Cisco Systems/CallCenter Technology IP Contact Center Solution

Overview

This document describes the integration between Cisco Systems IP Contact Center based on Cisco ICM and CallCenter Technology's PRISM.

Contact Centers have become increasingly complex spanning numerous channels and supported by many diverse technologies and applications, such as Call Routing, Email Management, Web-Chat, Predictive Dialer, Work Force Management, Quality Monitoring, ACD, IVR, CRM and Training.

Leading organizations are no longer relying on post-mortem reporting and manually created spreadsheets to manage their performance. They are turning to Performance Management solutions that provide a holistic view of operation across all systems and deliver real time results to all levels of the organization. These solutions enable knowledge workers to proactively manage CRM strategies for optimal results. Additionally, these solutions allow for business users to automate processes across their disparate systems eliminating the need for manual decision making for the most common tasks.

Cisco Systems Overview

Cisco IPCC is an automatic call distributor (ACD) alternative based on the Cisco Architecture for Voice, Video, and Integrated Data (AVVID). Cisco IPCC provides intelligent call routing, network-to-desktop computer telephony integration (CTI), interactive voice response (IVR) integration, real-time and historical reporting, and multimedia contact management to contact center agents over an IP network. Cisco IPCC enables rapid deployment of contact centers and enables businesses with legacy ACDs to evolve their existing call centers to virtual multimedia contact centers.

The Cisco IPCC solution is based on the proven products: Cisco CallManager and Cisco Intelligent Contact Management (ICM) software. Cisco CallManager provides the location independent public branch exchange (PBX) capabilities, while Cisco ICM provides the virtual ACD features. With the Cisco IPCC solution, enterprises can build virtual contact centers and can take advantage of IP transport to extend the boundaries of the contact center to include branch and home offices.

Cisco IPCC integrates easily with legacy call center platforms and networks, enabling a contact center to continue to leverage its investments in legacy systems while providing a smooth migration path to an IP infrastructure. Whether your company is expanding an existing operation or establishing its first contact center, the Cisco IPCC solution can help you realize the cost and performance benefits of converged network at your pace. Cisco IPCC is designed for implementation in single-site and multi-site contact centers as well as service provider hosting environments.

CallCenter Technology Overview

PRISM is an Application Integration and Development Suite designed specifically for the non-technical business user. By graphically modeling the interfaces and capabilities of common contact center systems, organizations quickly build reports, dashboards, or applications that work across all their systems.

Solution Benefits

- Provides the ability to create a totally customized view of IPCC and other application data without having to write a single line of code.
- Allows the user to use real-time IPCC CTI feed, as well as IPCC real-time, historical and other customer data.
- Replaces multiple data views from multiple applications with one consolidated view.
- Increases productivity by allowing the contact center to choose the most important data to look at, and in the most convenient form.

Solution Features and Capabilities

- Complete integration of Cisco IPCC and PRISM.
- Display real-time schedule adherence and real-time floorplan animation by integrating workforce management and IPCC real-time CTI data.
- Create custom views of IPCC and other application data by simply dragging components onto a form, connecting and configuring them using a graphical editor.
- Represent data values with graphs, charts, tree views, data grids, meters, digital displays, and many other ways as well.
- Publish reports to the web.

Integration Architecture

PRISM maintains two connections to Cisco ICM:

- A TCP/IP connection to CTI link to the Cisco CTI Server
- An ODBC connection to the IPCC database

The CTI link is used to show real time schedule adherence and real time phone and agent states on a CAD drawing of the customer's floor plan.

The database link is used for reporting.

Figure 1   Cisco/CallCenter Technology reference architecture
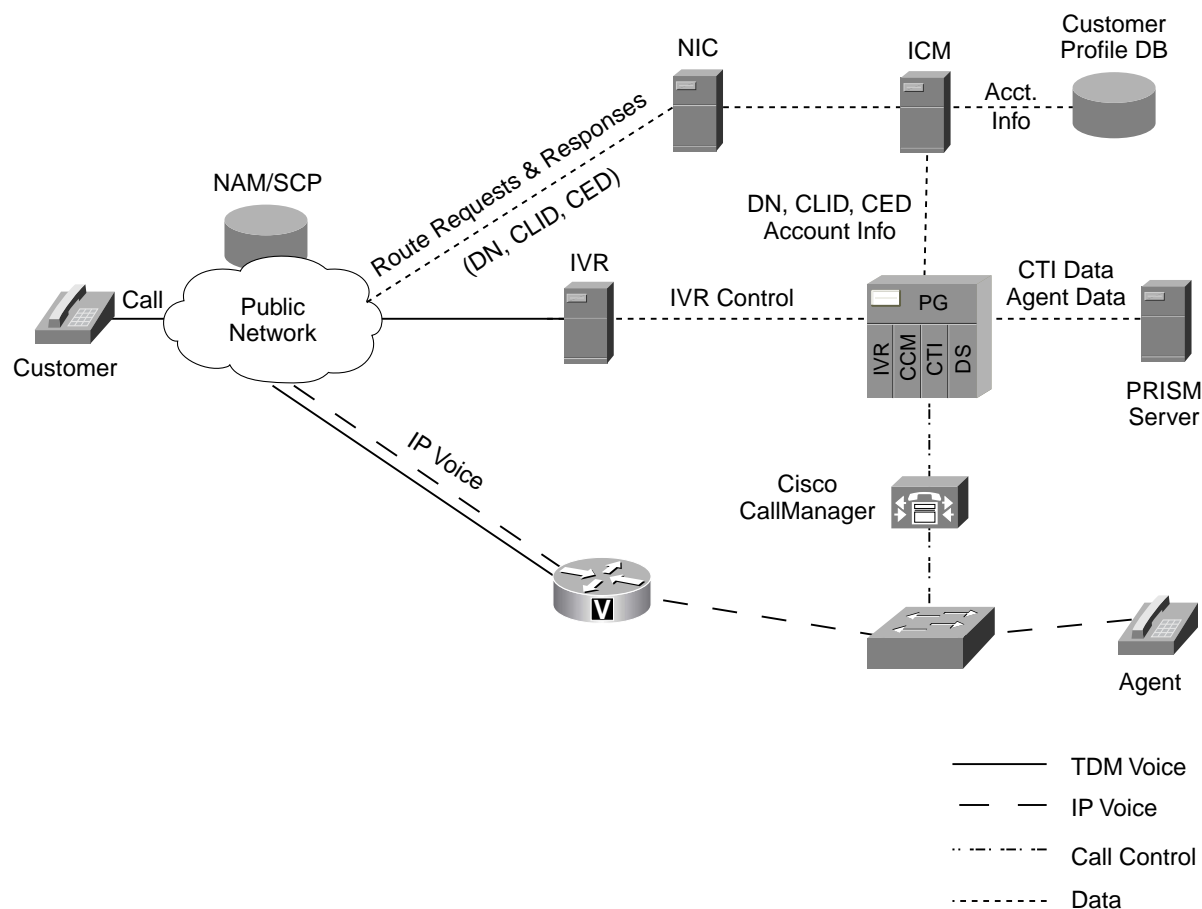
Cisco Components	Partner Components	3rd Party Components
Cisco ICM 4.1.5 or higher	PRISM 2.6	

Availability

The Cisco/CallCenter Technology contact center solution requires Cisco ICM version 4.1.5 or later.

Additional Resources

To learn more about Cisco Contact Center Solutions please visit http://www.cisco.com/warp/public/180/ prod_plat/cust_cont/.

To learn more about CallCenter Technology applications please visit http://www.callcti.com.

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