



Videocon d2h Case Study

Reliable, scalable and fully interoperable VoIP connectivity for a Genesys IP Contact Center solution

Videocon d2h, one of India's leading satellite broadcasting operators, deployed AudioCodes Mediant media gateways to enable seamless connectivity between the PSTN and its new Genesys IP Contact Center solution.

Background

Videocon d2h (www.videocond2h.com), the Direct to Home (DTH) satellite broadcasting arm of the Videocon group, is the fastest growing DTH service provider in India. Videocon d2h has 444 TV channels and services on its platform, offering its subscribers an exceptional viewing experience, including HD TV, 3D content and HD-Digital Video Recording with 3D.

Challenges

In the competitive world of TV broadcasting, efficient and accessible customer service is of paramount importance. To achieve this goal, Videocon d2h was running an array of contact centers to handle enquiries from new and existing customers. These contact centers were located in different regions across India supporting various local languages.

However, with a rapidly growing subscriber base, Videocon felt the need to adopt a more state-of-the-art contact center solution which would ensure customer satisfaction with timely and efficient handling of calls. The company decided it was time to move over to the latest in communications technology to increase accessibility, while reducing management and operating expenses.

The solution selected by Videocon d2h was the Genesys fully IP-based contact center platform (www.genesyslab.com). Using Genesys, Videocon d2h could build a highly distributed contact center with all the main servers located at a centralized data center in Greater Noida and agents located at remote sites across India.

With the Genesys platform being fully IP-based, Videocon also needed a VoIP gateway solution to collect the calls arriving from the PSTN, convert them to IP and route them to the correct destination. The VoIP gateway needed to offer high reliability, support large call volumes and ensure seamless interoperability with a variety of PSTN protocols and the Genesys platform itself.



Solution

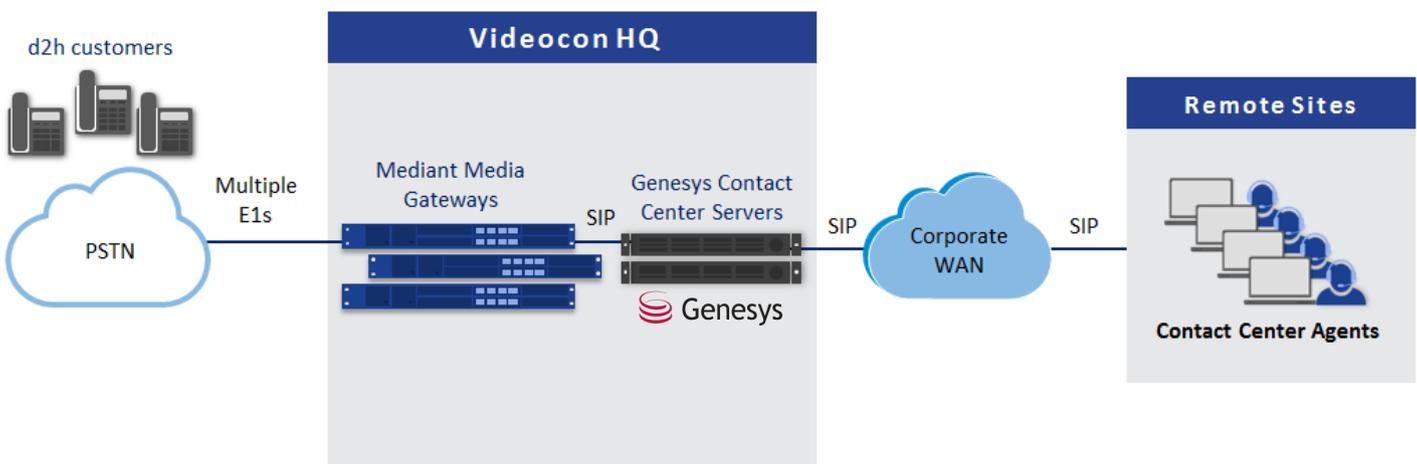
After investigating the competition and running a proof-of-concept trial, Videocon d2h came to the conclusion that the best answer to its stringent set of requirements was to deploy AudioCodes Mediant media gateways. AudioCodes media gateways offer wide-ranging interoperability and support for all major telephony protocols and interfaces. Based on a field-proven, resilient hardware platform, the gateways ensure high levels of reliability and voice quality thanks to AudioCodes' underlying voice processing technology. The platforms' scalability ensures that Videocon d2h could comfortably handle its current capacity needs and any future traffic growth as its subscriber base increases.

"We decided to implement AudioCodes gateways with the Genesys solution because their flexibility matched our business requirements very closely. They are also robust, highly scalable and cost-effective."

Samir Dhaga
Vice President of IT at Videocon d2h

One major factor in Videocon's selection of AudioCodes was the fact that AudioCodes Mediant gateways have been fully certified for interoperability with the Genesys Contact Center platform through the Genesys Open SIP program. Furthermore, AudioCodes' is the only vendor whose gateways and SBCs have been included in the Genesys SIP Select reference architecture.

All of the above meant that Videocon d2h could save valuable time in the implementation of the new contact center solution, safe in the knowledge that they were investing in a fully interoperable and reliable solution. The Mediant gateways were connected via multiple E1 interfaces to the local PSTN, while on the IP side they communicated via SIP with the Genesys servers and the contact center agent endpoints.



Results

The introduction of the new Genesys Contact Center solutions with AudioCodes Mediant media gateways has helped Videocon to achieve its immediate goals of increasing subscriber numbers and customer satisfaction through

- efficient routing of calls to the contact center
- increased reliability and consistently high voice quality
- seamless handling of increased call volumes

Commenting on the deployment, Mr Samir Dhaga, Vice President of IT at Videocon d2h, said, “We decided to implement AudioCodes gateways with the Genesys solution because their flexibility matched our business requirements very closely. They are also robust, highly scalable and cost-effective.”

“By migrating to a centralized architecture with Genesys and AudioCodes, we achieved better performance which helped us in rapidly growing our subscriber base,” he added.

About AudioCodes

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice over IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader focused on converged VoIP & data communications and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Routers, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers and Value Added Applications. AudioCodes' underlying technology, VolPerfect HDTM, relies on AudioCodes' leadership in DSP, voice coding and voice processing technologies. AudioCodes High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication experience in Voice communications.

International Headquarters

1 Hayarden Street
Airport City, Lod, 70151, Israel
Tel: +972-3-976-4000
Fax: +972-3-976-4040

AudioCodes Inc. USA

27 World's Fair Drive, Somerset, NJ 08873
Tel: +1-732-469-0880
Fax: +1-732-469-2298

**Contact us: www.audiocodes.com/info
www.audiocodes.com**

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