

IP based Contact Centres

Opportunities & trends ahead

India today has 6,000 contact center seats which are IP enabled and another 22,000 using traditional solutions. According to **Frost & Sullivan**, the total market for traditional PBX based solutions globally in 2002 was \$1700 million with IP accounting for 10-12 percent of it. In 2003, this market is expected to grow to \$1800 million (with 20 percent contributed by IP based solution) and by 2008 it is expected to touch \$3000 million with IP contributing to more than 60 percentage of the total pie. In India itself, the IP telephony market is expected to grow to \$40 million by next year.

A survey conducted recently by **Datamonitor**, identifies IP based solutions and next generation Voice User Interfaces (VUIs) as two amongst six key trends expected to shape the future of the global contact centre industry.

In light of this radical change, both contact centres and technology vendors worldwide are critically reviewing their technology infrastructure and products to meet new market needs.

Some key forecasts and facts from this survey are given below:

IP

The number of IP based contact centres are growing quickly. These are contact centres where all forms of communication, including voice, are carried over a single digital network using IP. The number of IP-architecture contact centres in EMEA (Europe, Middle East, Africa) is expected to grow at a CAGR of 45% between 2001 and 2007. By 2007, more than 12% of all contact centres in the region will rely on IP.

Speech Recognition

Speech recognition is having a significant impact in the IVR market segment, with new technologies like SALT and VoiceXML helping to bring speech technologies into the mainstream. Used in combination with IVR systems, speech recognition is set to revive a mature technology, allowing more sophisticated self service solutions and thus reducing contact centre costs and increasing customer satisfaction.

Multimedia

The number of multimedia contact centres is expanding substantially. These are contact centres using at least two channels of communication including voice to route information to agents. In the EMEA region itself, 4.3% contact centres are currently multimedia. By 2007, this number is expected to expand to nearly 14% of all contact centers in the region.

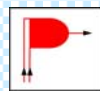
Networked contact centres

Growth is also in store for networked contact centers that use routing applications to switch calls between geographically dispersed contact center sites and host some contact center applications in the public network. Networked contact centers will be particularly prominent in the U.K and U.S., while outsourced contact centers will see significant growth in India and other regions with low costs and a skilled workforce.

Outbound dialling

The market segment for predictive diallers is poised for resurgence as the role of outbound dialling in the contact center changes. In EMEA, outbound dialling currently represents 16% of call volume in comparison to inbound call traffic; by 2007, this will increase to 19%. In North America there is a greater proportion of outbound traffic because of the dominance of telemarketing and proactive service.

About Us



Prologix is a company, which aims to research and develop new and creative methods of voice enabling computer applications. Through an extremely focused effort, Prologix has created unique speech expertise within it's team, which it believes will have a significant role to play in engineering a multitude of computer applications for the future

During the course of work Prologix has developed strong skills in technologies like VoIP, Speech Processing, CTI, RTOS, and VoiceXML

To know more about Prologix click [here](#)