



Softdial Contact Center (SCC) Version 11

Key New Features

With the release of version 11, Sytel's contact center platform adds a range of new features, enhancing **productivity**, **flexibility** and **scalability**, including:

1) New Architecture

The API message queueing and routing architecture has been redesigned from the ground up to meet the needs of cloud compute environments.

SCC has a new message routing infrastructure that mitigates the problems caused by not having control of your network environment. This enables the microservices that make up the SCC application stack to achieve carrier-grade scale and redundancy.

At the edge of the network, the SCC APIs are exposed via HTTP over SSL and secure WebSockets, providing a safe way for third parties to consume the full API.

The SCC deployment architecture follows a public cloud model which is provider-agnostic.

An SCC install or upgrade involves a content install to the SCC web server and provisioning controller.

Applications are deployed dynamically to standardised VMs that are preconfigured with the SCC provisioning bootstrapper. Sytel provides standard images for the major cloud providers.

The SCC deployment model enables centralised web-based management of deployment and upgrades via the Tenant Manager, whether you deploy to public or private cloud, or use your in-house server estate.

The Tenant Manager gives a landlord admin control of how tenant services are deployed and load-balanced without the need for console access or config file modifications.

Users with smaller environments will be pleased to note that the model scales down as well as up. You can use the new deploy model to manage a standalone single-tenant installation of SCC in the same way as a carrier deployment, with best-in-class server footprint regardless of the size of your install.

Status	Name	Startup	Version	Settings
●	Campaign Manager (default)	Automatic	11.0.482.3...	●
●	FileServer (default)	Automatic	11.0.482.3...	N/A
●	Publisher (default)	Automatic	11.0.482.3...	●
●	RVAgregatorService (default)	Automatic	11.0.482.3...	●
●	SCR2 (default)	Automatic	11.0.482.3...	N/A
●	Softdial CallGem Tenant Controller (default)	Automatic	11.0.482.3...	N/A
●	Softdial Pathfinder (default)	Automatic	11.0.482.3...	N/A
●	Softdial Repository (default)	Automatic	11.0.482.3...	N/A
●	SSC (default)	Automatic	11.0.482.3...	N/A
●	SWS (default)	Automatic	11.0.482.3...	N/A

Fig 1. - V11 Tenant manager

2) Enhanced Session Routing

In a busy contact center, changes in metrics and resources such as workloads, SLAs and agent availability demand real-time responses in routing to optimise contact center performance.

At the same time, routing rules that manage inbound sessions need to be clear in both concept and construction to allow them to be applied easily in all scenarios.

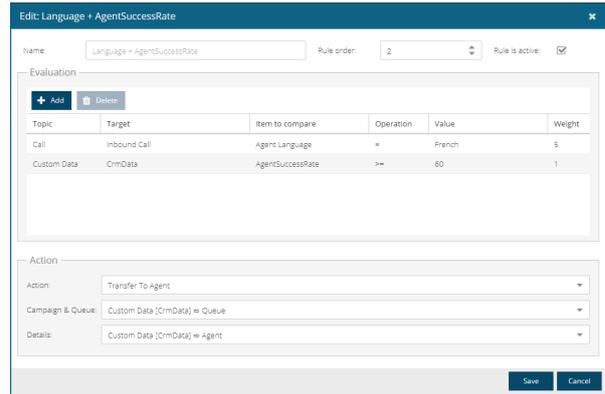


Fig 2. - Softdial Pathfinder™

In response to the ever changing demands for session routing flexibility, SCC version 11 introduces Softdial Pathfinder™. Simple building blocks allow the development of any kind of routing rules, for any media, for real-time deployment.

The selection of the destination can be made based on agent skills, queue metrics, queue properties, customer data or any external data from any 3rd party systems (e.g. CRMs or ERPs).

3) Unified Desktop Environment

Softdial One™ provides a powerful framework for creating a custom desktop environment for an agent or a supervisor. Using a modular approach, 'widgets' can be added to a screen to give a user a dashboard that contains the specific applications they need to access to e.g. Repository, Campaign Manager or specific reports.

