



Voice Solutions for your Contact Center

Powered by Oracle Communications

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Public

Contact centers have become mission critical

For 20 years, Oracle Session Border Controllers (SBC) have protected some of the most complex voice networks on the planet. We have guarded Fortune 100 companies, multinational organizations, government agencies, the list goes on. Over the course of these two decades, we have ensured that voice calls traversing network boundaries meet strict requirements for security, routing, regulatory compliance and more. Simply put, *we make networks work*.

The markets we service— Communications Service Provider (CSP), healthcare, insurance, retail, education, and financial sectors—have become increasingly competitive. Whether service provider or enterprise, organizations are constantly seeking that extra edge to differentiate themselves from their adversaries, that dose of efficiency to increase razor thin margins. And all the while, the world is changing beneath their feet: the technological demand on communications networks is evolving at an accelerated pace.

In response to this shifting landscape, contact centers have truly become mission critical. It is here that customer issues are resolved, products and services are sold, valuable relationships are cultivated, and loyalty is either reinforced or lost. The impact of the contact center on organizational revenue is profound and far-reaching. The following graphic illustrates the estimated percentage of a company's revenue generated by contact center activities across the key industries Oracle supports.

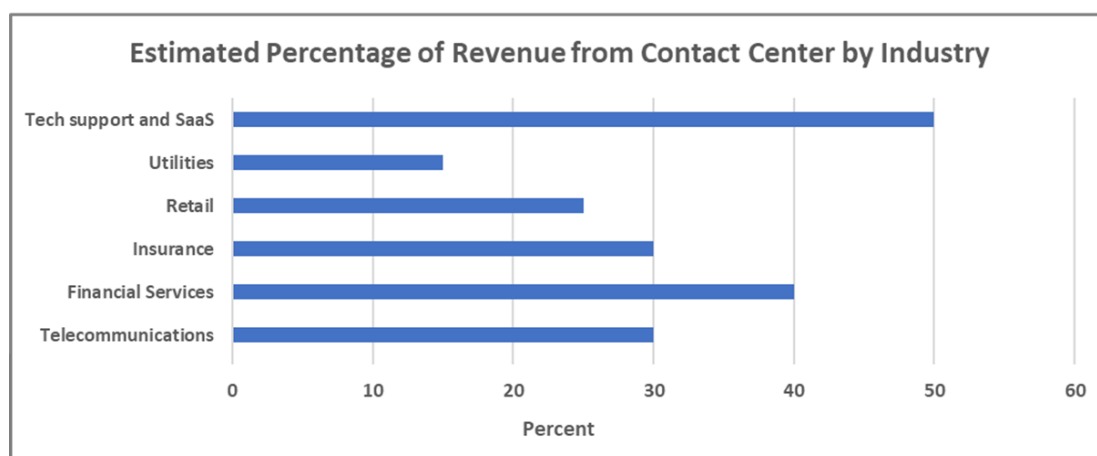


Figure 1: Percentage of Contact Center Revenue by Industry (Source: McKinney)

These figures don't even factor in the importance of the contact center with respect to customer retention: it is estimated that 67% of customer churn can be avoided with an effective First Contact Resolution (FCR). These pivotal customer interactions depend not only on agent skillsets, but also on emerging technologies. The rise of AI, chatbots, and voice analytics play an increasingly important role in the efficient attention to a customer's needs.

Voice continues to get more challenging

As our collective dependency on contact centers continues to rise, so does the complexity within them. Customer Service Agents operate in a world of screen pops, biometrics, fraud detection, two-factor authentication, and artificial intelligence -and the voice call itself cannot escape this. We've reached a point where callers require authentication to counteract fraud; where the client interacts with chatbots so that calls can be directed appropriately; and where account information is retrieved and evaluated in real time so that in proper call routing decisions can be made.

To accomplish all this, companies rely on the feature sets afforded to them by their chosen technology vendors. What makes things challenging is that business requirements flow into the contact center faster than these suppliers can deliver on committed capabilities. As this phenomenon perpetuates, functional gaps begin to limit what a contact center can do. Call transfers become inefficient, call quality suffers, and in the worst of cases calls are even dropped. The downward spiral can be difficult to reverse.

This is precisely where Oracle Communications excels. We understand the critical need for network stability in an environment that is constantly in flux. Running a sophisticated communications network may not be your organization's core business—but it is ours, and there is an ever-growing range of ways we can help you meet these evolving demands.

