

Setting up Cloud Contact Centers for SaaS using Q-Suite 5.7

Asterisk based Cost Effective Next-Generation Unified Communications Technology Platform

The contact center industry has been undergoing non-stop innovation, driven by the fast paced evolution of technology and telecommunications. The information technology revolution brought about by the Internet has spurred world-wide growth of connectivity and infrastructure. This has resulted in the availability of computing infrastructure as a managed service and is popularly referred to as the Cloud. A similar revolution in telecommunications has given way to SIP (Session Initiation Protocol) which is furiously replacing the legacy telephony. The big advantage of SIP is that it makes voice and other media travel on the same data pipeline like the rest of the Internet. These two phenomenons in tandem are the driving forces behind the Cloud revolution.

Availability of Cloud based technology for the operation of a contact center is a great opportunity for the industry to enhance productivity, offer flexibility and reduce the overall cost of acquisition and operation of contact centers. This white paper will provide an insight into a cost effective way to build out a powerful Asterisk based Cloud Contact Center using Q-Suite. Along the way, we will introduce a leading and unique ACD and Dialer software for contact centers, Q-Suite, which will allow you to compete head-to-head at a fraction of the cost.

Whether you are a Managed Service Provider contemplating on entering the contact center service or a large organization wanting to take advantage of the distributed setup for your geographically distributed offices, Cloud has brought critical opportunities –

“The greatest benefit of utilizing an Asterisk based contact center technology platform is the ability to stay ahead of your competition.”

opportunities to make significant improvements in productivity while greatly reducing operating costs. Internet Protocol (IP) based contact center technology platforms have evolved to the point that highly reliable and full-featured systems are available to businesses of all sizes. The game changer is the availability of next-generation

contact center ACD software delivering advancements based on a groundbreaking telephony platform. Q-Suite 5.7 for Asterisk, the leading powerhouse of IP PBX systems and VoIP gateways, will allow you to set up a Cloud based contact center delivering a sophisticated enterprise-grade platform at a fraction of the cost compared to the other available proprietary systems. This unified communications platform for your contact centers will allow you to handle communications from both voice telephony as well as other media like Chat, Web, Email and Social Media.

It is a great time to build out or migrate to this cost effective, sophisticated, next-generation contact center technology platform. The right telephony platform with the right contact center ACD and Dialer software will deliver the competitive edge you require. This white paper will provide insight into the key components of setting up such a Cloud based contact center platform.

Game Changer - Asterisk as your telephony platform

The modern contact center technology platform is built on a large technology stack which includes the OS (Operating System), Web server, Database server, PBX and the call center software. There is also the hardware and infrastructure required for the operation and the connectivity to make it all work in the Cloud where it can be setup up as a distributed architecture.

The telephony switch (PBX) and its accessories are a significant portion of the initial cost, driving up the total cost of the contact center platform setup. Linux based Asterisk, the de facto standard in modern VoIP PBX systems, has altered this by being available as an open source distribution. Its powerful and flexible structure is being used as the VoIP engine in many commercial products, mainly because manufacturers have realized that it does not make much sense to compete against the development momentum of such a successful open source VoIP switch. The manufacturers with their own PBX for contact centers end up having to add the cost of incorporating an expensive switch that in the long run does not match the features and flexibility from Asterisk.

“Asterisk has single-handedly transformed the contact center industry with its open and flexible PBX.”

Q-Suite: Advanced Contact Center Software for Unified Communications

Q-Suite, the scalable multi-tenant contact center software for Asterisk is designed from the ground up to take advantage of the powers of Asterisk. It is an advanced call center software available for deployment for both hosted and premise-based setup. Inbound call centers will appreciate Q-Suite's unique ACD, which provides Skills Based Routing, Queue Prioritization, Virtual/Personal Queues, Agent Hot-Desking and Customizable IVR. Outbound call centers will benefit from Q-Suite's efficient self-pacing predictive dialer capable of running multiple concurrent outbound dialing campaigns. Q-Suite's Script Builder and Dialplan Builder tools are easy to manage and meet the most complex call center software requirements.

