Avaya Solution & Interoperability Test Lab

Application Notes for Swampfox Outbound Campaign Manager with Avaya Aura® Experience Portal – Issue 1.0

Abstract

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager with Avaya Aura® Experience Portal. The Outbound Campaign Manager offers callers queued to a call center the option to continue to wait in queue for an agent or request a call back when either an agent becomes available or schedule a call back for a specified date and time.

Readers should pay attention to Section 2, in particular the scope of testing as outlined in Section 2.1 as well as the observations noted in Section 2.2, to ensure that their own use cases are adequately covered by this scope and results.

Information in these Application Notes has been obtained through DevConnect compliance testing and additional technical discussions. Testing was conducted via the DevConnect Program at the Avaya Solution and Interoperability Test Lab in Westminster, CO.

1. Introduction

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager (OCM) with Avaya Aura® Experience Portal.

Swampfox OCM is an application framework that enables enterprises to create and manage automated outbound calling functionality via Experience Portal. Swampfox OCM meets a wide spectrum of functional requirements ranging from simple announcement-only campaigns to more complex interactions that may involve transferring to live agents, routing options, and self-service features that integrate tightly with CRM or other back office data. Notifications, reminders, collections/billing, order status, and marketing campaigns are all optimized with Swampfox OCM which also provides comprehensive admin/management and reporting capabilities.

2. General Test Approach and Test Results

This section describes the interoperability compliance testing used to verify the Swampfox OCM applications with Avaya Aura® Experience Portal.

The interoperability compliance test included feature and serviceability testing. The feature testing focused on routing calls from Swampfox OCM to PSTN via Experience Portal and Communication Manager/Session Manager. Once calls are answered at PSTN, called party had the ability to have the call transferred to an agent.

DevConnect Compliance Testing is conducted jointly by Avaya and DevConnect members. The jointly-defined test plan focuses on exercising APIs and/or standards-based interfaces pertinent to the interoperability of the tested products and their functionalities. DevConnect Compliance Testing is not intended to substitute full product performance or feature testing performed by DevConnect members, nor is it to be construed as an endorsement by Avaya of the suitability or completeness of a DevConnect member's solution.

The serviceability testing focused on verifying the ability of Swampfox OCM and Avaya Aura® Experience Portal to recover from adverse conditions, such as power failures and disconnecting cables to the IP network.

2.1. Interoperability Compliance Testing

Interoperability compliance testing included feature and serviceability testing. The feature testing focused on the following functionality:

- Routing outbound calls using Swampfox OCM to PSTN via Experience Portal.
- Transfer scenarios for routing calls to agents.
- Experience Portal successfully running the Swampfox OCM application and its outbound calling ability.
- The ability of the caller to transfer call to an agent.

The serviceability testing focused on verifying the ability of the Swampfox OCM and Experience Portal to recover from adverse conditions, such as power failures and disconnecting cables to the IP network.

2.2. Test Results

All test cases passed. Avaya Aura® Experience Portal was successful in running the Swampfox OCM applications.

2.3. Support

For technical support on the Swampfox OCM, contact Swampfox via phone, email, or internet.

- **Phone:** 803 451 4542
- **Email:** support@swampfoxinc.com
- **Web:** www.swampfoxinc.com/support

2.4. Reference Configuration

Figure 1 illustrates the configuration used for testing. In this configuration, Avaya Aura® Experience Portal interfaces with Avaya Aura® Communication Manager via H.323 and Session Manager via SIP. The Swampfox server hosted the Swampfox OCM applications supporting the outbound calling modules.