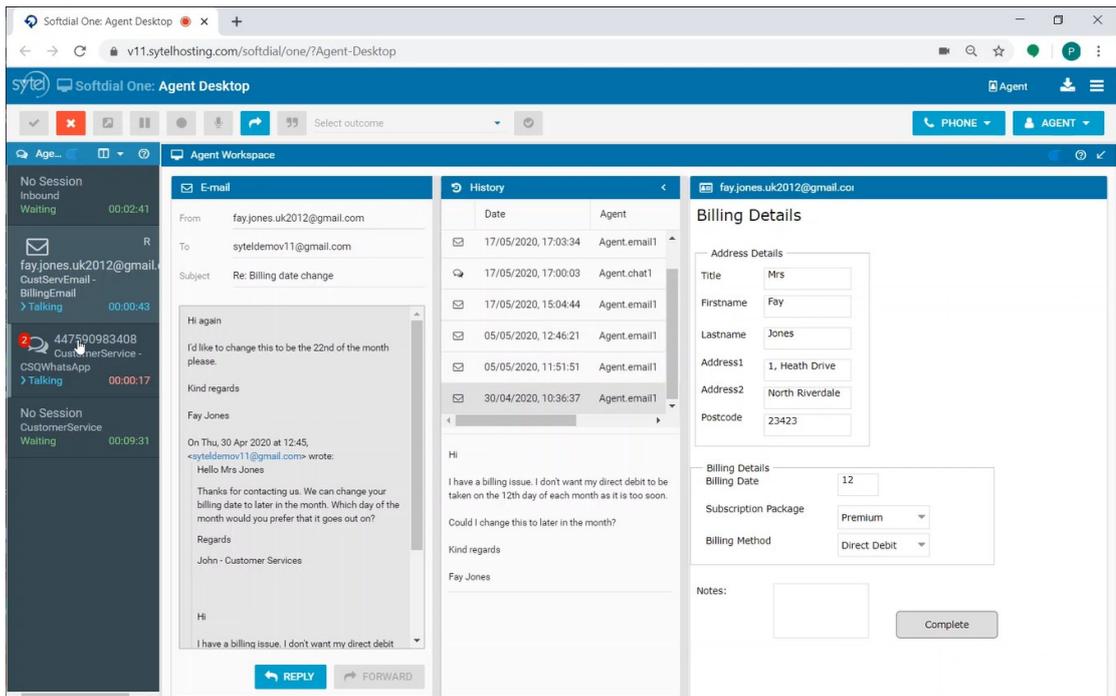


Fig 3. - Softdial One™

The screen layout can be saved as a template that can then be applied to particular users/groups.

Partners can white-label SCC to present their own branded offering by customising themes and adding logos.

Softdial One™ offers greater flexibility for the agent's desktop with the possibility to resize widgets for all on screen components. Agents can work across multiple screens, giving them physically more real estate to display the information they need to see to perform the job effectively.

The ability to include any web based 3rd party software provides limitless potential; CRMs, ticketing systems, intranet pages and other independent web applications can all be included in Softdial One™ via use of Iframe widgets.

4) Conversational AI Toolkit

With Version 11, SCC provides built-in industry-standard **Natural Language Processing** (NLP). There are two options for customers using SCC to build conversational AI into their servicing operations:

- i. Simple use cases using built-in NLP, with exception reporting to extend the NLP dataset and dialog tree

This is more suited to BPOs who need to deploy chatbots for common tasks quickly and don't have requirements to extend.

- ii. For more sophisticated use cases, SCC has integrations with best-of-breed conversational AI tools that automate machine learning to bring high levels of accuracy to intention analysis.

This enables corporate customers to migrate operations over to bot-based servicing, while preserving service quality and significantly reducing the time taken compared to traditional AI approaches.

In both cases, the dialog tree is managed within Softdial Scriptor™, giving script access to line-of-business data and session (call) control actions. The SCC unified desktop environment and ASD model also provide all the options a customer might want for agents to undertake monitoring and management of voice and/or chat bots.

5) In-queue Scripting

Sytel's new In-queue Scripting feature allows for tasks to be performed relative to a session while it is still in a queue. Actions defined within the logic of a script designed in Softdial Scriptor™ Designer can be initiated at the point the session enters the relevant queue. Some usage examples are:

- Voice and Chat - Provide queue position, estimated wait time and automated custom chat/voice responses.
- Voice - Allow customers to arrange callbacks and collect more detailed information about the customer enquiry to improve the efficiency of the customer engagement.

- Session Routing - Tag the waiting call to be dequeued to a particular agent. If the agent is not available, it is possible to hold the session for the agent based on a configurable overflow time. If the agent is not logged in or the overflow time is reached, the session can be sent to a predefined queue.

6) Video

With WebRTC's support for video calling, Sytel's Agent Desktop enables customers and agents to migrate a chat session to a video call. Not only can this reduce the time to complete the interactions, but it can improve the relationship between the customer and the organization.

Coming in Phase 2 of v11, due Q3 2020...

7) Media Server

Telephony functions in the Sytel suite are performed by Sytel's new Media Server. It is highly flexible and can be deployed in multiple roles including:

- Core telephony functions to manage inbound and outbound SIP calls, including predictive calls
- SIP registrar to connect SIP hardware or softphones
- An edge device to connect to telephony carriers
- A WebRTC gateway solution to allow voice or video over the internet using a web browser as a soft phone.

Text-to Speech and Speech Recognition can be achieved by use of the MRCP protocol supported by the Media Server. MRCP is the most common approach supported by major vendors such as Nuance; whereas for some Speech platforms offered by Google, Bing and Amazon, where MRCP is not natively supported, the UniMRCP plugin can be used as a bridge to interface with the chosen technology.

Sytel Limited develops and supplies Softdial Contact Center® (SCC) multimedia, multichannel, fully blended cloud contact center solutions, for quick and easy deployment. It brings the same world-class innovation to the multimedia contact center that is used in developing its world-leading AI Dialer. All Sytel cloud components are secure, resilient and scale seamlessly from 50 agents to 10,000+, whether local, mobile or remote.

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