

Real Soft helps deliver excellent customer service

Customer Background

The client was founded in 1963 as a single-system cable operation. Today, it is one of the largest providers of cable services and one of the world's leading communications companies. It is focused on broadband cable, commerce, and content. They deliver digital services, provide faster Internet and clearer broadband phone service, and develop and deliver innovative programming.

Business Challenge

They were using Aspect PBX and Aspect CTI to ensure seamless integration of data and voice in their call center. The client consolidated their call center and upgraded the infrastructure from Aspect to Cisco IPCC. They did have Avaya IVRs that needed to be integrated to the IPCC environment to ensure seamless integration.

With the introduction of IPCC, the Avaya IVR is required to communicate with the Cisco ICM to identify the best agent or destination for call transfer.

Solution Offered

Real Soft, Inc. (RSI) deployed Universal CTI at the client site that provides a powerful and robust software bridge between various executing applications and telephony systems within a distributed call center environment. RSI's Universal CTI is a tool that enables desktop and IVR applications to easily integrate with CTI Servers such as Genesys T-Server, Cisco ICM, and Avaya AES. The open and normalized framework provided by the Service Oriented Architecture and Web services interface of Universal CTI protects the contact center applications from updates and changes to their CTI servers.

Technology Used

- IVR platform: Avaya IR
- Creation Environment: Java, TAS
- CTI Servers: Cisco ICM VRU PG (GED-125)

Business Benefits

- UCTI-enabled client provides excellent customer service by ensuring that each call gets routed to the right agent with all the customer history.
- UCTI proved to be a cost effective solution as the open and normalized framework provided by the Service Oriented Architecture and Web services interface enabled easy integration to the current IVR application.
- UCTI helped protect the investment in the IVR applications.

For more information about Real Soft Inc., please log on to www.realsoftinc.com or e-mail: marketing@realsoftinc.com

Application Re-engineering / Enhancement | Application Development & Maintenance | System Integration | Legacy Modernization
| Speech Enterprise Solutions | Custom Product Development

Real Soft, Inc. 2540 Route 130 North, Cranbury Campus, Suite 118, Cranbury, NJ 08512
Phone : (609) 409-3636 Extn: 230 Fax : (609) 409-3637