

# Intelecom adds softphone capability to the latest release of its cloud-based contact centre solution to build resilience and enhance customer service

Submitted by: PR Artistry Limited

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Intelecom Group AS has announced the latest release of its multi-channel cloud-based contact centre that includes a series of new features including WebRTC softphone capabilities. The latest version of Intelecom is part of the company's ongoing product strategy to develop real-time innovative solutions that boost agent productivity and pave the way for next generation customer service.

Softphone from Intelecom enables agents to answer calls directly from their computer and removes the need to rely on external telecommunications devices such as landlines or mobiles. Agents simply log on using a headset plugged into a computer and use the Intelecom client in a Chrome web-browser to answer customer calls. Intelecom takes advantage of WebRTC, a technology that enables audio streaming between browser clients supported by the world's leading vendors. WebRTC provides Internet browsers and mobile applications with Real-Time Communications (RTC) like voice, via simple application interfaces (APIs). Should there be interruptions in internet connectivity, agents using Intelecom's solution can quickly switch between the headset and mobile or landline phones to maintain service levels.

Børge Astrup, managing director of Intelecom Contact Centre Division commented, "We constantly tap into far-sighted initiatives like WebRTC and the latest industry trends such as Web Chat - they enable us to drive innovation across our solutions portfolio and meet the increasing demand for real-time communications in customer service. It gives our clients a set of flexible, integrated tools that are designed to build resilience into their contact centre operations and empower agents to deliver consistently high levels of personalized, customer service at all times."

Other highlights of the latest version of Intelecom include:

- Chat Survey – following the popularity of other survey methods using Intelecom such as IVR survey and SMS survey, Chat Survey responds to the growing use of Web Chat. It increases customer engagement via this communication channel and elicits feedback quickly to establish agent training needs and make meaningful service improvements. Chatters are offered the opportunity to give their opinions directly after a Chat call.
- Unified Service Desk for Microsoft Dynamics CRM – building on standard integrations with CRM solutions such as Salesforce.com and Microsoft Dynamics, Intelecom can now be linked seamlessly to Unified Service Desk for Microsoft Dynamics CRM saving agents' time switching between applications and therefore helping to boost productivity.
- App for Agents – Intelecom's existing Mobile app for administrators has been extended to include agents, making it even easier for them to log into the system from any device at any time.
- Secure Single Sign-On – allows agents to log automatically and securely into Intelecom's application once they are logged-on a secure domain, removing the need to log-in to each application separately. In addition to saving time, this makes life easier for agents because they have to remember only one user name and password for all applications.

Intelecom has over 17 years' experience of providing cloud contact centre solutions. The company was

recently named as a Challenger in the Gartner 2015 Magic Quadrant for Contact Centre as a Service, Western Europe . For more information, Intelecom customers should contact their account manager or visit [www.intele.com](http://www.intele.com)

#### About Intelecom

Intelecom is a leading provider of contact management solutions. With over 17 years' experience, Intelecom was one of the first to develop a cloud-based contact centre. Highly flexible and scalable, Intelecom can be adapted to accommodate one to several thousand concurrent agents using any device, in any location and integrates with multiple applications seamlessly.

Intelecom is one of the few contact centre solutions that is completely multi-channel. Intelecom Connect agents can respond to Phone, Email, Chat, Social Media and SMS enquiries all within the one application.

For more information please visit INTELECOM (<http://www.intele.com>)

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