Aspect®
RTC Platform™

Aspect RTC Platform embraces the WebRTC (Web Real-Time Communications) standard allowing you to directly embed audio-only or audio & video conversations and collaboration functionality within your website or mobile customer care apps. This allows instant access to service and sales representatives without forcing customers to leave the rich environment they prefer and revert to a phone call. Contextual information around the customer's journey on your website or mobile app can be shared with your contact center environment for seamless handover from self-service to agent-assisted service.

Here is how the process works today. A consumer is browsing a business' website or mobile app, perhaps shopping or looking for an answer to a support question. They then decide to call the business in order to get some further assistance – and are forced to leave the site by picking up their phone. Furthermore, once connected to either an IVR or contact center representative, the previous interaction context is lost and the customer must start over and repeat information they had already provided. This disruption can lead to customer frustration, or worse, loss of business, "abandoned shopping carts", customers taking their business elsewhere.

Aspect RTC Platform can fix all that by allowing you to enhance mobile apps and websites with real-time communication including audio, video, co-browsing, on-screen drawing and much more to increase customer satisfaction and contact center efficiency. The solution lets your customers benefit from these advanced features without having to download additional software, or create an account or disclose personal information. Aspect RTC Platform makes it easier to communicate with your customers and reduces telecommunication costs, as an audio/video conversation only requires Internet bandwidth. The underlying technology leverages the latest high-definition audio to further improve the experience. The platform also enables customers to transition smoothly from one interaction channel to another without repeating information courtesy of Aspect's Experience Continuity™ concept. User profile data and session activity are captured, providing agents with historical and real-time context for each interaction.

As your customer is coming from a rich environment (your website or mobile app), they can now also be 100% pre-qualified before reaching your agents through skills-based routing. This means that your IVR system can be completely bypassed, which further reduces cost and customer frustration.

Key Value Propositions

✓ **Cost savings**
By deflecting calls from the PSTN (public switched telephone network) and having them originate on your website or mobile app, you can avoid PSTN costs and process the incoming calls using Internet telephony and the SIP protocol instead.

✓ **Improved customer experience and retention**
By giving your customers direct access to your contact center agents at the point and place where it's needed, avoiding the IVR, and by adding video to provide a human touch, you can improve customer satisfaction and recover customer relationships that would otherwise be lost.

✓ **Improved agent experience**
By adding video and high-definition audio, your agents will appreciate that they can now see the people they help. This in turn has an impact on customer perception.

✓ **Improved FCR, Lowered AHT**
Contacts coming in through your website or mobile app will be 100% pre-qualified before getting routed to the appropriate agent. This helps get rid of call-routing IVR and significantly reduces your average handling time and improves first contact resolution.

Key Features

- **In-app and in-page live audio and video** for more personal interactions between customers and agents at the touch of a button

- Screen sharing, remote control, on-screen annotation for **augmented support**

- **Seamless handover** from self-service to live service and escalation from chat to audio, video, co-browsing

- **Aspect® Experience Continuity™** for context preservation

Key Components

- **RTC Client**

  A JavaScript API for your web developers and mobile SDKs for your mobile app developers to embed audio, video, and data transfer into your customer experience. A few lines of code in each environment turn your website or mobile app into a communications hub.

  - Web Client SDK (JavaScript) for Google Chrome and Mozilla Firefox with no need for plug-in or browser extension

  - Browser plug-ins for Microsoft Internet Explorer and Apple Safari

  - Mobile Client SDK (Objective C) for Apple iOS

  - Mobile Client SDK (Java) for Google Android

  Use Aspect's context detection mechanism to understand where on your website the customer is spending the most time – take this context information into account to distinguish sales from service opportunities.

- **RTC Server**

  Helps you connect to your existing infrastructure. By providing a SIP gateway, incoming calls appear as normal inbound call traffic to your Aspect® Unified IP® environment. To support media relay and firewall traversal, Aspect additionally provides STUN and TURN servers in the cloud.

  - RTC Application Server (Java-based App Server)

  - RTC Web Gateway (WebRTC-to-SIP signaling gateway)

  - RTC Media Broker (Media Proxy & Transcoding Engine)

RTC Web Gateway communicates securely to web browsers and mobile apps via HTTP(S) and can additionally connect those clients to SIP-based VoIP clients and infrastructure. The RTC Web Gateway also controls RTC Media Broker, which in turn relays real-time media between clients inside and outside of the network. RTC Web Gateway runs on top of the RTC Application Server, a Java-based App Server that hosts HTTP Servlet 2.5 and SIP Servlet 1.1 (JSR 289) applications.

RTC Media Broker secures real-time media, handles the complexities of firewall and NAT traversal and will transcode audio and/or video between clients. RTC Media Brokers provide port mixing, encrypted media handling (sRTP/DTLS), encrypted media proxying (e.g. for H.264 only calls) and transcoding of audio (Opus to G.711 and G.711 to G.729) and video (H.264 to VP8).

- **RTC Collaborate**

  Support richer customer experiences by including screen sharing, remote control, document push, and on-screen annotation. RTC Collaborate integrates with Aspect® Unified IP® for skills-based routing and agent screen pop. Agents will see incoming calls with the full context documented so they can immediately engage in a meaningful conversation. Customers will have control of which features to allow or deny.

By leveraging the code base in an existing website or mobile application via the provided SDKs, you can deliver the following features to your customers:

- Voice/Video Calling (via RTC Client SDK)

- Web and App Chat (via RTC Client SDK)

- App Screen Sharing (iOS & Android) and Web Co-browsing (browsers)

- Remote Control (agent sees and takes control of the customer's screen)

- Annotation (agent highlights key information or draws on the customer's screen)

- Content Push (agent pushes content to the customer such as JPG, GIF, PNG images, PDF Documents, URLs, etc.)

For more information or to request a demo, please visit http://www.aspect.com/products-and-services/contact-center-software/web-contact-management/rtc-platform/.

Corporate Headquarters East
300 Apollo Drive
Chelmsford, MA 01824
+(1) 978 250 7900 office
+(1) 978 244 7410 fax

Corporate Headquarters West
2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters
2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters
8 Cross Street
25-01/02 PWC Building
Singapore 048424
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect
Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit **www.aspect.com**.

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