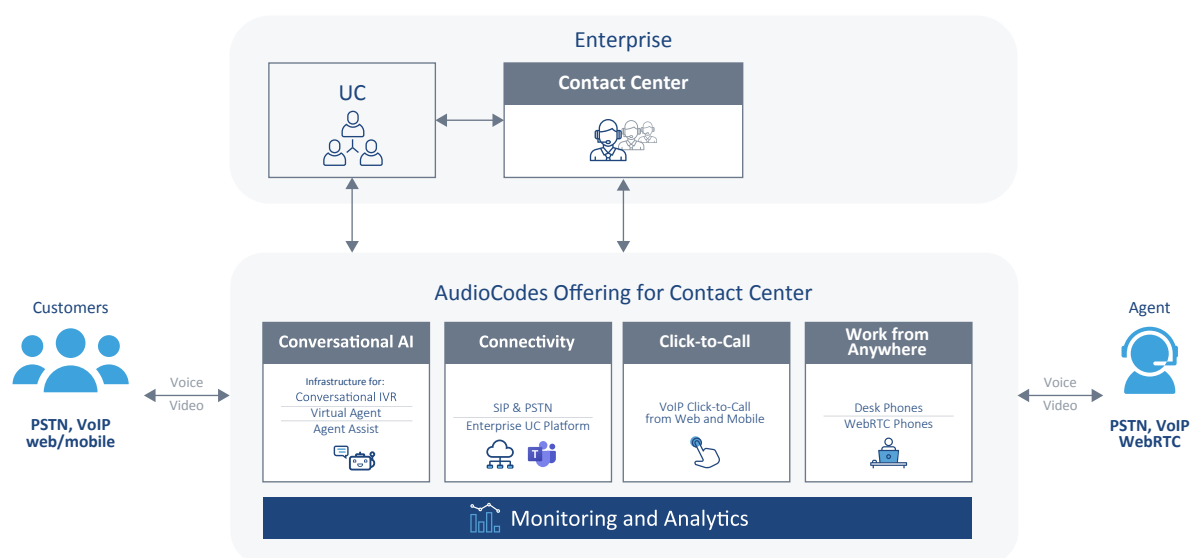# Contact Center Innovation

Solutions for Modernizing Any Contact Center

AudioCodes Contact Center Innovation solutions bring together the latest advances in voice technology to help forward-thinking organizations modernize their contact centers with minimal effort and investment. These solutions, which are already powering hundreds of contact centers around the globe, augment our leading products for all deployment types, whether on-premises or in the cloud.

AudioCodes' contact center innovation solutions cover:

- Enabling conversational AI.
- Providing call connectivity with BYOC and unified communications platforms.
- Work from anywhere.
- Click-to-call from the web or mobile applications.

Modern contact centers allow customers and agents to connect from anywhere, with any content type, and unleash 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.

Contact Center Innovation as a Service

AudioCodes' Live CX is a complete portfolio consisting of all the solutions above, based on our field-proven technologies, and provided as managed services. AudioCodes Live CX allows customers with contact centers to outsource the IT and technology side to Voice over IP specialists, so that they can concentrate on their core business and strategy. When it comes to contact centers, AudioCodes Live CX provides everything you need – the managed service platform, the support services and the products themselves – to achieve optimal results.

ENABLING CONVERSATIONAL AI

Intelligent contact centers (ICCs) use modern AI technologies to provide more natural and personalized communication with customers through an improved human-machine interface. It automates parts of voice conversations and implements various voice use cases such as virtual agents, agent assist and conversational IVR. AudioCodes enables the use of AI-based 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 providers for different parts of the call process.

CALL CONNECTIVITY WITH MICROSOFT TEAMS AND BYOC

As communications transform to all-IP globally, there is a need to connect contact center platforms to SIP trunking services and to interconnect with internal communications systems – including cloud UC platforms such as Microsoft Teams and Zoom, PBXs and conferencing solutions. AudioCodes' market-leading session border controllers (SBCs) handle the interworking between the different vendor implementations of the SIP standard and increase SIP connectivity security.

WORK FROM ANYWHERE

AudioCodes supports contact centers that want their agents to always enjoy the best voice quality, whether they are working from home or from any other remote location. AudioCodes' WebRTC technology offers a cost-effective and very easy to implement solution for working from anywhere, including:

- A fully featured **WebRTC soft phone** integrated with the contact center desktop application, or an SDK to create a self-developed soft phone.
- A feature-rich, highly secure **WebRTC gateway,** fully integrated with AudioCodes' SBCs, offering seamless connectivity with the contact center application.
- A **centralized monitoring system** supplying per-agent voice quality statistics and centralized management capabilities.
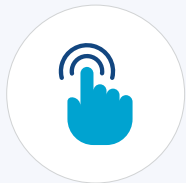
CLICK-TO-CALL

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. The AudioCodes click-to-call solution, 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.
- Options for video calling and co-browsing.

Find out more about our solutions for contact center innovation.