AUDIOCODES CASE STUDY

Ocular Technologies

Case Study - IP Phones for a Customer Service Contact Center

The customer, a leading South African digital broadcasting company, selected AudioCodes 400HD series IP phones to act as agent desk phones for its new IP contact center based on the Aspect Call Center solution. AudioCodes and its local partner Ocular Technologies were selected thanks to the high voice quality and interoperability offered by AudioCodes' products as well as the simplified centralized provisioning and management that they offered.

Background

The end customer is one of South Africa's leading digital entertainment media content providers.

AudioCodes worked on this project in conjunction with local systems integrator Ocular Technologies (www.oculartechnologies.com). Ocular is highly adept at long-term strategic system integration and is one of AudioCodes' primary partners in South Africa involved in the design, development, implementation and integration of leading Contact Center and Enterprise Voice solutions including Aspect Unified IP, Aspect Workforce Management, Aspect Quality Management, Altitude Software and integration with Microsoft Lync and Salesforce.com.

Challenges

In 2013, the customer decided to construct a new building to house more agents for its expanding customer service call center in Johannesburg. This building was expected to be populated at the beginning of 2014. Moving the department to its new premises led the customer's IT team to consider modernizing its communications infrastructure and connecting the department to a state-of-the-art IP-based contact center platform. In conjunction with Ocular Technologies, the customer selected the Aspect Unified IP solution as the basis of its new contact center platform.

One critical element of the new VoIP-based communications setup was the end-user devices to be deployed, namely IP phones that would be used by the contact center agents. The customer required devices that provided full SIP protocol support and would be fully interoperable with the Aspect platform. In addition to supporting the standard features for basic enterprise telephony, the phones needed to offer very high voice quality and call security.

The 400 series of IP phones provides full SIP support and can integrate with a wide range of IP-PBXs, softswitches and other SIP-based application servers. Thus integration with the Aspect contact center was achieved in a short period of time with minimal hassle.

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Luke Behrmann, National Operations Manager, Ocular Technologies

Another important requirement was simple management and provisioning of the phones. With several hundred devices being deployed for agents' use all over the company's new facilities, it needed to be sure that their installation could be achieved simply and with minimum human interaction in order to maintain low operational expenditure.

Solution

With Ocular's assistance, the customer evaluated a number of SIP-based IP phone models to check their suitability for its needs. At the end of the evaluation process, AudioCodes was selected as the preferred vendor after demonstrating its ability to support all of the required features in a highly cost-effective package.

"AudioCodes is renowned throughout the industry for the high voice quality, reliability and interoperability offered by its products," explained Luke Behrmann, National Operations Manager, Ocular Technologies. "Therefore, the choice of the 400HD series IP phones for our customer's new IP contact center solution was a simple one."

The IP phone model selected for deployment was the 420HD model. The 400 series of IP phones provides full SIP support and can integrate with a wide range of IP-PBXs, softswitches and other SIP-based application servers. Thus integration with the Aspect contact center was achieved in a short period of time with minimal hassle.

The 420HD phones offer HD voice quality and a range of essential business phone features.

AudioCodes was also able to fulfill the customer's requirement for simple, centralized provisioning thanks to its highly effective management tool. This enables the IT team to predefine a range of configuration templates. When the IP phones are first connected to the network they automatically communicate with the provisioning server and download the relevant configuration files. This automated process removes the need for an engineer to be on-site for every IP phone installation, freeing them up for more critical tasks.

To enhance the offering, Ocular Technologies developed a bespoke application and database to manage the provisioning of all phones throughout the organization. This solution allows the customer's administrative personnel to pre-configure replacement, new and existing devices in conjunction with the AudioCodes provisioning server. This results in easy administration as a phone is configured for the correct SIP, VLAN and discovery protocol settings as soon as it is plugged into the Ethernet network.

> "Ocular Technologies fully endorses the AudioCodes range of products as they have demonstrated good value and interoperability in the highly competitive contact center and UC market."

Luke Behrmann, National Operations Manager, Ocular Technologies

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Results

The combination of AudioCodes' IP phones' rich feature set, extensive interoperability and efficient provisioning and management has helped the customer to make a smooth transition to an IP contact center infrastructure. Commenting on the project, Luke Behrman from Ocular said, "AudioCodes' IP phones have proved a hugely successful component of our customer's new contact center solution.

"With AudioCodes' centralized, automated provisioning tool, the customer was able to streamline the rollout of its agents' desktop devices, which sped up the deployment and led to reduced costs. In addition, the phones' reliability and high voice quality have enhanced its ability to service callers to the contact center and thereby increase customer satisfaction."

"Ocular Technologies fully endorses the AudioCodes range of products as they have demonstrated good value and interoperability in the highly competitive contact center and UC market," he concluded.

⩓ AudioCodes