

EUROPEAN UNION

GENIUS HELPS CLOUD CONTACT CENTRE MARKET LEADER, INCONTACT, CONQUER EUROPE.

InContact knows a thing or two about how to be successful.

A pioneer and market leader in cloud contact centre solutions, InContact is used by over 2000 contact centres globally, managed by some 114,000 agents who are handling over one billion calls per year. Combining quality and quantity is never easy, so it's all the more impressive that alongside this vast user base, quality of service delivery is maintained at an industry best-published SLA of 99.99%.



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So what is the secret of InContact's success?

For sure, technical expertise and experience play a role but, as with all great companies, the true source stems from a passion for meeting customer needs. InContact goes the extra mile to bespoke their solutions so that agents can deliver a service where the customer feels special. Achieving that bespoke, high quality service is something that has to run through the contact centre system from top to bottom, and that includes the network connectivity.

With increasing demand from Europe, InContact was soon to find that managing network connectivity on the other side of the pond was not a simple extension of existing US infrastructure and operations. Learning of how Genius Networks excelled in providing solutions for notoriously difficult bespoke, multi-carrier connectivity, InContact was quick to form the partnership.



Removing the Barriers

In particular, Genius was instrumental in addressing four key challenges faced by InContact:

1. Quality of Service

Any international networks are at risk of latency but when contact centre multi-media traffic of voice, video applications and messaging combine on a single converged network, the risk of latency is heightened.

Genius manages the latency of delay-sensitive contact centre traffic by integrating the best carrier networks and connecting via strategically located 'hubs' to minimise network distance to the contact centre user.

2. Multi-carrier Solutions

Getting the best network performance means integration of networks from different carriers, giving the very best fit with the bespoke functionality of the InContact solution.

It's no secret that working with global carriers can be slow and difficult so Genius overcomes this challenge with the unique features of CRISP, the propriety platform developed by Genius to provision connectivity across multiple carriers with minimum time and effort.

3. Service Level Agreements

InContact's success has been built on ground-breaking SLA achievement. Maintaining this performance across the European network infrastructure presented serious risks to both performance and reputation.

Genius mitigates these risks with quality of service from a core MPLS network and the best SIP connectivity in Europe. With this infrastructure and the integration capabilities of CRISP, Genius meets the SLA challenge.

4. Legislation and Compliance

As a US-based Contact Centre vendor, InContact faces legal and regulatory requirements that can vary from country to country, presenting a significant contractual burden that when working with multiple network providers.

By consolidating carriers into a single service delivered from the UK, Genius removes many of the regulatory issues and simplifies the compliance task.

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Client Comment

Often underestimated, the differences between Europe and the USA networking are highlighted by InContact Director Ashley Banfield:

“Globally we all share the same technology, protocols and standards but when it comes to network provisioning, the collaboration and working practices that take place at a local level can be quite different. We just don’t have the expertise or resources to bridge that gap. By using Genius with their expertise in integrating European carrier networks, we have the confidence to push forward with our expansion into this growing market.”

Emphasising the importance of the partnership, Ashley continues:

“Network connectivity is a seamless extension of our contact centre system. The relationship between the two is inseparable and that’s how we regard our partnership with Genius. We recognise that in the longer term networks will exert greater control over the performance and design of applications, including contact centres. So partnership with a specialist like Genius should be a priority for any cloud service provider.”



About Genius Networks

www.geniunetworks.co.uk
 twitter: @GeniusNetworkUK

Founded in 2012, Genius Networks is a network aggregator that provides bespoke data, voice and application network solutions, making complex solutions simple by using a unique core network and best-of-breed carrier partners. Its network management platform, CRISP (Core Routing Infrastructure and Service Provisioning) provides agile technology for aggregating multi-carrier network solutions. Genius provides simple, immediate access to a complete range of online reseller services and support and empowers providers of cloud and hosted services to deliver their solutions with the reliability they need.

About inContact

www.incontact.com
 twitter: @incontact

As the leading cloud contact center provider, inContact are creating tomorrow’s contact center today with innovative call center technology and a commitment to outstanding service. inContact provides cloud contact center management technology that integrates with leading CRM platforms like Salesforce to unify your customer experience (CX).

inContact’s best-in-class virtual call center software provides you with leading ACD software, IVR software, and WFO software, as well as the only no-pause dialer on the market. Whether you are a small, medium, or large contact center, inContact solutions can scale rapidly to meet the needs of your staff and customers.

Get what you need, not what you’re given...

genius!
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Voted the most successful network provider of 2015