CATEGORY	CONSULTING ACTIVITIES	VALUE TO THE CUSTOMER
SBC Configuration	- After assessing environments and call flow requirements, implement best-practice SBC configurations. - Configure, test and deploy SBCs, focusing on key aspects such as routing, security, failover, SIPREC call recording, and SIP trunking, integration to Unified Communications as a Service (UCaaS), Contact Center as a Service (CCaaS). - Deploy other essential Oracle products such as Oracle Communications Operations Monitor / Enterprise Operations Monitor (OCOM/EOM) and Enterprise Communications Broker (ECB).	- Our best practice configurations ensure reliable voice services, dramatically minimizing downtime and manual intervention. - Thorough testing virtually eliminates any dropped calls or one-way audio issues, increasing operational efficiency.
Troubleshooting and Operational Support	- Leverage OCOM/EOM for troubleshooting and observability. - Provide solutions to SIP call flow issues.	Our expertise dramatically reduces the time to investigate and resolves issues.
Security	- Implement and enforce encryption protocols (SIP TLS, SRTP) for SIP signaling and RTP. - Configure security policies, including denial-of-service protections and access control. - Ensure compliance with regulatory requirements such as Center for Medicare & Medicaid Services (CMS) and Health Insurance Portability and Accountability Act (HIPAA).	Proper security configurations reduce the risk of security related incidents, minimizing costly disruptions.
UCaaS/CCaaS Enablement	- Seamlessly integrate SBCs with Unified Communications solutions such as Microsoft Teams, Zoom Phone, WebEx Calling and Google Voice. - Connect to Contact Center solutions such as Genesys Cloud CX. - Inject voice biometrics and sentiment analysis.	We help you embrace market leading solutions by tightly integrating them into your voice network.
AI, Innovation, and Analytics	- Deploy Voice AI Gateway to unlock enhanced user experiences such as virtual Contact Center agents and call transcription. - Demonstrate innovation while saving costs by deploying Oracle Communications Converged Application Server applications such as Branded Calling, Selective Call Recording, Call Blocking and Courtesy Call Back.	We deliver applications that increase call completion rates, improve the customer experience, and provide reliability – all the while reducing costs.
Peak Season Readiness and Managed Services	- Provide 24/7 monitoring, issue resolution, system patching, product upgrades, capacity planning, and analytics. - Proactively troubleshoot emerging issues - Ensure high performance and reliability	- We dramatically lower the operational risk of downtime and outages while freeing up your resources to focus on other tasks. - We assume accountability for the

	- during peak periods. • Offer incident management and escalation pathways for critical issues. • Maintain detailed performance reporting.	SBC network and all its moving parts.
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The Oracle advantage

Choosing Oracle means having a trusted partner who not only understands the critical nature of contact center operations but has proven experience in optimizing and protecting them across industries and geographies. Oracle's SBC portfolio, along with Customer Solutions for Industries' deep expertise, delivers unmatched reliability, security, and innovation—empowering your contact center to be a true strategic asset. Here are some key takeaways.

- **Unparalleled Security and Reliability:** For over two decades, Oracle SBCs have safeguarded the voice infrastructure of the world's most demanding organizations, ensuring uptime, regulatory compliance, and business continuity.
- **Future-Ready Integration:** Our solutions connect seamlessly with enterprise and cloud platforms—bridging functional gaps and unlocking new possibilities, whether you're embracing AI, voice biometrics, or transitioning to Unified Communications as a Service (UCaaS).
- **Operational Efficiency at Scale:** From accelerated troubleshooting with EOM to intelligent routing and advanced analytics, Oracle's offerings accelerate resolution times, reduce operational costs, and adapt effortlessly to dynamic business needs.
- **Industry Compliance and Customization:** With a comprehensive approach to branded calling, selective call recording, and spam mitigation, Oracle safeguards your reputation while keeping pace with evolving regulations.
- **Proactive Partnership:** Through robust managed services and capacity planning, we elevate your team's capabilities and allow you to focus on core business priorities while we ensure your contact center operates at peak performance.

We invite you to experience the Oracle advantage for yourself. Whether you are looking to modernize existing infrastructure, explore AI-driven customer engagement, or strengthen compliance and security, Oracle is ready to help you achieve your goals. Here are some ways for you to take the next step.

- Connect with an Oracle Communications specialist to discuss your unique needs.
- Request a contact center assessment to identify immediate value opportunities.
- Schedule a personalized demonstration of our Oracle Communications Converged Application Server and AI, integration solutions.
- Explore how Oracle's managed services can deliver lasting peace of mind.

Your contact center can be an engine for growth, innovation, and exceptional customer experience. Let Oracle show you how.

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