



# Intelligent Contact Center Transformation

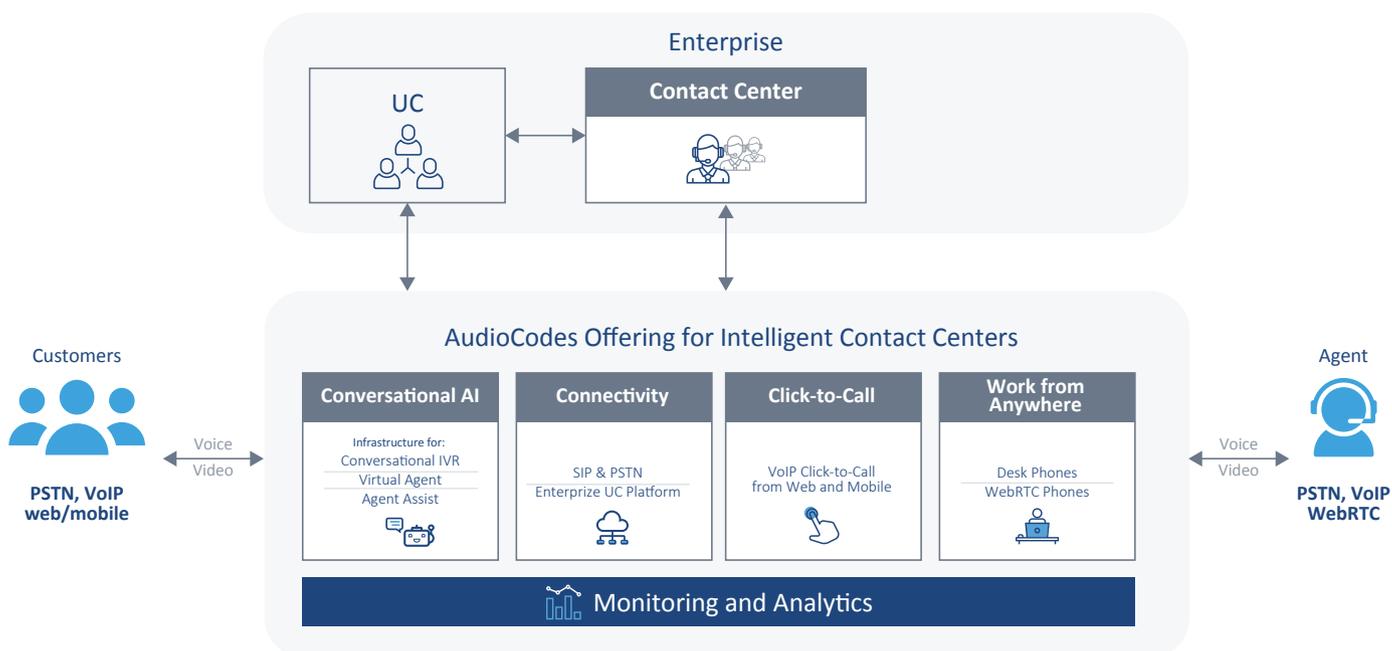
## Innovative solutions for the digital transformation of any contact center

The AudioCodes suite of solutions for **Intelligent Contact Center Transformation** helps any contact center to quickly become an intelligent one, all with minimal effort and investment. These solutions, which are already powering hundreds of contact centers around the globe, integrate our leading products and support all deployment types, whether on-premises or in the cloud. Intelligent contact centers utilize the potential of AI to simultaneously address customers' demands for a quick and personalized user experience and help enterprises to cut costs.

### AudioCodes' intelligent contact center solutions cover:

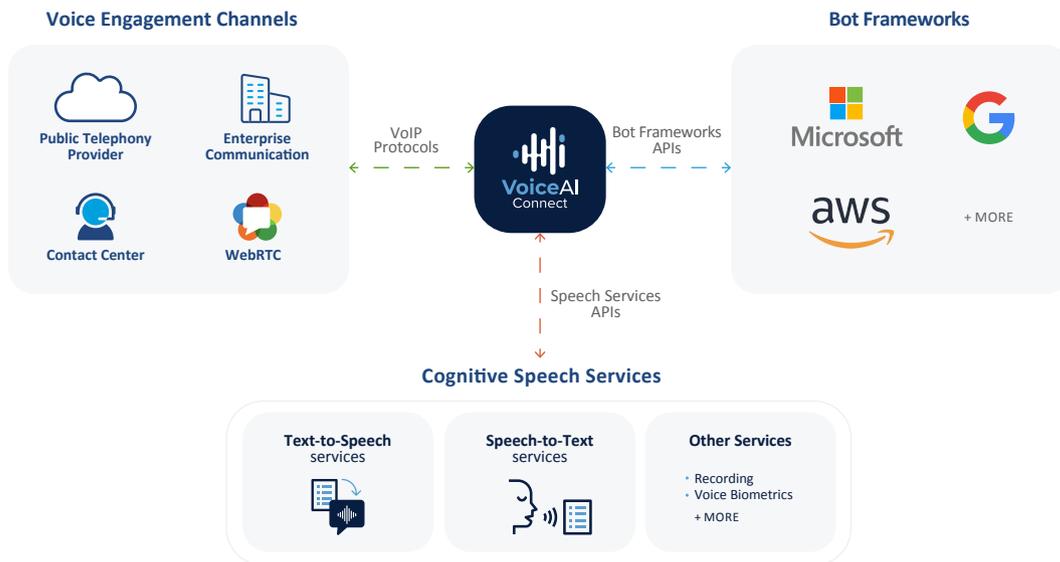
- Enabling conversational AI
- Call connectivity with all network types
- Work from anywhere
- Click-to-call from the web or a mobile application