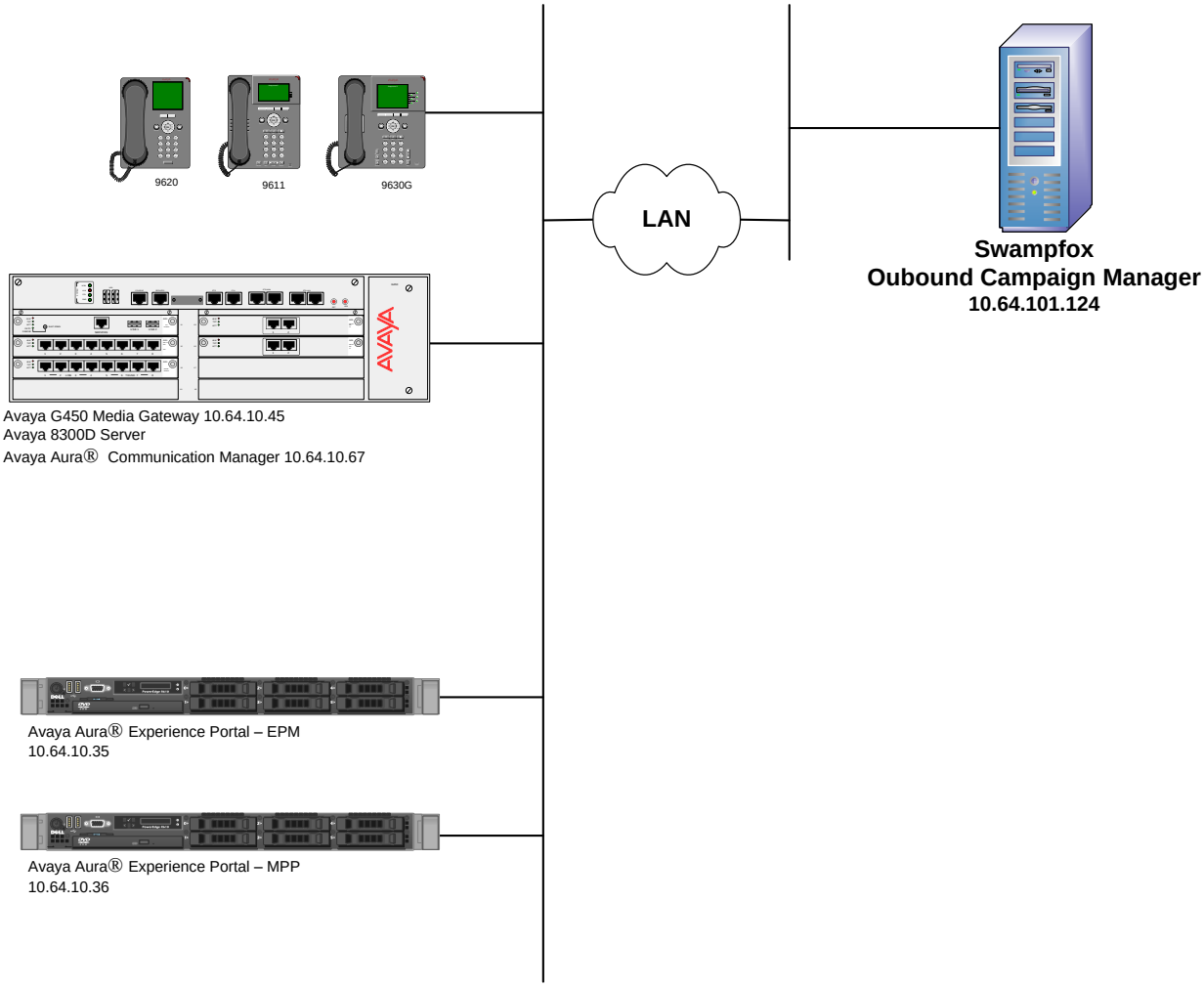


Figure 1: Configuration with Avaya Aura® Experience Portal and Swampfox Outbound Campaign Manager

2.5. Equipment and Software Validated

The following equipment and software were used for the sample configuration:

Equipment	Software
Avaya Aura® Experience Portal	7.0.0.0.6619
Avaya Aura® Communication Manager running in S8300D server	6.3 SP5
Swampfox Outbound Campaign Manager running on VMware virtual appliance for Red Hat Linux	3.0

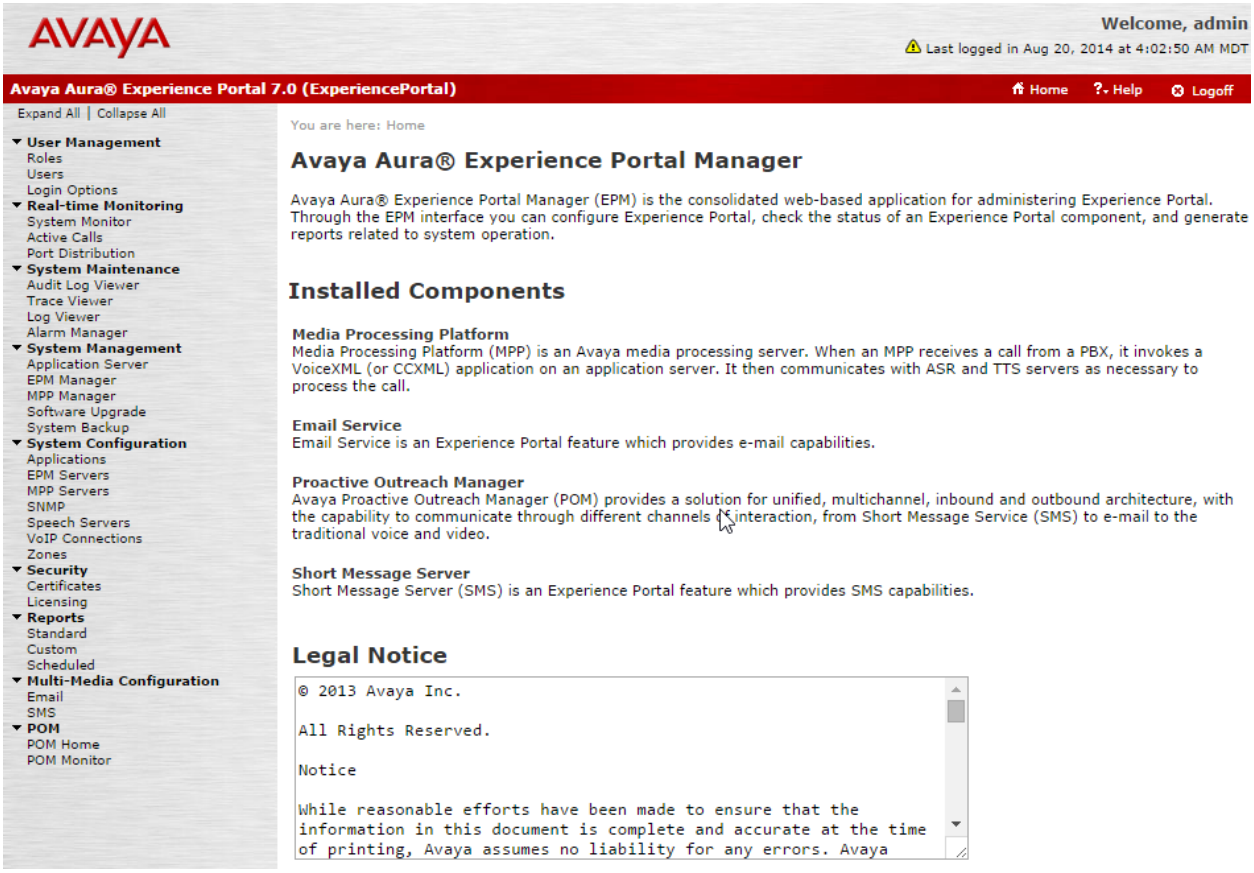
3. Configure Avaya Aura® Experience Portal

