Major Incumbent Operator to Realize WebRTC-Enhanced Voice and Video Freephone Based on ECT Technology

The new solution combines conventional national freephone over 0800 numbers with worldwide voice and video access via WebRTC. In addition, it includes interactive voice and video response as well as a web-based call center agent workplace for the processing of incoming voice and video calls via WebRTC.

Munich & London WebRTC Global Summit, April 14, 2015: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain has been awarded a major contract for the implementation of a new WebRTC-enhanced freephone service.

The operator, a former incumbent offering national and international fixed and mobile voice, Internet, digital television and ICT services, first evaluated the feasibility of WebRTC, a new technology enabling real-time communication (RTC) in browsers and mobile applications. After successful early-stage tests in its own network, the operator then considered how to best exploit this new technology commercially. It decided in a first step to supplement its existing national freephone via 0800 numbers with national and international voice and video calling via WebRTC. After participating in a stringent tender issued to vendors worldwide, ECT was chosen to provide the complete solution. The new service is scheduled for commercial launch this summer.

A business with this WebRTC-enhanced freephone service receives not only a conventional national 0800 number, but also automatically generated HTML for a so-called Click-to-Call Button. The business places this Button on its websites, in the signature of emails, etc. When, for instance, you're shopping on the website, you just click the Button to be immediately connected to the business over the browser of your PC. The call is free-of- charge regardless of

where you are in the world. You choose between a voice or a video call, and you don't need to download any software to your PC or even a telephone.

The new solution allows the business to configure its number translations for the conventional 0800 number and the incoming WebRTC calls using one web portal. This portal also allows the business to define interactive voice and video response, automatic call distribution, skill-based routing, intelligent voice and video queuing, voice and video recording, and many other features for its WebRTC-enhanced freephone service.

In addition to the above, the new solution provides an optional browser-based call center agent workplace for the processing of incoming 0800 and incoming/outgoing WebRTC voice and video calls as well as email, web chat and social media, like Twitter and Facebook. This comprehensive workplace can be used by itself or integrated into existing solutions, e.g. in Salesforce via iFrame technology.

The new WebRTC-enhanced freephone promises to be a real moneymaker. As the incoming calls are via WebRTC rather than an expensive international freephone number, the operator greatly reduces its costs for the incoming call which simply goes over the public internet. As a result, the operator can offer the service at prices below plain old international freephone while maintaining a good margin. The unique video calling and interactive video response capabilities are competitive advantages expected to increase the operator's market share.

ECT

About the *INtellECT®* WebRTC Solution

At ECT, we provide everything you need to launch service applications with voice and video calling both via your next-generation network as well as via WebRTC. The *INtellECT® WebRTC Solution* of course provides a JavaScript API for voice and video calling via WebRTC as well as an optional registry. Moreover, WebRTC is integrated into our state-of-the-art applications for *INtellECT® Virtual PBX* and *effECTive® Network-Based Contact Centres.* You can offer these services immediately or quickly and easily launch new services via two unique service creation tools.

Our *Visual Application Builder (VAB)* is a browser-based graphical tool. Without deep programming knowledge, you can use the VAB to define new services using interactive voice and video response with ASR/TTS, PCI-compliant video and voice recording, intelligent queuing, call distribution, data read and write to any database available in the cloud, http(s) and SOAP/XML integration of web services, etc. The VAB also allows you to define and automatically generate a web user interface and/or Android app for the service. The interactive elements, like menus, prompts and data entry, are then realized not via voice, but rather visually on web pages. Your customer can still access the service via a phone with standard IVR, e.g. by dialing a geographical or service number. But he/she can use the web page or mobile app within the browser of his/her PC or smart device with voice/video communications via WebRTC.

The second, even more powerful service creation option is our comprehensive *ECTXML® JavaScript Library.* It allows programmers working within an HTML5 browser to define new services using one unified JavaScipt API for WebRTC as well as all the routing and media processing functions in your network, such as call rerouting and distribution, recording, conferencing, ASR/TTS and billing via Diameter.

With all these many options, we make it easy for you to realize commercial services with WebRTC.

About ECT (European Computer Telecoms AG):

At ECT, we develop technology for voice and multimedia value-added services based on our **INtellECT®** *Next-Generation Intelligent Network*. We help major carriers worldwide transform from legacy to next-generation networks, migrating legacy services from a myriad of platforms to one, multiservice, multi-country **INtellECT®** *NGIN*.

We have state-of-the art complete service applications such as **effECTive®** *Network-Based Contact Centres*, *NTS*, *Televoting*, *Interactive Voice and Video Response* as well as **INtellECT®** *Virtual PBX*, *VPN*, *MEX*, *NP* and *Carrier Routing*.

Our browser-based graphical service creation tool, the *Visual Application Builder (VAB)* makes it easy to define new services using interactive voice and video response. In addition, we offer a comprehensive, open **ECTXML®** *JavaScript Library* for all the routing and media processing functions available within the network.

Major carriers and providers worldwide offer profitable telecoms services based on ECT technology, such as 21IN, BT OnePhone, COLT, Deutsche Telekom, DNA, Liberty Global, Proximus, Rogers Canada, Teliasonera, Tele2, Virgin Media and Ziggo.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands and the USA.

www.ect-telecoms.com
www.effective-contactcenters.com
www.ect-ringback.com
www.ect-virtualpbx.com