Genesis – the Future is Now

Genesis is the next generation iteration of AMTELCO’s award-winning Infinity automated call distribution and unified messaging system. Genesis is a software-only solution that provides IS with telephony and switching, including many of the telephony functions that made Infinity an industry leader for more than two decades.

The Genesis ACD is modeled after the Infinity ACD with powerful features including multiple call appearances, unified call logging, client call behaviors, call queuing announcements, Perfect Answer, time of day greetings, call parking and music on hold. The Genesis ACD is designed to be used with AMTELCO’s extremely flexible intelligent Soft Agent operator workstation application.

AMTELCO’s Soft Agent is the agent interface for the Genesis ACD.
**IS Integration**

The Genesis platform is tightly integrated with AMTELCO’s Intelligent Series suite of call center applications. The IS Supervisor application includes Client Setup pages for configuring Genesis call behaviors for individual client accounts, recording controls for customized greetings and directory prompts, call analysis settings for voice mail detection, and System Setup controls for configuring communication with the Genesis Soft Switch.

**Call Behaviors**

The Genesis ACD provides many of the same client call behaviors that were initially developed for the Infinity platform. More of the Infinity call behaviors will be added to Genesis as the platform matures.

The following Genesis call behaviors are debuted in IS system software version 4.4:

- ACD
- Announce ANI
- Announce Time
- Change Client
- Closed
- MergeComm
- Rauland Nurse Call
- Page Confirmation
- Smart Paging
- Status Checkin

The Genesis platform adds recorded greetings and default, scheduled, and override behaviors to IS client accounts.
Integration with IS Supervisor
The Web browser-based Genesis configuration, administration and diagnostic controls can be accessed from the Navigate menu on the System setup screens of the IS Supervisor application.

Most of the Genesis features and functions are designed to be configured and managed in the Client setup and Directory and Scheduling setup screens of the IS Supervisor application.

Integration with Soft Agent
AMTELCO’s Intelligent Soft Agent application is used to handle calls from the Genesis ACD. When a call is assigned by the Genesis ACD, IS auto-answers the call, plays wait announcements if necessary, and distributes the call to an agent. An optional client greeting may be played when IS auto-answers the call.

Each client account can be configured with customized Startup Actions, toolbar buttons, and Sandbox Actions. Startup Actions are performed automatically whenever a call comes in to the client account. Toolbar buttons are available to the agent whenever the client account is active on the agent’s screen. Sandbox Actions are tasks that can be performed from the Sandbox, AMTELCO’s powerful directory search feature.
**Smart Paging**

The Smart Paging feature enables callers to initiate sending a message to a contact in the IS Directory based on the contact’s current status and contact order. Messages can be sent using any of these IS Contact Methods: e-mail, TAP paging, SNPP paging, WCTP paging, SMS text messaging, and miSecureMessages. Contacts can update their IS status by calling the automated IS Smart Paging Checkin Line, by accessing the IS Web, by speaking to an operator, or by accessing the status option within the miSecureMessages app on their mobile devices.

When a call comes into an account configured for the Smart Paging behavior, IS prompts the caller to enter the Lookup ID of the person whom the caller wants to page, and then asks for a callback number. IS sends the callback number to the IS Contact Method determined by the settings in the directory.

**Client Greetings Manager**

The Client Greetings Manager is used to record greetings and to upload recorded WAV files from a workstation to the IS database. Recorded greetings can be assigned to client account behaviors, statuses, and directory listings.
MergeComm Automated Dispatching

The Genesis platform adds inbound and outbound phone calls to AMTELCO’s optional MergeComm feature.

- An inbound phone call can be used to trigger an automated dispatching scenario.
- Phone Options in the Auto Dispatch response element properties add the ability to automate outbound calls using Text to Speech, prerecorded greetings, and Call Analysis.

Automated Dispatch progress is displayed in the Dispatch List and in the IS Message Center. The IS Message Center features an interactive Dispatch Board page that can be used to view dispatch progress for each contact and to handle failed notification attempts.

The Dispatch Board is an interactive display used to monitor dispatch progress and handle failed notification attempts.
Emergency ACD

The Genesis Emergency ACD is an operational mode that takes effect if a Genesis client application - such as the Intelligent Series - is disconnected from Genesis. The Emergency ACD makes it possible to ensure that calls are not dropped when the client application is lost.

In such instances, Genesis automatically routes calls to a pre-arranged queue for the client application. The Emergency ACD distributes these calls on a round-robin, one call at a time, basis with calls being routed to Emergency Agents in the order that they are received by Genesis.

Emergency Agents are created in the Genesis system configuration and are assigned to specific client applications for which they are assigned calls when the Emergency ACD controls call distribution. When there are no operators programmed to answer calls assigned to a distribution queue for the Emergency ACD application, Genesis can recite a text-to-speech prompt and then hang up the calls.

The Emergency ACD ensures calls are not dropped in the event that the connection to a client application is lost.
About Genesis

The Internet Protocol (IP) based Genesis platform is designed to provide telephone services to VoIP subscribers as well as to traditional PSTN users, by supplying the trunking between the IP and PSTN networks and border control services for peer-to-peer networking with other IP networks. Such soft switches are fast becoming the dominant technology in computer-integrated telephony.

The Genesis platform is a flexible Session Initiation Protocol (SIP) based telephony switch with intelligent call routing, switch-based configurable call control, and AMTELCO’s market-tested multi-lingual voice processing resources. The Genesis platform is a highly scalable solution that ensures quality voice processing and reproduction and flexible telephony services.

System Database

The Genesis platform incorporates the same Microsoft SQL Server database application as its system database that drives the Intelligent Series suite of call center applications. This database integration ties Genesis tightly with IS to provide client features, agent applications and tools, and monitoring and reporting capabilities.

The Genesis platform also incorporates a small, file-based SQLite database to store system configuration and port assignment information, system and client settings and user access settings. This database is accessible only through the tools provided by AMTELCO, particularly the IS Supervisor system administration application.
Switching Services

The Genesis platform is built on the Asterisk open source framework that powers IP PBX systems, VoIP gateways and conference servers around the world. Asterisk originally was built as a PBX and today represents an 18 percent of global market for business telephone systems. The base feature set includes many of the most popular and powerful PBX functions.

Text-To-Speech Engine

The Genesis platform incorporates the Cepstral text-to-speech engine, which is specifically tuned for use in telephony systems. Cepstral is the leading provider of TTS software for use with the Linux and Asterisk platforms and includes barge-in functionality as well as clearer sound processing optimized for telephony equipment use. Cepstral is recognized for its voice clarity and the extent of its lexicon coverage.

Optional Names Database

The Genesis platform includes an optional database of more than 16,000 pre-recorded names developed by AMTELCO for use with text-to-speech generated greetings and prompts. From Aarolyn to Zwica, The Genesis platform can correctly pronounce almost any first name and last name whenever a name is needed. Using pre-recorded names ensures the smooth flow of prompts and messages in just one voice and eliminates the need for system administrators, call recipients and voice mail users to spend valuable time recording individual names.

Installation Utility

The Genesis platform is equipped with a one-click installation utility that installs all of the system software components in a matter of minutes. The Genesis platform installation routine automatically installs the Genesis platform software as well as the Linux-based Debian operating system, the Asterisk PBX switching components, the Cepstral text-to-speech engines and dictionaries, and the SQLite system settings database.