This section describes the administration of Avaya Aura® Experience Portal. The following Experience Portal configuration steps will be covered:

- Configuring an H.323 VoIP Connection
- Configuring a SIP VoIP Connection
- Configuring Swampfox OCM Applications

Avaya Aura® Experience Portal is configured via the Experience Portal Management (EPM) web interface. To access the web interface, enter http://<*ip-addr*>/ as the URL in an internet browser, where <*ip-addr*> is the IP address of the EPM. Log in using the Administrator user role. The screen shown below is displayed.

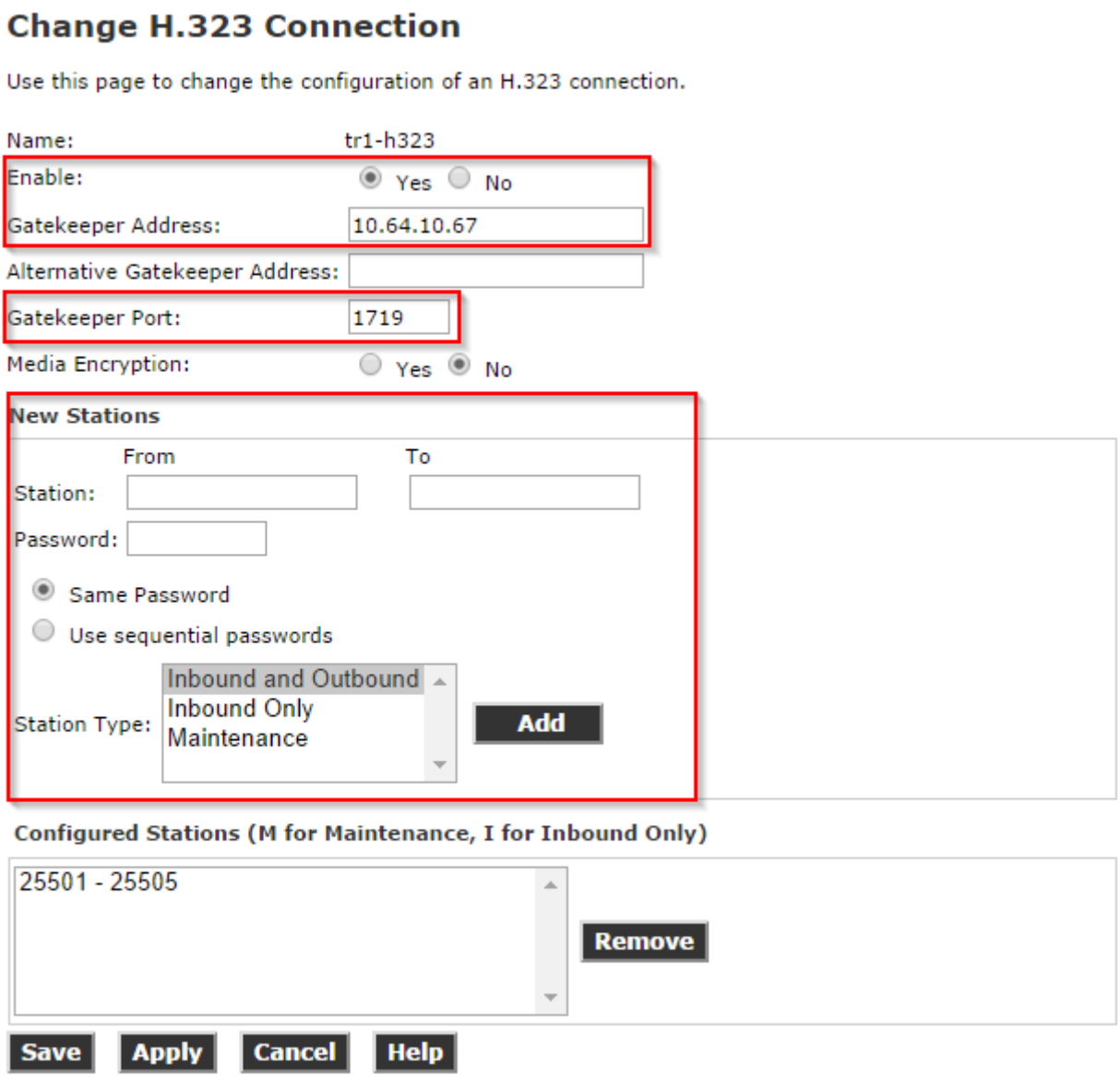
Note: All of the screens in this section are shown after the Experience Portal had been configured. Don't forget to save the screen parameters as some of the configuration date will be needed to administer different aspects of Avaya Aura® Experience Portal.



