Optimize Profitability & Call Volume with Oracle Communications Consulting Routing Context Engine

Telecom Service Providers and enterprises not only allocate resources but invest large amounts of financial capital in transporting and terminating calls from one carrier partner to another. Often, this leads to potential turbulences like delay in the call time, relative partner cost difference, call destinations, quality issues, and more. To optimize the business profitability of individual calls and overall call volume, Network Service Providers and enterprises must adopt an efficient technology that offers an advanced routing model for enterprises while assuring network quality and data security of their business. To aid you in these goals, Oracle Communications Consulting (OCC) has developed a robust Routing Context Engine Application that meets the requirements of both Telecom Service Providers and the enterprise that effectively maintains the call routing rules for enhanced profitability.

Oracle Communications Converged Application Server along with Routing Context Engine Enable:

- Access for backend data sources via JDBC, API, or LDAP
- Addition of valuable context to the call flows with business data
- Smarter routing decisions for pre-route or post-route
- Customized for both service providers and enterprises
- Enterprise growth with its data and migration to the cloud when ready with OCCAS 8

State-of-the-art Call Routing Technology for Simplified Communication Channels and Seamless Switches

Oracle Communications Consulting (OCC) understands the pain points of telco companies and the investment involved in transportation and termination of calls among various carrier partners. To simplify the entire routing journey of a voice call, Oracle's Converged Application Server (OCCAS) has designed a flexible Routing Context Engine Application that enables enterprises to leverage existing business rules and enhance their overall call routing strategies. Utilizing the routing context engine application on top of OCCAS, businesses can integrate their traditional SIP telephony call flow with the backend data sources to obtain valuable insights.

This innovative routing application helps telecom businesses increase efficiency in their call handling capabilities and improve the service experience for callers with first-call resolution as they get connected to the correct agent/department right away in lesser to no hold times.

Implementing the Leading Edge of Call Routing Systems with OCC

The purpose of the routing context engine is to access, retrieve and add "context" to an incoming or outgoing SIP calls in business environments. By harnessing the power of the routing context engine, businesses can unlock the power of their own back-office data sets and add them to call flows.

Specific use cases that align with the application could involve:

1. Adding a customer profile number and a few other custom fields stored in the Customer Relation Management (CRM) system into the signalling before the call is delivered to an Interactive Voice Response (IVR) system.

2. Inspecting the last call done by the specific caller and the agent he spoke with so that his subsequent call can be routed to the same agent if available.

OCCAS and the routing context engine application can make this happen by connecting enterprise data sets via standard API, JDBC, and even LDAP. All data gathered by the routing engine can be stored in the SIP signalling as "context". This context can help redirect the SBC on who and where to send the call to the next destination. The routing decisions can also pop up on the agent's desktop screen to keep track of the call.

Transforming Telecom Businesses with OCC Routing Technology

The flexibility and scalability of OCCAS and the routing application have advanced the utilization of business call routing rules. Previously, re-routing calls in a business environment took several attempts, including sending calls to the same back-end data-sets multiple times, creating additional overhead. By combining the context data with Oracle Session Border Controllers (SBCs), telecom businesses can leverage the true freedom to intelligently pre-route a call before it is presented to their IVR. In addition, they can intelligently post-route a call to an agent with all the extra "context" that adds operational efficiency to every call flow.

Once the application has completed executing, Service Providers and enterprises gather the metrics of what happened to the call and what data was attached and send that to their analytics engines as a data source for further review. This application, combined with the Oracle SBCs, empowers telecom businesses to move forward and wield their data like never before.

As we look into the future and move our workloads to the cloud, businesses can leverage the power of the cloud-native features that OCCAS Release 8 provides, including Kubernetes orchestration and integration of popular tools such as Grafana and Prometheus.

Excel your Customer Service Goals with Oracle Communication Consulting Experts!

Created by a highly skilled team of Oracle Communications Consulting experts, the routing context engine is an excellent application enabling telecom service providers to improve their services and performance management with exceptional customer success. With hundreds of service providers and thousands of enterprises trusting Oracle SBCs to secure their voice networks, OCC has the experience to help telecom organizations ensure that when it comes to customer satisfaction, your network integrity remains uncompromised.

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