

SUCCESS STORY | BANK

Top multinational bank improves agent-supervisor engagement with GED-125 Connector

Integrating Cisco ICM, Avaya AVP, and IVR platforms for better CX

About the client

The client is one of the world's top multinational investment banks and financial services corporations. It is the third-largest bank in the United States and has over 200 million customer accounts and 214,000 employees in more than 160 countries.

Requirement

The client was looking for an efficient and straightforward connector between Cisco ICM and their third-party voice portal systems - Avaya AVP and IVR platforms. The integration had to include a real-time event data feed, call routing interface, and service control interface, supporting all existing IVR requests and functionalities, failover mechanisms, and protocols.

Solution

A pioneer in Customer Experience (CX) and Customer Engagement Management (CEM) with over two decades of experience, Servion implemented GED-125 Connector to seamlessly integrate Cisco ICM, Avaya AVP, and AEP IVR platforms.

The solution included:

- A **robust interconnection** between CISCO ICM systems and third-party VXML Voice Portal Systems, using the GED-125 VRU integration model.
- A **web application for the GED connector** provides MPP port information and heartbeat through the socket and a CCXML script to provide configuration information.

- A **real-time event data feed**, call routing interface, and service control interface, supporting all IVR requests for getting/setting CTI Data, Call Information & Transfer through Servion's VRU Web Service Module.
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- **Failover mechanism** between Primary and Secondary GED-125 connector modules
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- **Port Availability Status** of Avaya MPP to Cisco ICM
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- H.323 and SIP protocol support

Business outcomes

Servion's GED-125 Connector brought about several key benefits for the client, including:

- Ability to use the **existing Avaya** IVR, yet integrated with Cisco ICM.

- **Complete abstraction** from IVR, providing web services for IVR functionalities.
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- Extended dial plan supports up to 15 digits.
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- **Highly secure and two-way SSL** and third-party certificates.
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- Ability to support close to 1000 simultaneous sessions and requests per GED-125 connector.
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- **Default Keep-Alive** - Heartbeat module between the VRU Web Service interface and the GED-125 connectors
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- Alerting and monitoring with **SNMP Traps**.

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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