

PureCloud by Genesys: WebRTC Softphone

Transform your browser into a phone



Executive Summary

WebRTC (Web Real-Time Communications) technology, which manages the connections and data needed to make Internet Protocol (IP)-based phone calls and video calls, has gained momentum in recent years and is taking hold as compatible browsers become more common. We use this cutting-edge technology to power the PureCloud softphone—a virtual web-based phone that is used for ACD calls and business telephony.

Softphone is included with the PureCloud Communicate and higher licenses for seamless integration with your company directory, external contacts and contact center. Benefit from visual and intuitive tools for call handling, including simple-to-use call controls and a unified inbox in a single interface. These capabilities are all embedded directly into your web browser, so there's no software to deploy, provision and maintain.

Don't Be Bound by Location or Hardware

The virtual office is now a reality. With PureCloud softphone, employees can make and take calls from any device, wherever there's internet access. So, your sales team can stay connected while on the road. Your global offices can use click-to-call for high-quality international calls. You can even have a contact center with no "center," giving remote agents softphone stations to handle ACD voice calls.

WebRTC also fuels PureCloud video and screen-share functionality. Whether collaborating with distributed teams, or guiding a customer to a fast resolution, your employees will appreciate having these built-in tools at their fingertips.

Intuitive Call Controls

PureCloud softphone for business telephony leverages the integrated and intuitive PureCloud Communicate user interface. Quickly search and find contacts in the application directory and then click-to-call or start a video call. View active calls in a single interface that lets you switch easily between them or drag and drop to create a conference. If you navigate elsewhere in the application, a floating widget ensures that call controls remain immediately accessible.

Mute yourself, place a call on hold or transfer using call controls. You can also choose to record a call—the resulting file is stored automatically in your unified inbox as well as in the built-in document management system.

Simplify Your Systems

The WebRTC browser-based softphone replaces a desk phone and eliminates up-front hardware costs; downstream maintenance; and all the support, equipment and vendor management that goes along with it. Adoption is easy—there are zero end-user downloads.

Capabilities

- Make and answer calls with only a web browser and internet connection
- Zero end-user downloads
- Microphone and output detection and settings
- Compatible with common headsets
- Click-to-call or video call
- Peer-to-peer and multi-user video conference
- Call controls, including mute, hold, transfer and add participant
- Call recording
- Call history
- Unified inbox
- Volume controls for ringtone and audio
- Support for dial requests from third-party applications
- Persistent connection
- Built-in diagnostic tools

Specifications

- Runs in Firefox, Chrome and the PureCloud Desktop application
- Compatible with CRM integrations, including PureCloud for Salesforce, PureCloud for Zendesk and PureCloud for Chrome
- Requires Port 443 (HTTPS: TCP and WebSocket), SRTP Port range 49152–65535 (UDP) and the RTP Port range 16384-32767 (UDP: Outbound)

Benefits

- Accessible for all employees—not just agents
- Deploys quickly and easily
- Reduces costs
- Eliminates desktop phone hardware
- Saves IT teams time
- Enables virtualization of your workforce

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