

AudioCodes Case Study

YOURCE

Customer: Yource

Website: <https://www.yource-group.com/>

Location: Rotterdam

Industry: Customer Contact Services

Customer Profile:

Yource is a leading provider of customer contact services in Benelux with near-and offshoring facilities within and outside Europe.

Challenges:

- Enable work-from-home agents to connect to the Genesys platform and successfully work remotely without the need to install any dedicated software.
- Offer reliable voice connectivity to work-from-home agents with speed and ease

AudioCodes Solutions:

- Existing solutions: media gateways and session border controllers (SBCs) enabling seamless connectivity between Genesys and the PSTN.
- New solutions: WebRTC for work-from-home agents. The solution includes a WebRTC gateway, integrated with AudioCodes Mediant SBCs, ensuring reliable and secure voice connectivity with the Genesys platform and the PSTN.
- One Voice Operations Center (OVOC) to monitor voice quality in real time across the entire network.

Benefits:

- Simple, rapid deployment for work-from-home agents, with no need for dedicated application to be installed.
- WebRTC gateway fully integrated with the AudioCodes virtualized Mediant VE SBC, simplifying deployment and management, ensuring robust security and offering reliable voice transcoding.
- Tight integration with Genesys contact center solutions, ensuring WFH agents can continue operating seamlessly and enjoying the same user experience as if they were still physically located in the office.
- Centralized voice network management and monitoring, enabling quality issues to be resolved quickly and effectively.

Yource - Customer Contact Services

Seamless WebRTC-based voice communications for WFH contact agents with centralized voice quality monitoring and device management

With the arrival of the Covid-19 crisis, Yource needed an effective and easy-to-deploy solution to enable its contact center agents in the Netherlands and abroad to continue their regular work activities when based at home. AudioCodes' WebRTC solution delivered high-quality, reliable voice communications while the One Voice Operations Center management platform ensured that Yource's IT team could monitor their network's voice quality and deliver an excellent user experience for agents and callers to its contact center.



Background

Yource is based in The Netherlands, Belgium, Luxembourg, Bulgaria, Morocco, Suriname and Spain, where they offer a unique fulfilment of customer contact services through outsourcing, insourcing and staffing services. Their customizable sourcing solution adds proven value for their clients and their community of employees, who they call Yource members. With 12,000 Yource members they empower organizations to stay a step ahead in customer contact.

At the moment, Yource employees work from home wherever possible, and they offer nine languages of customer contact: Dutch, Flemish, French, German, English, Spanish, Italian, Luxembourgish and Bulgarian.

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When the Covid-19 crisis hit in early 2020, Yource, like many companies around the world, was forced to close down its offices and move its agents to a work-from-home mode.

WebRTC allows audio and video communication to work inside web pages by allowing direct peer-to-peer communication, eliminating the need to install plugins or download native apps.

Challenges

With agents located in over 50 sites in the Netherlands and abroad, Yource's contact center operation had been based on a Genesys platform for several years, offering services to a wide range of business customers. When the Covid-19 crisis hit in early 2020, Yource, like many companies around the world, was forced to close down its offices and move its agents to a work-from-home mode. While this switch was an unavoidable headache for any business, for a company like Yource, whose agents needed to be available with reliable voice connectivity throughout their working day, it was particularly challenging.

The Genesys platform offered a software client which would enable simple connectivity between agents and customers calling in from the public telephony networks. However, this required installation by Yource's IT department and ongoing support. That was fine if the device the agent was using belonged to the company, but many agents did not have computers provided by their employer and had to use their own personal devices. With no control over the specifications and configuration of those employees' computers, Yource needed to find a solution that would enable agents to connect to the Genesys platform and work from home successfully without the need to install any dedicated software.

Solution

AudioCodes had been a longstanding supplier of voice connectivity solutions for Yource, providing media gateways and session border controllers (SBCs) that enabled seamless connectivity between Genesys and the PSTN. Therefore, it was natural that Yource should turn to AudioCodes to find a suitable solution to this issue.

Fortunately, AudioCodes was able to propose a perfect solution based on WebRTC technology. WebRTC (Web Real-Time Communication) provides web browsers and mobile applications with real-time communication (RTC) via simple application programming interfaces (APIs). It allows audio and video communication to work inside web pages by allowing direct peer-to-peer communication, eliminating the need to install plugins or download native apps. WebRTC uses the highly versatile Opus audio codec, which is able to deliver high voice quality regardless of network conditions.

AudioCodes' [WebRTC solution](#) includes a WebRTC gateway that mediates between WebRTC streams and external SIP-based systems, enabling communication between Yource's Genesys contact center platform and the agents' computer. The WebRTC gateway is fully integrated with AudioCodes Mediant SBCs, ensuring reliable and secure voice connectivity with the Genesys platform and the PSTN.

Using AudioCodes' WebRTC SDK, Yource's IT team was able to develop a customized WebRTC client that runs in any standard browser, so there is no need for the work-from-home agents to download and install new software.

Using AudioCodes' WebRTC SDK, Yource's IT team was able to develop a customized WebRTC client that seamlessly manages calls between agents, the Genesys platform and callers to the contact center. The client runs in any standard browser, so there is no need for the work-from-home agents to download and install new software. They simply log in to the client web page and seamlessly handle incoming customer calls as though they were still located in the office.

Another important aspect of AudioCodes' solution for Yource's work-from-home agents was the crucial role played by the One Voice Operations Center (OVOC) management solution. OVOC provides network-wide voice network management and quality of service monitoring via a single pane of glass. With the move to work-from-home mode, Yource began to experience a rise in the creation of IP tickets. With so many of its agents working from home, this was understandable; Yource could not control the quality of all its agents' internet connections. However, with OVOC in place, Yource's IT team have end-to-end visibility of the calls made via its platform, thus giving them the ability to identify the problematic call legs and resolve any issues.

Results

AudioCodes' WebRTC solution offers several important benefits for Yource:

- **Simple, rapid deployment for work-from-home agents** – No need for a dedicated application to be installed.
- **WebRTC gateway fully integrated with AudioCodes virtualized Mediant VE SBC** – Simplifying deployment and management, ensuring robust security and offering reliable voice transcoding.
- **Tight integration with Genesys contact center solutions** – Ensuring WFH agents can continue operating seamlessly and enjoying the same user experience as if they were still physically located in the office.
- **Centralized voice network management and monitoring** – Enabling quality issues to be resolved quickly and effectively.

"With its ease of deployment and seamless integration with our Genesys contact center infrastructure, AudioCodes' comprehensive WebRTC solution was a major factor in ensuring our agents could continue working successfully during the upheaval of the Covid-19 crisis," said Freek Weijtens, IT Director at Yource Group. "In addition, the OVOC management platform was a game-changer, enabling us to troubleshoot and resolve voice quality issues rapidly and effectively to maintain an excellent user experience for agents and customers alike."

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Freek Weijtens,
IT Director at Yource Group

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