

UCENTRIK

CONNECT COMMUNICATE COLLABORATE

“LIVE CONSULTANT”

FREE COLLABORATIVE VIDEO APPLICATION

Customer Engagement with Live Interactions

Ucentrik is releasing a **Free, Open-Source, Collaborative Video Service & Support Application**. The application enables a live, online interaction between customers and “agents” with **2-way Video, VoIP, Chat & Robust Collaboration** (desktop share & control).

The application includes a **Complete Call Center Component** with **Intelligent Call Routing, Call Transfer, Data Tracking & Reporting**; and enables calls from **Kiosks, Digital Signage, Websites and Applications**.

This **Low Bandwidth** solution carries video & audio through **Affordable USB Webcams & Headsets** making it **practical** for you to give customers direct access to expert consultants for **remote support, consultative sales & service**, letting you influence purchase decisions and provide clients with an exceptional service experience from virtually anywhere.



Customize through Open Source

The **turnkey application** enables you to offer an online collaborative video service almost instantly, but we’re making this available as an **open-source solution so you can brand & customize** according to your needs and workflow, **including only the components required for your use case**.

The application has integrated **Ucentrik’s CTX** - a *software-only*, application development platform for complex collaborative video solutions. CTX is market-proven; it’s been the engine of multiple deployments for over 6 years and was just released as a free SDK in the summer of 2011.

You can download the source code here: <http://vcca.codeplex.com>

Key Features

- **Video** - high-quality, real-time video & audio conferencing
- **Collaboration** - via screen /desktop sharing technology
- **Intelligent Call Routing** - for on-demand, multi-lingual, multi-product support & outbound calling
- **Flexible** - secure web-based application is accessible from any computer with internet access
- **Customizable** - brand & white label, integrate with existing functionality or build on top for your own specific use cases through open source
- **Easily Deployed Solution** - firewall-friendly, low bandwidth, free trial hosted on our servers; with a server component available for your own behind the firewall deployment



DOWNLOAD THE OPEN SOURCE APPLICATION HERE: <http://vcca.codeplex.com>
REQUEST A CTX API KEY ON OUR WEBSITE: www.ucentrik.com

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Benefits of a Collaborative Video Service

- **Customer Engagement** - attract new customers & increase loyalty by providing a one of a kind service experience
- **Higher Revenues** - drive sales, upsell & VAS, while speeding up the sales cycle & reducing customer wait times
- **Reduced Costs** - through centralized staff load balancing
- **Reduced Returns** - by right-sizing customers at the point of sale
- **Broaden Your Reach** – with direct access to specialists, multi-lingual services
- **Improved ROI** – with complementary use of existing technology (e.g. wayfinding, bill payment kiosks)

Specifications

Communication

- High-quality, multi-point, real-time 2-way video, can be carried over any PC peripheral, *which means affordable USB webcams & headsets*
- 2-way audio is complemented by text chat to easily communicate with callers
- Flexible screen sharing tools enable agents to share any content they can open on their computer with the caller (anything from online order forms, to product pictures, videos or spec sheets) as well as viewing & remotely controlling the callers/ kiosk screens
- Agents control audio, video and screen share settings (video quality settings, turn on/off video & audio, volume) directly in the application; all communication settings are completely customizable in the source code

Call Center Functionality

- The application includes agent, supervisor and administrator accounts with permission-based roles & secure password retrieval
- Easily setup intelligent call routing according to your custom criteria
- The same group of agents can take calls from any end point (kiosks, websites, applications etc.)
- Agents can transfer calls and see all queued calls
- Agents can make outbound calls to kiosk or website visitors
- Includes audio recordings, data tracking & reporting - *all customizable through the source code*

Setup, Customization & Infrastructure

- Easily embed access for callers onto kiosks/digital signage or into websites/applications
- Secure application supports SSL data encryption (256 bit AES)
- Access to the application source code (in C#) and Ucentrik's CTX SDK means that you can customize any feature of the call center application and the communication & collaboration experience to make this truly your own
- Ucentrik can host a free trial for you while you customize or test deployment options internally; when you're ready to host the service yourself, contact us for more info on our server component (includes back-up server capability)

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