & GVP
  - Genesys Workforce Optimization: Genesys Quality Management
  - Genesys 360' Dynamic Customer Engagement & Conversation Manager

Questions?



# Where to find more about SIP & GQM

Demo booth

Web site

...

# thank you



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Join the **Genesys G-Force Network** on LinkedIn to connect with colleagues, employees and Genesys professionals.



Customer feedback surveys will be sent to you online later...

