

Synway's VoIP Gateway Complies with Genesys to Deliver Robust and Hi-Performance IP Contact Center

CASE STUDY

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, they have put the customer at the center of all they do, and they passionately believe that great customer engagement drives great business outcomes. From 2015, Synway collaborated with Genesys to be specialized in providing complete call center solution to enterprises and ISPs.

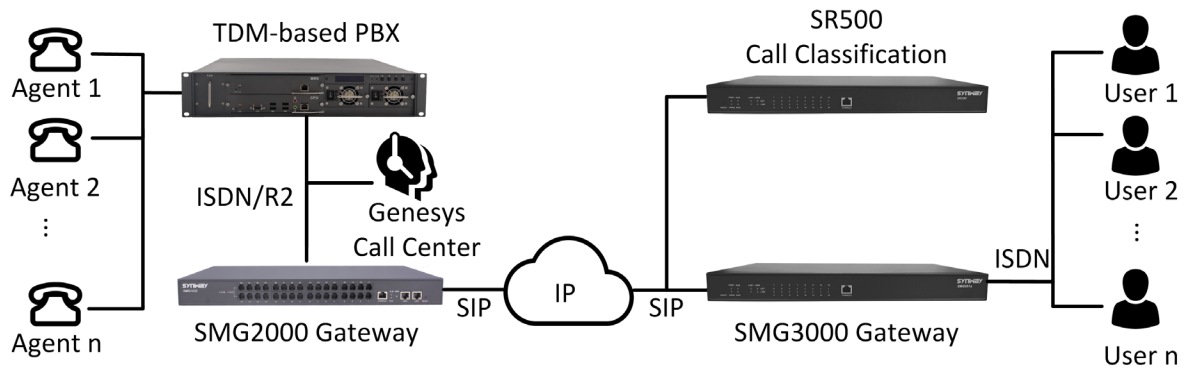


Challenges:

Genesys has long migrated its contact center to IP architecture. However, many call centers are still depended legacy PSTN networks, including E1/T1/Wireless/FXO/FXS interfaces. Genesys have partnered with some brandname VoIP gateway vendors, including Avaya, Audicodes and Cisco, to connect its call center to SIP trunking. Genesys call center business steadily grown in size year after year. The products of those existing VoIP gateway vendors had served its purpose very well for as number of years, but Genesys's distributors and partners expected to take things a step further. They wanted the similar quality gateway while reducing its hardware costs. Moreover, they required limited time to implement the new interoperable gateway.

Solutions:

Synway and Genesys' partners managed to deliver a robust and better-cost solution, which would allow Genesys to continue delivering call center business with perfect performance and unparalleled cost advantage .SMG2000 E1/T1 gateway series and SMG3000 carrier-grade E1/T1 gateway series were chose to interface with Genesys's call center system. The new solution can meet requirements of large sized or small sized call centers.



SMG3000 carrier-grade E1/T1 gateway was assigned especially for telco-grade ISPs and large enterprises, it processes signaling and multimedia in a single chassis and can deliver SIP services into SS7, PRI, and other PSTN networks. And SMG2000 E1/T1 gateway, for SMB, converts digital PSTN message into IP formats and secures sessions across IP and mixed network boundaries to support the seamless delivery of services in a compact 1U form factor appliance.

Moreover, Synway's VoIP gateways possess highly efficient call classification function, which is vital to improve dialing efficiency and minimize operational cost for Genesys's call center modules, such as high-density OBD, predictive dialing, dialer, telemarketing and more. It helps not only minimize dialing cost but also maximize the value of dialing (human and network) resources. With call classification, OBD applications could improve Genesys's dialing efficiency by up to 60% and deliver high satisfaction for both agents and subscribers. The solution also includes an integrated and highly intuitive management system that gives full control over the platform.

Results:

- Significant saving on operational cost and after sales costs, improved efficiency and effectiveness;
- Telecom grade reliability and continuous high performance in fully loaded capacity and in the long run;
- Homegrown hardware, with Genesys software, to guarantee relevant upgrading and customization;
- High-speed response and connectivity in the extreme network environments, with better run efficiency;

About Synway

As a major manufacturer and supplier of communication products and solutions, Synway specializes in providing superior Multimedia Gateway, Integrated Multimedia Switch, Telephony Hardware in use for Telecom communications. www.synway.net

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