

# Q&A: What You Need to Know About WebRTC

What if you could be in the right place at the right time, available to give your customers the help they need directly from your mobile app or website? Believe it or not, it's easier than you think.

You've probably heard of WebRTC, but do you know why this technology should be a part of your integrated contact center strategy?

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## Q: What is WebRTC?

**A:** WebRTC (Real Time Communication) is a standard that lets businesses directly embed audio-only or audio and video conversations and collaboration functionality within their website or mobile customer care app.

WebRTC leverages the recent trend in which the web browser is the "application", and facilitates browser-to-browser communication, with no software downloads or registration needed. The major browsers now include all the capabilities needed to support embedded real-time communications.

## Q: If WebRTC is a Standard, Built into the Browser, Why Do I Need a Product?

**A:** The heavy lifting of processing audio/video media is indeed embedded in the browsers. However, contact centers might have made the move to SIP, but they are not yet ready for WebRTC without infrastructure changes. A WebRTC product fills the gap between the consumer's Web browser or smartphone and a typical enterprise contact center environment. It delivers WebRTC calls as standard SIP calls into your contact center and converts audio and video codecs on the fly. The barrier to leverage WebRTC is thus lowered significantly.

Furthermore, contact center integration requires more than just relaying audio/video. Co-browsing, chat, file transfer, skills-based routing and screen pop are features typically offered as a part of WebRTC product.

## Q: I Already have a Chat Solution. Do I Need WebRTC?

**A:** If you already have a chat solution, that's great! You already know that being available on the fly is an important part of providing a memorable customer experience. Imagine the possibilities if you added embedded audio and/or video into your website or mobile app, plus powerful collaboration and co-browsing features – by embracing WebRTC you can provide a much richer customer care and eCommerce environment for your customers than ever before.

## Q: Now that I Know What WebRTC Is, What is Aspect RTC?

**A:** With the explosion of mobile apps and web apps, your contact center agents can now remotely assist customers through complex transactions. While video and audio provide the personal touch, Aspect RTC provides online tools such as application screen-sharing, remote control and co-browsing, document push and annotation, to ensure issues are resolved quickly and effectively. This is all done in a browser interface on your website, or inside your existing mobile app without the need for your customers to download anything!

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## Q: Does Aspect RTC Support Web Chat and Mobile Chat?

**A:** Yes! Aspect RTC supports text-based messaging or chat on the Web, iOS and Android. Aspect offers messaging features that enable developers to deliver persistent chat between one or more parties. Chat sessions can easily be escalated to a voice or video call at any time.

## Q: Can You Explain How Co-Browsing Works?

**A:** In Aspect RTC, the user of an application can share the screen of their tablet, smartphone or browser with your contact center experts. By seeing the users' screen, experts are more knowledgeable of the problem at hand. They can provide your customers guidance all the way through to successful completion. If sensitive information is a concern, fields and regions of a web page or application can be masked to shield the agents' view.

The expert can also send documents, images, PDFs etc., as well as control the app or web site through simple point & click. Remote control allows the advisor to move through menus, jump to specific information or walk others through an important process. Experts can complete forms on behalf of the consumer and move the video window to ensure it doesn't interfere with elements of the screen.

## Q: How is the Audio and Video Quality Over the Internet?

**A:** Aspect deploys state-of-the-art technology to ensure best quality of service. In addition, the WebRTC standard itself mandates so-called wideband or "HD" audio and video. The resulting quality is much better than what traditional telephony can provide. The codecs used to send audio and video signals across the wire adapt to the bandwidth at hand. Bandwidth fluctuation can therefore be accommodated without losing the entire connection or getting "stuttering" effects.

## Q: Can I Find Out More?

**A:** To read more about AspectRTC or to schedule a demo, visit: [www.aspect.com/AspectRTC](http://www.aspect.com/AspectRTC).

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### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

