

HP 3G Video Contact Center

HP OpenCall – Collab One Contact™

Solution brief



The HP 3G Video Contact Center solution helps increase revenue and adoption of 3G services. The innovative solution from HP and Collab allows enterprises to communicate by voice and video with customers—addressing the need for a more flexible, channel-integrated and cost-efficient contact center. Service providers can also offer the 3G Video Contact Center solution as a network service for their enterprise customers.

Solution description

Unlike conventional call center offerings that require complex and expensive premise-based equipment, the HP 3G Video Contact Center solution requires agents and supervisors to have nothing more than a personal computer with a browser, headset and webcam, and a connection to an IP network.

Additionally, the HP 3G Video Contact Center solution's distributed design enables a truly virtual call center where enterprises can selectively outsource call center functions while keeping critical functions in-house.

The distributed model also allows network service providers to host the solution for an enterprise customer.

Powered by the HP OpenCall Media Platform's (OCMP) voice and video processing capabilities and Collab's One Contact™ multimedia communications management system, the solution allows enterprises to set up in-house multimedia contact centers in a unique, highly flexible, profitable and cost-efficient way.



Service provider benefits

Create new revenue models

The IP-network-based infrastructure paves the way for new business models. Contact center services can now be hosted for vertical markets like media, entertainment, healthcare, real estate and consumer goods.

Promote new services

Visually introduce next-generation services to end-user customers via 3G video calls to encourage the adoption of services and handsets. Non-intrusive promotion can be established as call agents can switch from a voice call to a video call, depending on the preference of the end-user customer.

Boost customer satisfaction

With the HP 3G Video Contact Center solution, end-user customers always receive consistent and timely service. Thanks to Session Initiation Protocol-based (SIP) technology, all contacts can be handled in a single queue using the same routing rules regardless of the contact medium.

Differentiate from the competition

Innovate and lead with multi-access multimedia customer care services.

Future-proof your investment

The HP 3G Video Contact Center solution is fully standards-based, and is IP Multimedia Subsystem (IMS) ready, eliminating the need for proprietary architectures or technology.

Enterprise benefits

Increase customer intimacy

Visual interaction creates a more personal customer experience and bolsters end-user customers' confidence with the enterprise.

Enrich communications

End-user customers can visually illustrate their issues on a video call. Their inquiries can be resolved more expeditiously, and call center agents can respond to frequently asked questions with pre-recorded video clips. A visual video portal menu can be also deployed to allow end-user customers to navigate easily to the services they require.

Gain a cost-effective customer care solution

The HP 3G Video Contact Center solution helps reduce customer service costs by supporting circuit- and packet-switched video and voice calls, as well as e-mail and instant messaging.

HP OpenCall Media Platform

The HP 3G Video Contact Center solution is powered by the HP OpenCall Media Platform, the industry's most complete and mature Voice Extensible Markup Language (VoiceXML) platform for audio and voice services in convergent networks. Now extended with video processing capabilities, the HP OpenCall Media Platform speeds the creation and deployment of rich multimedia solutions.

Collab One Contact™

The One Contact™ system is an efficient solution for managing converged multimedia communications. One Contact™ has a highly scalable and fault tolerant architecture, specifically targeting large hosted deployments. At the same time it is cost-effective in small deployments, allowing investments to grow linearly with the business.

For more information

To learn more about HP OpenCall platforms, go to: www.hp.com/go/opencall

To learn more about Collab, visit: www.collab.pt

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