

# iCONTACT

## Video-Enable Your Contact Center

iCONTACT is a call center-focused software package that enables integrators and contact center equipment vendors to easily develop, implement and add visual communication enhancements to new or existing contact center offerings.

iCONTACT runs on top of RADVISION's Scopia IVP general purpose media server serving as an integration point to other vendors' contact centers offering the full power of IVP media processing while simplifying and abstracting all media server complexities from the contact center logic.

This allows for simple, yet powerful enhancements of any contact center, offering unique product and revenue generating video capabilities.

Leveraging RADVISION's Scopia IVP's ubiquitous network connectivity, iCONTACT enables multiple video-enabled customer touch points, including video-enabled mobile devices through 3G wireless networks, PC and web-embedded soft video clients, video phones and video kiosks; all serving to expand customer reach and contact center accessibility.

### Video Contact Center value proposition

- Enhance and personalize services
- Video-enabling a contact center promotes customer loyalty and "service stickiness"
- More effective sales services—look into the eye of the customer
- Increased efficiency and availability - show text over video while person is on hold for an agent; e.g. "You are number 2 in the queue. Thank you for holding"
- Enhance self-service - ability to view video clips
- Specialized services for vertical applications
- Use the queue - target advertising with video clips
- Provide Video services to remote branches and allow premium personalized service without the need to employ local specialists
- Differentiate and position yourself as a visionary—be ahead of the competition

### Video enabling a Contact Center - benefits

**Video Menus:** Customers can easily navigate self-service menus, presented either as pre-recorded or live video clips, or slides; providing a user-friendly experience that is faster and more efficient than an audio-only system while cutting service provider operational expenses.

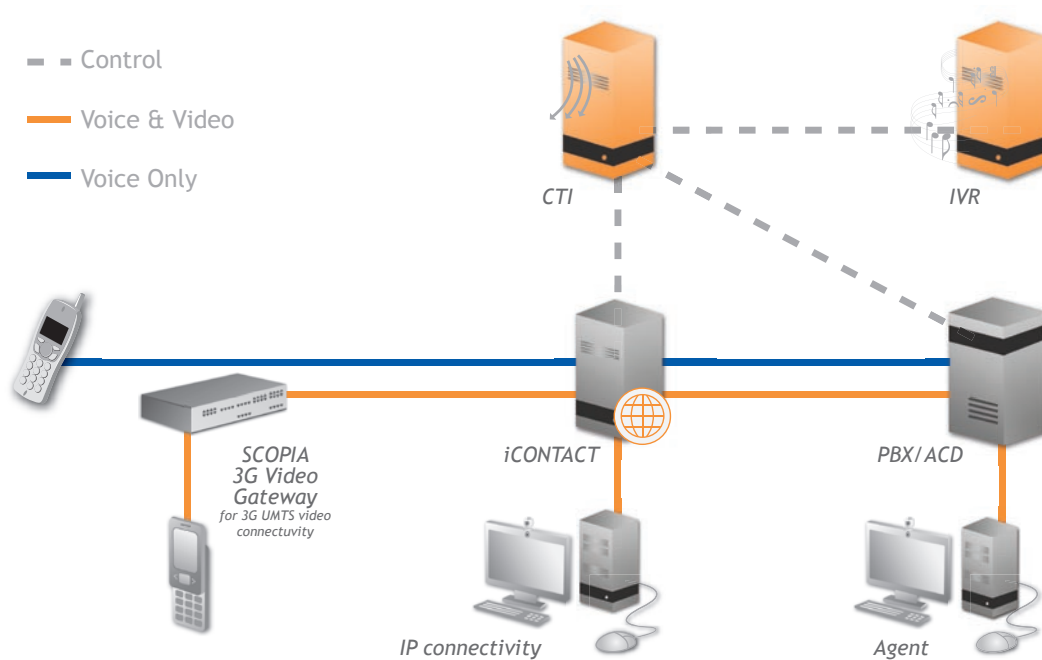
**Video Queuing:** allows the contact center to push relevant information or advertising to callers while queuing for an agent, offering them a more educational, productive and enjoyable experience.

**Video Agent:** One-way (agent with camera to a customer without camera) or two-way (customer and agent both with cameras) video sessions offer customers a more personal service experience and can enable "show-me" and other collaborative experiences not possible with audio alone.

**Video Consultation:** Transfer to supervisor for escalation as required for customer service.

**Video Push:** Agents can select relevant/session context-based videos to be played to the caller resulting in a more productive and enjoyable customer service experience. The customer can view agent's video and video pushed out to customer by the agent in a split screen or Picture-In-Picture (PIP) configuration.

**Video Recording:** Sessions can be recorded for retrieval or legal record retention purposes.



RADVISION's IVP, iCONTACT and MSP software components may all be run independently on a single server as represented by "iCONTACT" in the above diagram.

## Typical Deployment scenario

### Additional required components:

- SCOPIA IVP Software - An Interactive Video Platform software solution featuring "active standby" redundancy.
- SCOPIA IVP hardware - a DSP-based powerful media server performing actual media processing and managed by IVP software for scalability and redundancy.
- Media Streaming Proxy (MSP) Software - For playing, streaming and recording video content.

RADVISION's optional 3G Video Gateway enables 3G video access to the Contact Center.

### Scalability and licensing:

- RADVISION iCONTACT scales up, with a single software instance, to support 240 concurrent sessions, allowing for combinations of customers in a queue, connected to an agent, or watching videos.
- Licenses can be purchased by 30 seats increments.
- Note that corresponding and required IVP and MSP software as well as IVP hardware should be purchased separately and additionally to the iCONTACT license.
- iCONTACT redundancy is provided thru leveraging IVP redundancy scheme as both software components run on the same servers.
- License is also available for an evaluation lab-only 10 seats package which includes training for iCONTACT API.

- The mapping between iCONTACT seats to number of corresponding IVP hardware ports to be ordered depends on predefined Use Scenarios (video pushed by agent, session being recorded) and video resolution in use.

### Resolution: CIF/QCIF/4CIF

**Connection Protocols:** SIP, H323 and H.324m and H.320 thru RADVISION's (or 3rd party) gateways.

RADVISION iCONTACT (as well as IVP and MSP) should be installed on a Linux-based (RedHat Linux Enterprise ES Version 4 Update 5) server that can either be provided by the customer or ordered from RADVISION with all Software preinstalled and configured.

To fully utilize the RADVISION software package redundancy, an additional server should be provided (by the customer or ordered from RADVISION) and used to install the stand-by IVP-iCONTACT software.

### Ordering information:

- **Part number:** 55890-00013, iCONTACT basic package - should always be ordered with any number of licenses.
- **Part number:** 88890-00003, Software license for up to 30 users, in queue or connected to agents
- **Part number:** 54890-00610, Software license for evaluation lab-only 10 seats package including iCONTACT API training.
- **Part number:** 56004-00039, iCONTACT training

For more detailed information concerning the RADVISION iCONTACT package please refer to the comprehensive documentation provided by RADVISION; For more information about RADVISION, visit [www.radvision.com](http://www.radvision.com)

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