Intelligent contact centers allow customers and agents to connect from anywhere, with any content type, and harness the power of AI to enable faster interactions, deeper insights and significant cost reduction – and, most importantly, to deliver superior experiences for both customers and customer service teams.



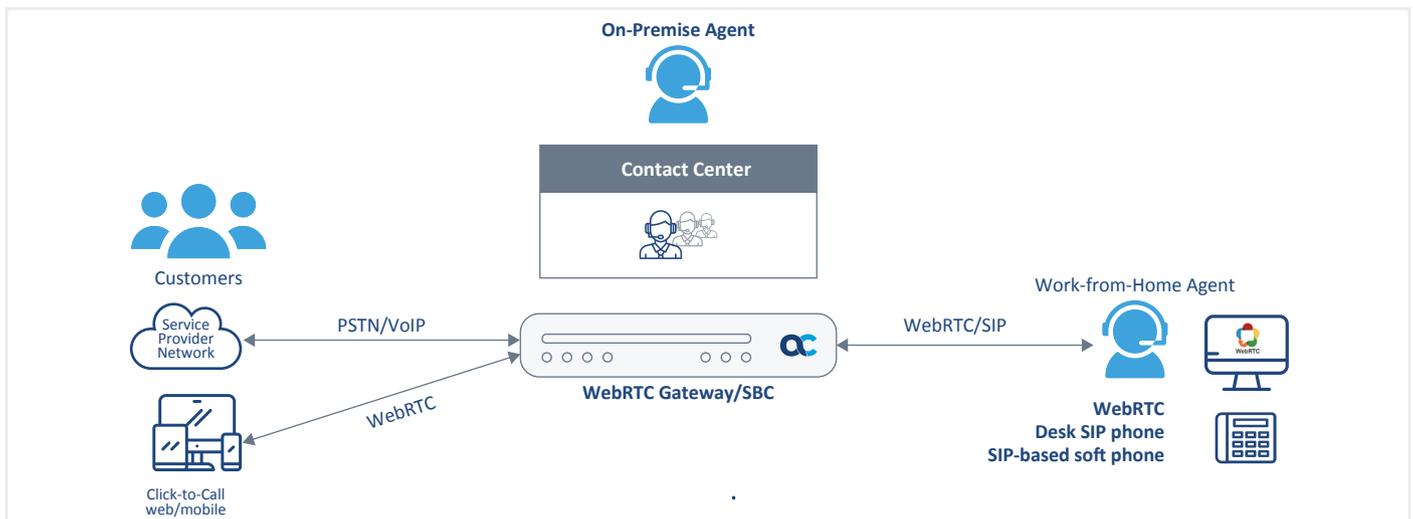
# Enabling Conversational AI

The intelligent contact center (ICC) uses modern AI technologies to provide more personalized or natural communication with customers through an improved human-computer interface. It automates parts of voice conversations and implements various voice use cases such as virtual agent, virtual agent assist and conversational IVR. AudioCodes enables the use of voice-bots by offering a communication hub that creates a bridge between any bot framework, any telephony system and any cognitive speech service to support virtually any voice-bot use case. It facilitates a best-of-breed approach, where each company can choose different vendors for the different parts of the call process. By automating repetitive tasks as well as assisting the agents, the enterprise can better communicate with its customers and improve their experience, all while reducing costs.



# Call Connectivity with All Network Types

The use of enterprise session border controllers (SBCs) and gateways to connect contact centers to the PSTN has become mainstream due to the widespread adoption of SIP. As communications transform to all-IP globally, SBCs are widely used to connect to SIP trunking services and to interconnect with internal communications systems – such as unified communications and cloud UC (UCaaS), PBXs, conferencing solutions and contact center platforms – within the enterprise network. SBCs handle interworking between the different vendor implementations of the SIP standard and increase SIP connectivity security. More recently, even greater impetus has been created by the increasing popularity of WebRTC-based voice and video services.