3.1. Configure an H.323 VoIP Connection

To configure an H.323 connection, navigate to the **VoIP Connections** page (not shown) and then click on the **H.323** tab. In the **H.323** tab shown in **VoIP Connections**:

- Select **Yes** radio button for **Enable**.
- Set the **Gatekeeper Address** to the IP address of Communication Manager.
- Set the **Gatekeeper Port** to **1719**.
- Configure the stations for Experience Portal, which map to the 7434ND stations configured in Communication Manager (not shown in this document). In addition, set the **Password** for the stations and set the **Station Type** to **Inbound and Outbound**.

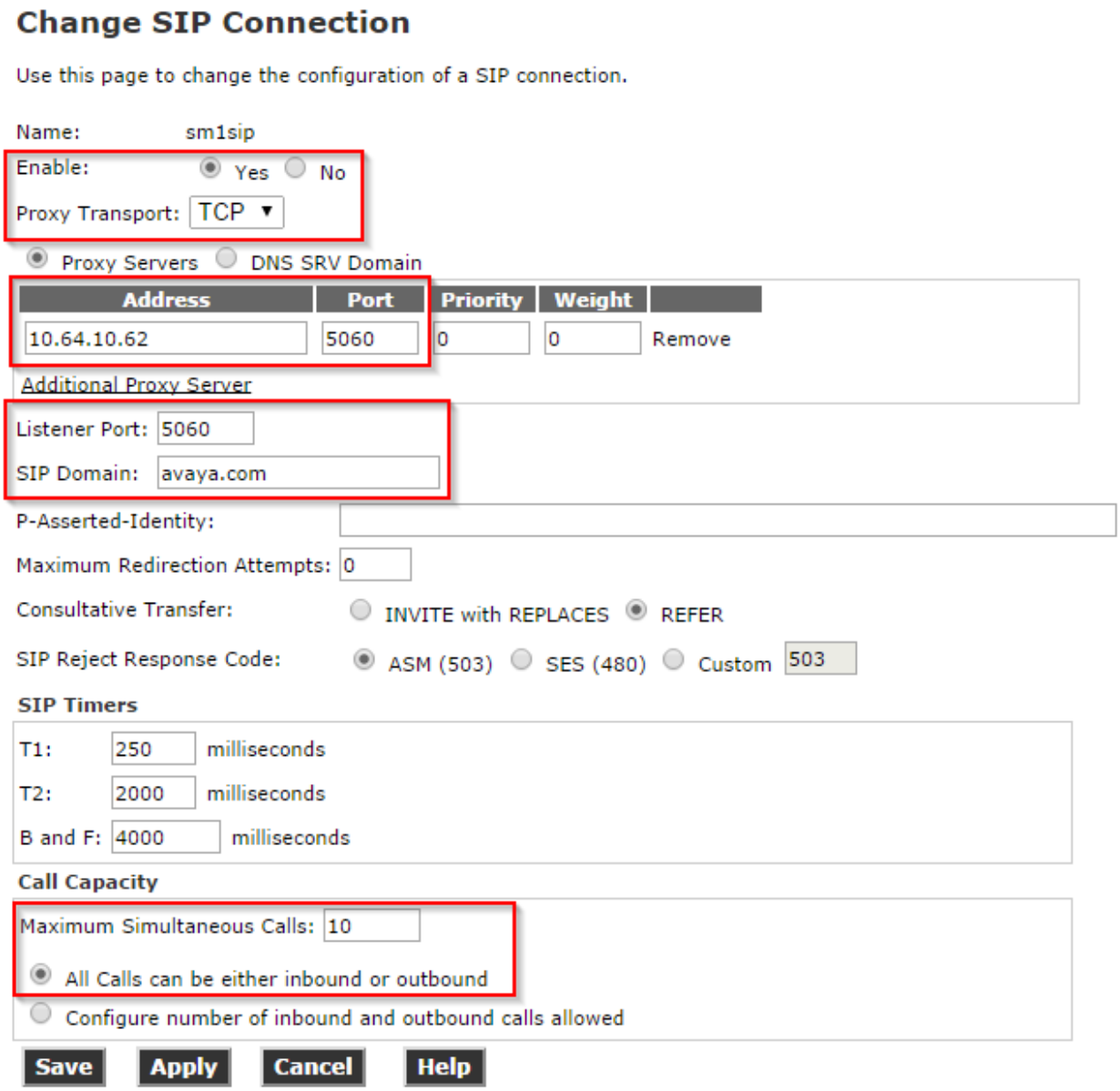


3.2. Configure a SIP Connection

Note: Either SIP or H.323 can be active at once.

To configure an SIP connection, navigate to the **VoIP Connections** page and then click on the **SIP** tab. In the **SIP** tab shown in **VoIP Connections**:

