# CHANNEL LAYER

Multi- and omnichannel communication

# How do you communicate?

It's in the channel Layer that the multi- and omnichannel communication is managed. It is also here that the internal routing to the other layers of the all-over solution happens.

Also, when an end-to-end-scenario is being implemented, it is in the channel layer that the interconnection with external systems is done. Of course with an impressive variety of intelligent routing options, e.g. for intuitive routing, percentage load balancing or previously defined business-rules. telerion is compatible with a large variety of third party systems, like Avaya, Alcatel, etc.

WebRTC

SIP TRUNK

APP

PSTN

DID

CALL BACK

CHAT

SOCIAL MEDIA

SKYPE for BUSINESS

COMMUNICATE WITH EVERYONE, EVERYWHERE.

MULTICHANNEL
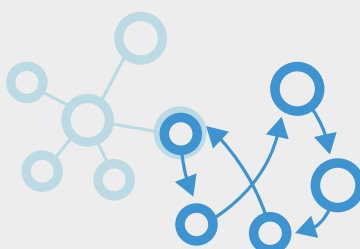
OMNICHANNEL

# MULTICHANNEL

WebRTC, SIP TRUNK, APP, PSTN, DID,CALL BACK, CHAT, SOCIAL MEDIA, SKYPE for Business

# Integrated solution

Communication with customers has developed in recent years from a simple call to multi-channel communication. In terms of absolute customer orientation, it is important to make contact options as easy and flexible as possible to optimally address each customer profile.

With telerion we take this a step further, because our channel layer unites all communication channels in a single, integrated solution. Depending on the requirements, these may be individually supplied: separately or in parallel – and are a 100% flexible.

Because you not only decide which and how many channels are to be used – additional handling options may also be individually configured.

For example, communication starts in one channel and is transferred without loss of contact to another (e.g. call-to-chat). Or an existing contact in a channel is simultaneously supplemented by another (call & chat) without any service interruption. Multichannel becomes omnichannel.

# Communication channels

## WebRTC

By implementing a WebRTC your customers are offered a cost-free access to direct communication with your enterprise. Your customer service can be reached either per speech or video, but no matter which is chosen, it is always encrypted and therefore secure and safe.

A WebRTC can be embedded into already existing websites or apps, or it is made available to the customer via an external link.

Technically, all the user needs is a browser: Chrome, Firefox or Opera, for the web-based access. When accessing through an app, the supported formats are iOS and Android. For voice and audio transmission, the WebRTC reverts to the audio/video-features provided by the customer's device (headset/webcam) – no additional installation work is required.

## SIP TRUNK

For all those who want to keep pace with the changes in telecommunication, making sure their communication infrastructure is All-IP-compatible is a must. And it's not that complicated as it may seem.

Through the channel layer in telerion we give you easy access to SIP-trunks that can interconnect your existing systems with all the providers and telephony networks you wish or need to – or any other SIP endpoint.

The SBC (Session Border Controller) enables you to manage IP addresses without disclosing your enterprise's Internet architecture, and VPN-connections become obsolete. Our SIP-trunks support all kind of codec and are capable of codec translation.

## PSTN

You have a traditional connection to the telephone network, which you want to keep, and still be part of the All IP? Such connections can be integrated and converted to IP/SIP, becoming one of the communication channels of your system. We can provide assistance with the installation of the media gateways needed for this scenario.

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## APP

If you already have developed a corporate app for your customers, you might use it to increase your reachability and offer them an additional way of contacting you, by enhancing your app with an extra communication feature.

You can choose between our SDK for full-integration and an API, through which your app will be enabled to trigger external applications, like WebRTC or a call back.

Now, if you like the idea but do not (yet) have a corporate app, we can provide you with a standardised communication app (iOS and Android), that supports Call, Video and Chat (individually or in any combination you wish) as well as E-mail functionality.

The layout is customisable as per your requirements, and upon request the app can even be delivered in a brand-free version.

You can then publish the app under your own corporate name or brand in the AppStore or Playstore and invite your customers to the download.

## CHAT

One of the most popular options for getting in touch with customer service is the live-chat, and offering this is perceived as really being customer-friendly. This tool becomes more than just being customer-friendly though when the goal is giving deaf people an option to a live-contact.

Embedding a live-chat option for your customer communication on your website will reduce your website-exit-rate and especially enhance the "customer service experience" for those customers who could really need some co-browsing assistance e.g. in the e-commerce business.

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## SOCIAL MEDIA

Currently, the embedding of social media channels with us means inclusion of Facebook and Twitter as a medium of customer communication. More precisely it means that we support the corresponding chat-tools of these platforms. Embedding the option on „Likes", „Follows" as well as sharing and commenting on information is only possible at implementation of an end-to-end-solution with telerion.

## DID

DID numbers (= local or geographical phone numbers) from a large variety of countries and cities can be integrated as a communication channel. You can take incoming calls wherever you want, or wherever it is the most suitable (follow-the-sun). Globalising your reachability, while centralising your customer service.

Offering your international customers local numbers to reach your service can become a huge advantage when services are being offered beyond borders. You can allocate DID numbers directly with us, or integrate already existing numbers or purchase your number portfolio with a third-party supplier.

## CALL BACK

The call-back-option is an often used tool when customers are facing long waiting times, or simply to give the customer as many contact options as possible to enhance access comfort.

The customer is called on the number he indicated in a web-form or through an SMS-trigger and connected to an IVR or any other end point (e.g. an ACD).

With a call back form you can even enhance your customer comfort by giving him additional choices, like receiving the call within a pre-defined time window, at a specific time, etc.

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## SKYPE for Business

The merging of Lync with Skype Business has resulted in a large amount of users that can directly talk to each other without using the telephone network.
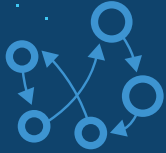
Offering the option of getting in touch through Skype-for-Business, you will be increasing the comfort of all those customers of yours that are part of that community.

The communication is based Skype-to-Skype and therefore free of cost.

Currently, the Skype-for-Business Service within telerionTM is limited to audio calls.
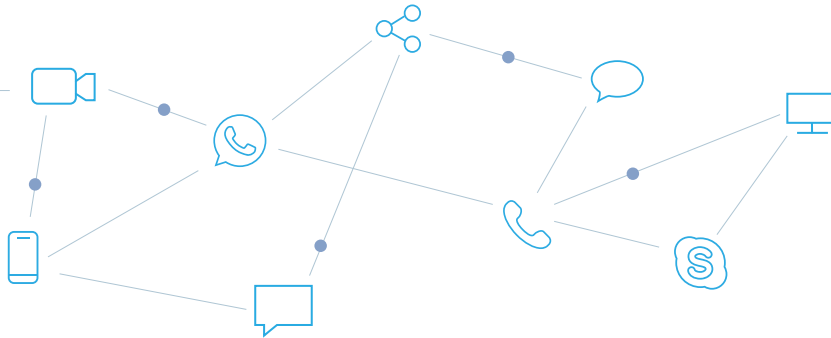
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# From multi- to omnichannel

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