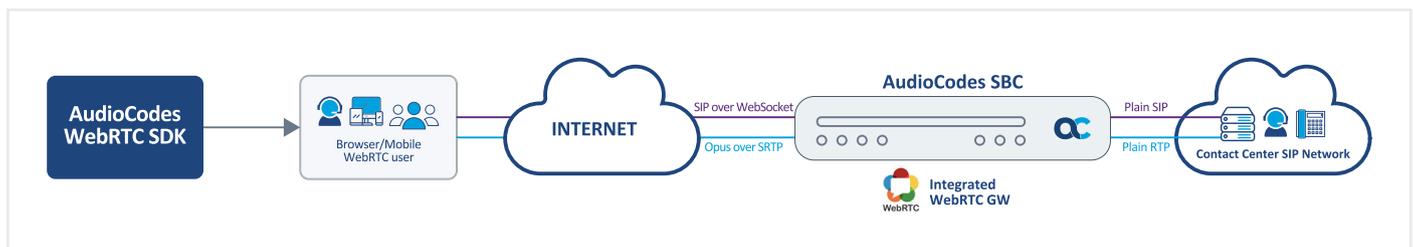
## Work from Anywhere

The increasing need to work from home (WFH) poses special challenges, ranging from connectivity and security to monitoring the voice quality. Previously, contact centers faced these problems only in one location, but nowadays they need to manage them wherever their agents are physically located.

AudioCodes supports enterprises that want their contact center agents to enjoy the best voice quality at all times, whether they are working from home or from any other remote location. Agents' remote connectivity is usually accomplished via desk/hard phones, soft phones or agents' mobile/landline devices. AudioCodes offers multiple solutions for agents, from a large variety of IP phones to WebRTC (Web Real-Time Communication).

WebRTC is an advanced and secured technology that contact centers can use for remote agents. It runs natively on browsers with no need to download clients or manage software versions, has high voice quality and voice management capabilities, and is cost-effective and very easy to implement.

WebRTC works with all leading browsers and is supported by mass-market consumer and business communications applications such as WhatsApp, Zoom, Slack and many others. It facilitates audio and video communication, text and content sharing inside web pages through direct peer-to-peer communication.



## Click-to-Call from the Web or a Mobile Application

Click-to-call is a method to initiate an immediate, real-time call from a website or mobile application to a company, simply by clicking a button or a link. There are two ways to implement click-to-call: via a traditional PSTN call or via a VoIP call. VoIP click-to-call, based on WebRTC, establishes the call over the IP network, where the customer continues browsing online, with the voice call actually becoming an integral part of the experience. Smart implementation of VoIP click-to-call over data networks brings other advantages as well:

- Web metadata is available for the agent to use
- Shorter handling time resulting from web pre-qualification agent routing and embedded visual IVR
- No toll-free service provider charges
- Management and monitoring of voice quality per call
- Options for video calling and co-browsing

# AudioCodes Products for Intelligent Contact Center Transformation



## AudioCodes SBCs – for Call Connectivity

The AudioCodes Mediant family of SBCs offer cost-effective SBC and hybrid-SBC functionality (SIP to TDM, SIP to SIP), forming an effective demarcation point between enterprise VoIP networks, SIP trunks, UC platforms and contact centers. AudioCodes Mediant SBCs provide secure connectivity and can integrate with any contact center with a range of solutions that fit cloud deployment and on-premise deployment at any scale. In addition, they provide exceptionally robust protection and superb voice quality for on-premise and cloud-based unified communications solutions, preventing fraud and service theft as well as guarding against cyberattacks and other service-impacting events.



## VoiceAI Connect – for Conversational AI

AudioCodes VoiceAI Connect is a communication hub that creates a bridge between any bot framework, any telephony system and any cognitive speech service to support virtually any voice-bot use case. It extends text-based chatbot functionality to voice communications to allow customers to talk naturally with chatbots for an audio-centric user experience. All this is facilitated by AudioCodes' market-leading SBC technology, ensuring the best voice quality, embedded security, high availability and true scalability. VoiceAI Connect is offered as a managed service and includes cloud and enterprise editions to support trials, PoC and any deployment, integration or regulatory needs.



## WebRTC Gateway – for Work from Anywhere and Click-to-Call

The AudioCodes WebRTC solution comprises a feature-rich, highly secure WebRTC gateway, fully integrated with AudioCodes' market-leading SBCs, along with a dedicated WebRTC client SDK and a management, troubleshooting and voice quality monitoring system. This provides protection against all potential threats carried by internet-based WebRTC traffic. It also reduces the number of IT hardware and software components, simplifies management, monitoring and analysis, and is highly cost-effective.



## One Voice Operations Center (OVOC) – for Management and Voice Quality

AudioCodes One Voice Operations Center (OVOC) is a voice network management solution that combines management of voice network devices and quality of experience monitoring into a single, intuitive web-based application. OVOC enables administrators to adopt a holistic approach to network lifecycle management by simplifying everyday tasks and assisting in troubleshooting all the way from detection to correction. Thanks to OVOC's clear GUI design, system administrators can manage the full lifecycle of VoIP devices and elements from a single centralized location, saving time and costs.

Find out more about our solutions for [intelligent contact centers](#).

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