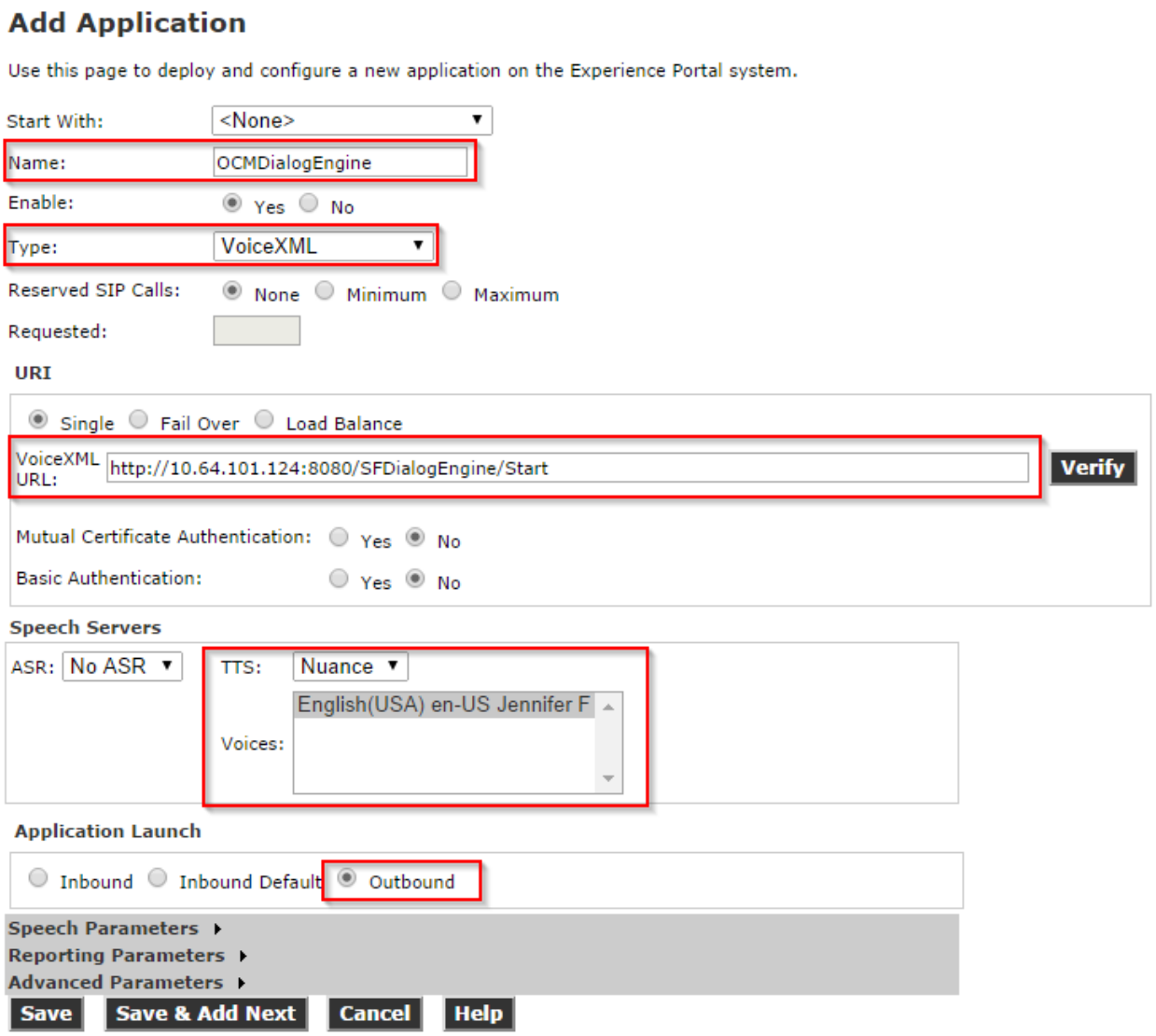
- Select **Yes** radio button for **Enable**.
- Set the **Proxy Transport** to **TCP**.
- Set the **Address** and **Port** to the IP Address and Port of Session Manager.
- Set the **Listener Port** to **5060**.
- Set the **Domain** as configured in Session Manager.
- Type in a value for **Maximum Simultaneous Calls** as per the license.
- Select radio bottom for **All Calls can be either inbound or outbound**.