Q-Suite offers all of the important features required for your contact center, right 'out-of-the-box'. It provides a customizable Web interface for Agents as well as a .NET based Native Windows client. It offers API for CTI Integration to your custom applications and CRM. It has a powerful set of Web services API for integration to back-end systems. The Script building tool within Q-Suite is versatile enough to satisfy the requirements of most inbound and outbound contact centers. The Script Builder comes with an array of drag and

drop tools to develop powerful scripts that meet the demands of the most sophisticated script building requirements. The call center software feature list is given below:

Multi-tenant Call Center Software, Q-Suite feature set:

Q-Suite Product Features Matrix	
Inbound Features	Q-Suite 5.7
ACD with Skills Based Routing & Queue Prioritization	✓
IVR Setup with TTS and ASR integration	✓
GUI Call Flow (Dialplan) Builder	✓
GUI Script Builder	✓
Hot-Desking, On/Off Hook Agents	✓
Outbound Features	Q-Suite 5.7
Predictive Dialing	✓
GUI Script Builder	✓
Campaign & List Management	✓
Do-Not-Call Compliance	✓
General Features	Q-Suite 5.7
TDM & VoIP Connectivity	✓
Multi-tenant	✓
Real-time Reporting	✓
Historical Reporting	✓
Voice Recording	✓
Quality Monitoring	✓
Web Agent Interface and Native Windows Client	✓
API for CTI Integration (.NET and Socket)	✓
Web API for Integration to Chat, E-Mail and Web	✓
Multi-tenant Hosted & Premise Based Installs	✓
High Availability for Redundancy	✓
Call Survival for Fail-over	✓
Open Access and Full Knowledge Transfer	✓
Unique Support	✓
Workforce Management Integration	✓
On-demand Scaling	✓
Real-time and Near-time reporting	✓

Cradle to grave reporting is an intrinsic component of the call center software CDR. There is detailed reporting on Agent productivity, Queue and Agent Statistics, Performance reporting, Wallboards and other necessary metrics to manage the operations of your contact center. Voice recording and Listening are built into the standard feature set of the call center software.

Scaling is an important consideration when selecting a contact center technology platform. Scalable to multiple Asterisk servers, Q-Suite allows for easy expansion for future growth while avoiding proprietary equipment lock-in. With .NET and socket interface libraries, Q-Suite enables medium and large call centers to easily integrate into other products requiring CTI, such as your CRM.

High Availability and Redundancy

Mission critical applications can deploy Asterisk based call centers, using Q-Suite 5.7 to offer High Availability. This redundant setup is a part of the Fault tolerant Call Survival Architecture for Q-Suite 5.7. It offers an Overseer Watchdog System, an elaborate software mechanism to monitor and watch the sanity of all servers and services, and during a failure/fault, initiate a fail-over to the redundant server/service. The Watchdog is built-in to the Overseer Watchdog and runs periodic tests to determine the sanity and well being of all services under its watch within each server. The Overseer Watchdog system automates the process of identifying a fault in a Q-Suite based deployment and initiates fail-over to the redundant service.

Cloud Setup

While setting up a contact center platform you have the option of a premise-based deployment or utilizing a Data Center. Setting up operations in a reliable data center provides instant scalability and does away with the need for large capital investment and capacity planning. Furthermore, infrastructure and bandwidth have become more powerful and reliable, while at the same time less expensive. The other advantage of deploying in the Cloud is the option of choosing VoIP and SIP for your Telco connectivity. These options provide an opportunity to scale on-demand. With Q-Suite providing the ACD and Dialer engine to go with your Asterisk based contact center platform, you have opened an unprecedented opportunity to move to a distributed cloud based contact center platform with far superior capabilities at much lower cost.

A Final Word

The paradigm shift in technology has opened an unprecedented opportunity to enhance your contact center platform, lower your cost and add functionality. There has never been such an opportunity to compete and grow with industry leaders. In order to take full advantage of what cutting edge technology can deliver, a close analysis of Asterisk and Q-Suite should remain central to your search for a next-generation contact center technology platform.

About Indosoft

Indosoft is a global provider of contact center software for Asterisk. It has been providing call center solutions to medium and large contact centers around the world for over ten years. It also licenses its ACD for Asterisk with .NET and socket library to enterprises utilizing Asterisk in their product line. Indosoft has been making available the Q-Suite ACD for private label contact center technology solutions.

Visit www.q-suite.com.

There are a number of resources to help you learn about the benefits of Q-Suite at,
www.q-suite.com

You can find valuable information on Asterisk:

Asterisk Website
www.asterisk.org

Commercial Asterisk Support
www.digium.com

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