

# Cisco IP Contact Center

## Introduction

An integral part of Cisco AVVID (Architecture for Voice, Video, and Integrated Data), the Cisco IP Contact Center (IPCC) delivers intelligent call routing, network-to-desktop Computer Telephony Integration (CTI), and multimedia contact management to contact center agents over an IP network. By combining software ACD functionality with IP telephony in a unified solution, IPCC enables companies to rapidly deploy a distributed contact center infrastructure to support its global e-sales and e-service initiatives.

The Cisco IPCC delivers an integrated suite of proven products—including Cisco Intelligent Contact Manager (ICM), Cisco CallManager (CCM), Cisco IP-Interactive Voice Response (IP-IVR), Cisco Voice over IP gateways and Cisco IP phones—that combine Cisco IP telephony and contact center solutions. Specific capabilities include intelligent call routing, multi-channel automatic call distribution (ACD) functionality, IVR, call queuing, and consolidated reporting. IPCC integrates easily with legacy call center platforms and networks, enabling your organization to continue to leverage its investment in legacy systems while providing a smooth migration path to an IP infrastructure.

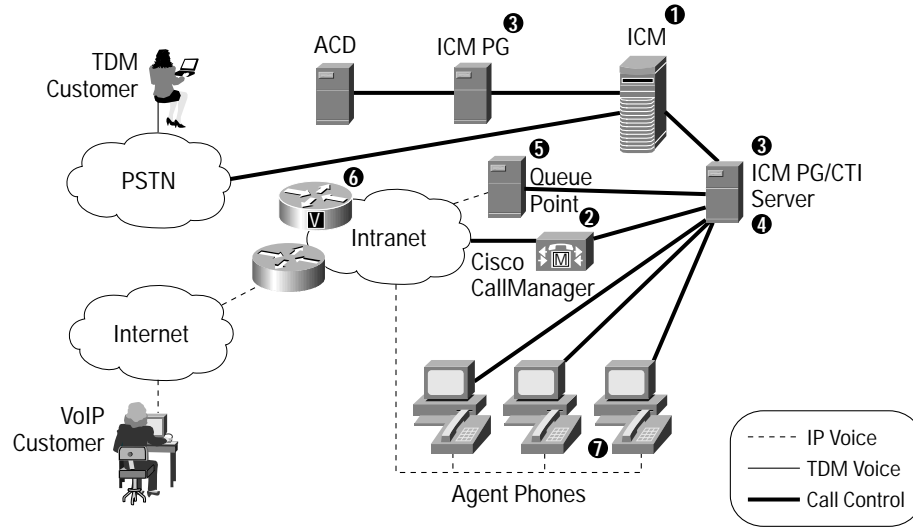
The Cisco IPCC is designed for implementation in both single-site and multi-site contact centers. It utilizes your customer's existing Cisco IP network, allowing them to leverage their wide-area network infrastructure, lower administrative expenses and extend the boundaries of their contact center enterprise to include branch offices, home agents, and knowledge workers. Whether your customer is expanding an existing operation or establishing their first contact center, the Cisco IPCC can help them realize the cost and performance benefits of converged networking.

## How does it work?

- ACD features including routing of callers to agents, queuing of callers (when no agents are available), real time and historical management information will be provided by the ICM.
- Agent features including Login, Wrap up, Unavailable, and Work or Wrap Up are provided from the Agent Desktop application to the ICM.
- Queuing of callers is performed by the ICM with call treatment provided by an IVR. In the case of no agents being available to take a call, the ICM will route the caller to an IVR and instruct it to play messages (“all agents are currently busy”) and music to keep the caller occupied while the ICM continues to search for an available agent.
- The CallManager provides the voice platform for call handling and notifies the ICM of all related events through a JTAPI interface. This same interface is used by the agent's desktop application for call control.



## Components



IPCC Component	
1.	<a href="#">Intelligent Contact Manager (ICM)</a>
	The ICM provides enterprise-wide intelligent contact management by distributing voice and data from multiple channels to enterprise resources such as ACD, IVR, and desktop applications.
2.	<a href="#">Cisco CallManager</a>
	CallManager provides traditional PBX telephony features and functions to packet telephony devices. Installed on a server-class PC, CCM software provides basic call processing, signaling, and connection services to Cisco IP Phones, voice over IP gateways, and software applications.
3.	ICM Peripheral Gateways (PG)
	The ICM PGs provide a connection from a device to the ICM. The PG informs the ICM of events at the device and provides a means for controlling the device. In this diagram, PG's provide connectivity between the ICM and the Legacy ACD, IP-IVR and CallManager
4.	CTI Server
	The ICM CTI Server provides the connection to the Agent's Desktop application. This application allows the agent to perform ACD functions (log in, available, wrap up, etc.) as well as call control functions (answer, hold, transfer, release) form their desktop PC.
5.	Queue Point
	<ul style="list-style-type: none"> <li>• <a href="#">IP Interactive Voice Response (IP IVR)</a> Cisco's IP-IVR provides self-service functions as well as acting as a queue point for the ICM to provide call treatment to callers while all agents are busy.</li> <li>• <a href="#">IP Queue Manager (IP-QM)</a> Cisco's IP Queue Manager is a version of Cisco's IP-IVR that provides only the features needed for IPCC call queuing at a reduced price.</li> <li>• <a href="#">Internet Service Node (ISN)</a> Cisco's ISN is a highly scalable network IVR solution based on Voice Browser architecture.</li> </ul>
6.	<a href="#">VoIP Gateways</a>

## IPCC Component

Cisco VoIP Gateways provide the conversion of the voice conversation from TDM or analog technologies to IP. The IPCC does not impose any limitations on the type or number of gateways used. Select the appropriate Cisco voice gateway to meet the customer's needs.

### 7. IP Phones

The Cisco 7960, 7940, 7910 IP Phone provides the voice connection to the caller. Call Centers often require their agents to use headsets. Where the 7960 and 7940 provide a headset connection, the 7910 does not.

### 8. Agent and Supervisor Desktops

- [Cisco Agent Desktop \(CAD\) and Cisco Supervisor Desktop \(CSD\)](#)

The Cisco Agent Desktop is a quick-to-deploy desktop application that provides call control, agent state control, CTI screen pops, text chat and more. The Cisco Supervisor Desktop provides all the features of the Agent desktop plus supervisory features such as Silent Monitor, Barge-In and Intercept.

- [CTI OS Agent and Supervisor Toolkit](#)

The CTI OS Toolkits for IPCC provides a set of ActiveX controls and sample desktop application with source code. It is designed to provide the tools needed to build a custom designed agent desktop. The CTI OS Supervisor Toolkit provides all the features of the Agent desktop plus supervisory features such as Barge-In and Intercept.

- [CRM Desktop Integrations](#)

A number of CRM products can be integrated with the IPCC providing agents a unified user interface that combines customer information fields with call and ACD state controls.



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