3.3. Configure Swampfox OCM Applications

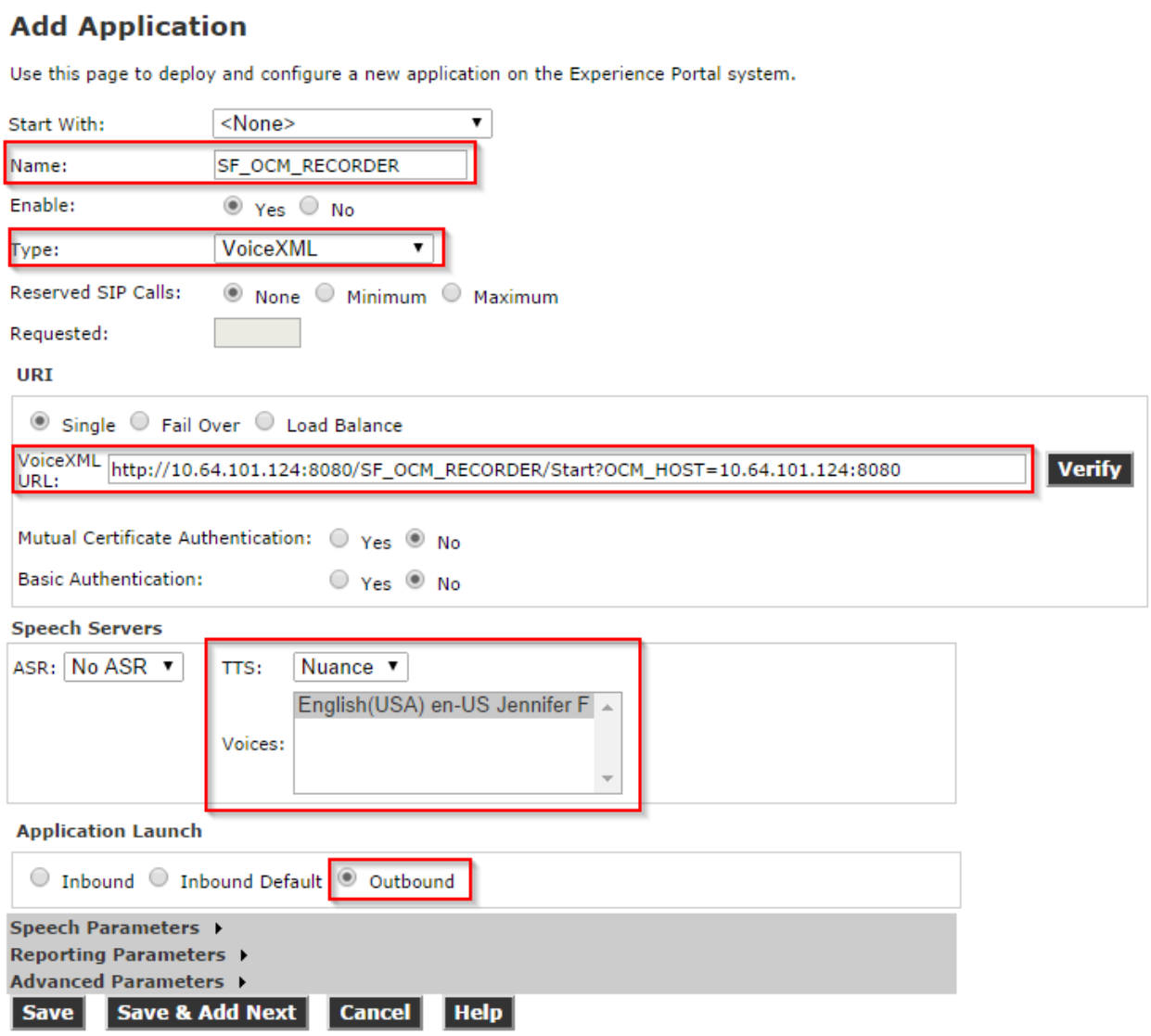
Two applications need to be configured as part of Swampfox OCM. In the **Applications** page, add a new application and configure as follows:
For the Swampfox OCM Dialog Engine:

- Type in a name in **Name**. e.g., OCMDialogEngine
- Select the radio button **Yes** for **Enable**.
- Select **VoiceXML** for **Type**.
- Type in the following URL in **VoiceXML URL**
  - http://ip-address:8080/SFDialogEngine/Start (IP Address of Swampfox OCM)
- Set **Application Launch** to **Outbound**.



For the Swampfox OCM Recorder:

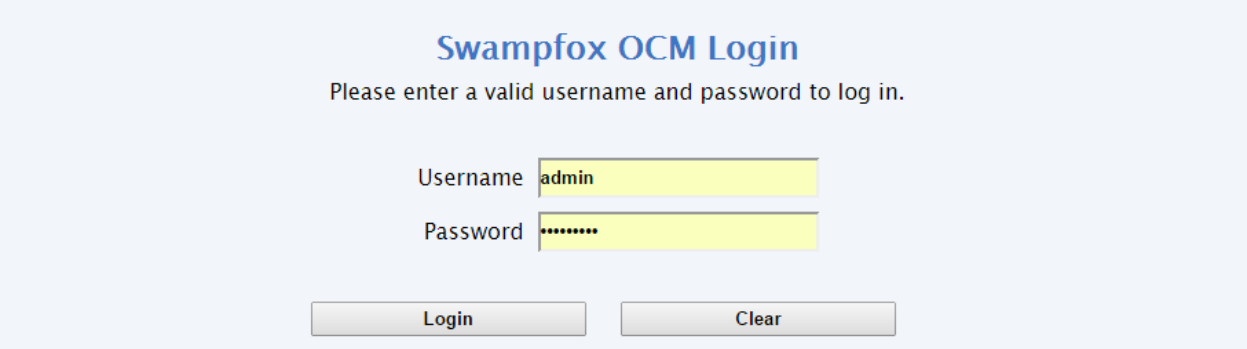
- Type in a name in **Name**. e.g.,SF_OCM_RECORDER
- Select the radio button **Yes** for **Enable**.
- Select **VoiceXML** for **Type**.
- Type in the following URL in **VoiceXML URL**
  - http://ip-address:8080/SF_OCM_RECORDER/Start?OCM_HOST=ip-address:8080 (IP Address of Swampfox OCM)
- Under **Speech Server**, select an available **TTS** speech server.
- Set **Application Launch** to **Outbound**.



