The web has evolved to be universe of interlinked web pages and web applications, teeming with videos, photos, and interactive content. Over time, web technologies have evolved to bring new generations of useful and immersive web experiences. Yet, there is currently no high quality, enterprise grade service available, that enables real time communications natively from a web browser to existing Unified Communications (UC) platforms, without the need for a plug-in or subscription. Masergy's Visual Automated Attendant (VAA), powered by WebRTC, changes this.

Masergy's VAA is a software application that offers visitors to a company's website the ability to select and reach the appropriate resources in real time directly from their browser, without the need for plugins or subscriptions.

Masergy's VAA is designed to suit any call routing application by cascading any number of submenu layers and trees. Visitors may select any menu option in the VAA directory. Once they identify the group or the person who can provide the right information or services, all they need to do is click-to-call to speak to a representative from the browser, bypassing the Public Switched Telephone Network (PSTN).

Technology is Transforming How Customers and Providers Work Together

A company's webpage today is a functional business portal, where prospect or customer interaction with a company may start. When such visitors cannot complete their needs on the website, they move to a phone call. In fact, over 70% of call center interactions are preceded by a website visit. This transition from the web to the phone generally loses the context that was developed on the web site.

VAA enables real time customer interactions to come directly from the webpage, by leveraging WebRTC and bypassing the Public Switched Telephone Network altogether. The transition from a webpage to a real-time communications experience is seamless, by connecting the visitor to the appropriate resource based on their selection of VAA menu options.

Masergy's VAA makes it possible for administrators to easily create any set of call directory options, associate them with a custom button, and generate JavaScript Embed Code to place the button on any page on their website.

Features

- Customize menu options
- Place calls directly from a browser with WebRTC technology
- Start calls in the WebRTC network and route them to our SIP based UC platform
- Bypass the Public Switched Telephone Network
- Use the self-service web portal for easy deployment
- Take advantage of the Graphic User Interface for simplified menu creation
- Simplify custom configurations with Javascript embedded code
- Connect visitors without supported systems or browsers by automatically providing them with a direct dial number to call

How VAA Works

Masergy's VAA leverages WebRTC technology to connect website visitors to the appropriate resource at a click of a button. But since having one button for each connection point is not feasible, VAA offers one button that invokes a splash screen on the webpage with a customizable set of menu options. The visitor can then review all available options before selecting the most appropriate resource and starting a call. This saves both time and eliminates frustration by not having to move to a phone, call the number, listen to lengthy prompts, and use touchtone telephone signals to finally reach a person. VAA lets visitors pre-select their option from the browser prior to initiating the call.

Masergy's VAA platform is designed with a highly intuitive web portal that allows customers to easily create and deploy interactive directories on their website in minutes. The VAA administrator portal's user interface includes drag and drop functionality to allow administrators to easily create any set of call directory options, associate them with a custom button, and generate JavaScript Embed Code to place the button on any page on their website.
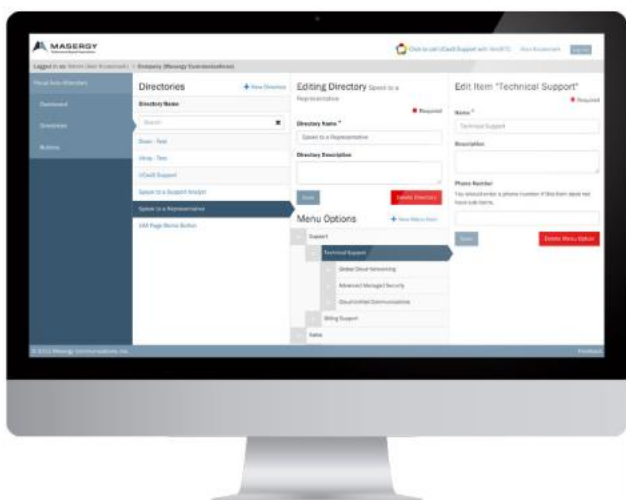
Benefits

- Allow visitors to connect with a live person when they are most engaged on the website
- Gain access to global solutions without paying international rates
- Realize saving over traditional solutions such as toll-free voice calls
- Get real time usage statistics
- Create custom menu structures to meet the needs of your business
- Have contextual real time communications capabilities embedded directly into customer facing business applications
- Reach an agent directly through a web browser
- Implement features with minimal lead time
- Self-provision customized online call directories

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