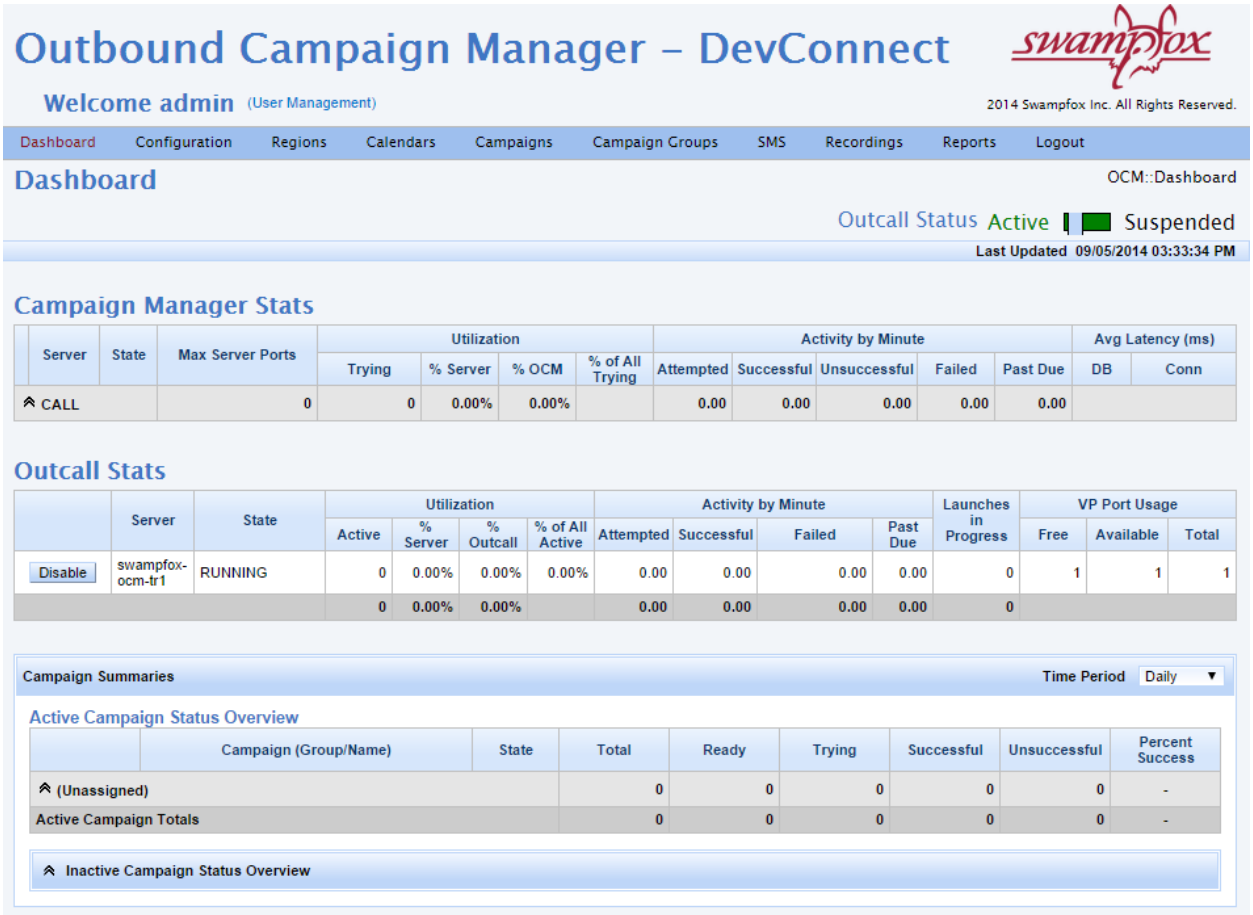
4. Configure Swampfox Outbound Campaign Manager

Please note that this section only contains configuration details necessary for application administration. For further details, please refer to **OCM User Manual**.

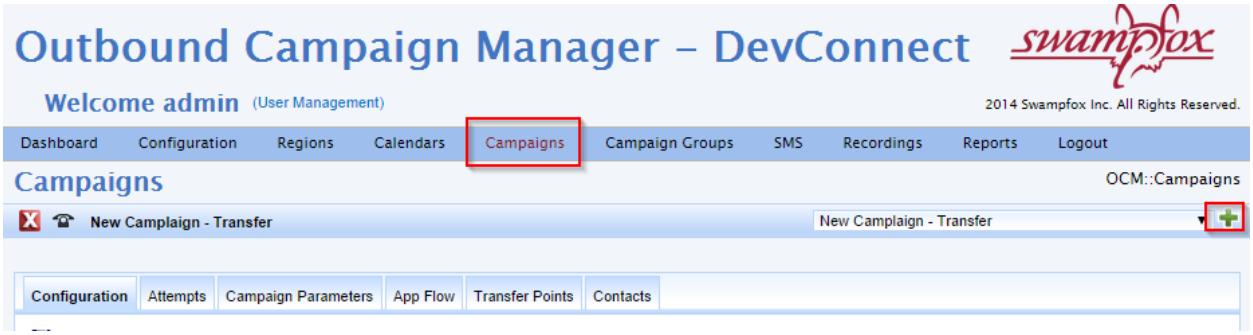
Type the URL: http://ip-address:port/ocm to log into Outbound Campaign Manager.



Log in using appropriate credentials. Once logged in, the OCM **Dashboard** is displayed.



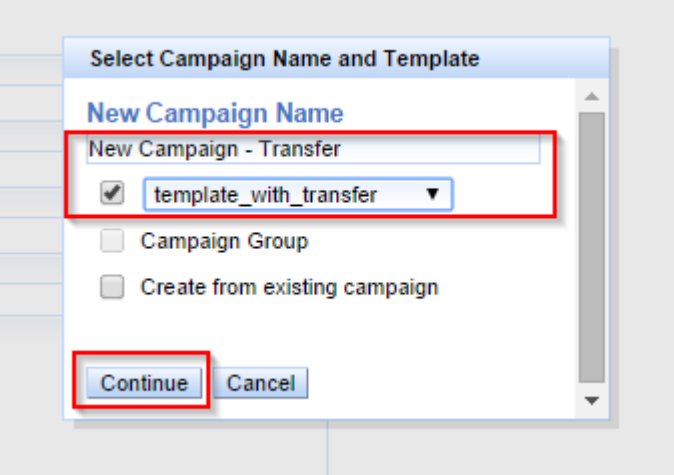
To add a new campaign, click on **Campaigns** and select +.



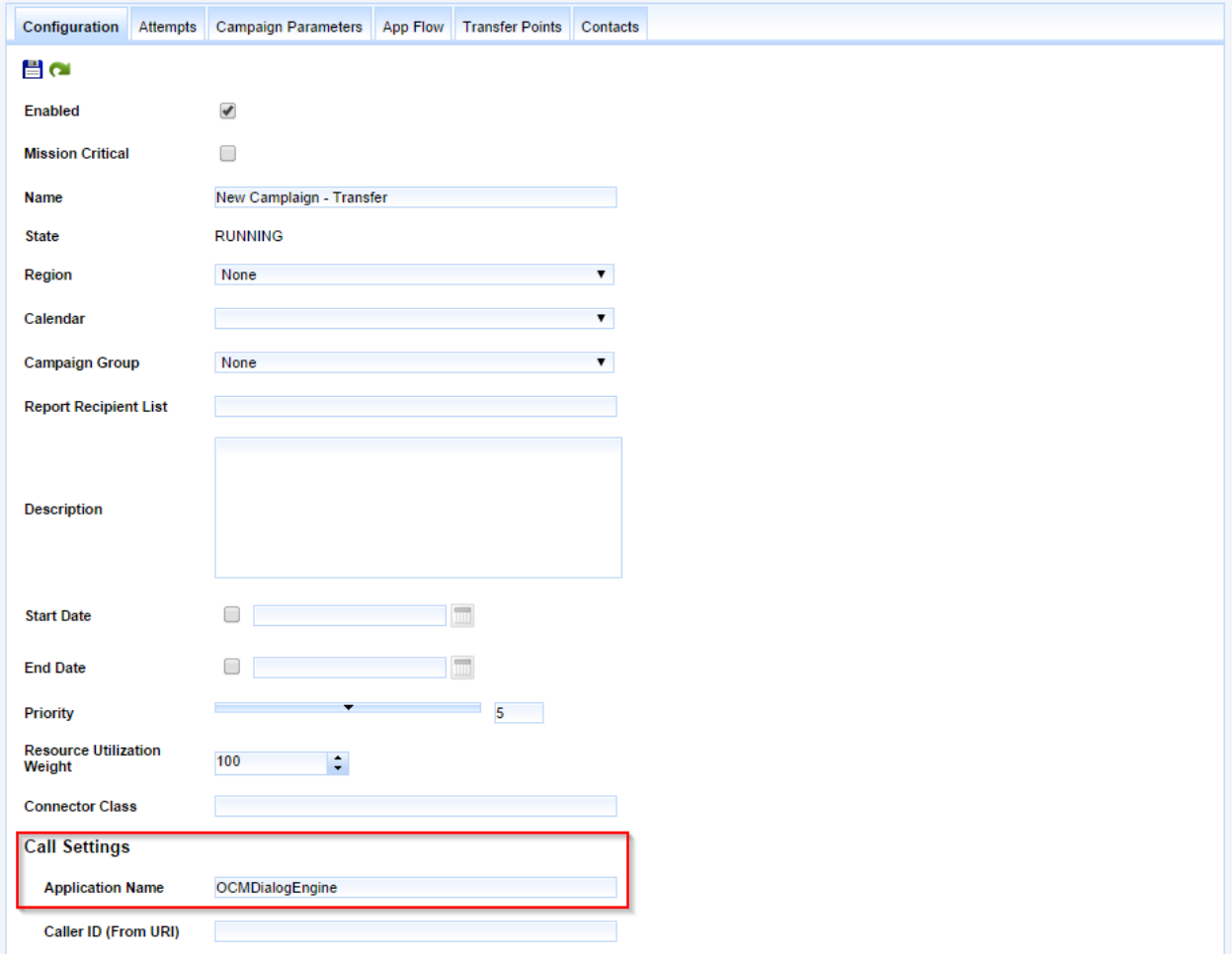
A popup window within the browser will open, **Select Campaign Name and Template.**

- Type in a name in the text box.
- For Compliance testing a template, **template_with_transfer** was selected.

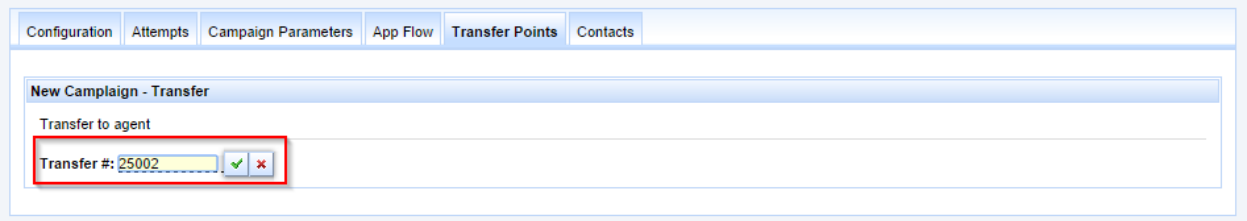
Once done, select **Continue.**



Under the **Configuration** tab, type in the **Application Name** that was configured in **Section 3.3** for Swampfox OCM Dialog Engine.



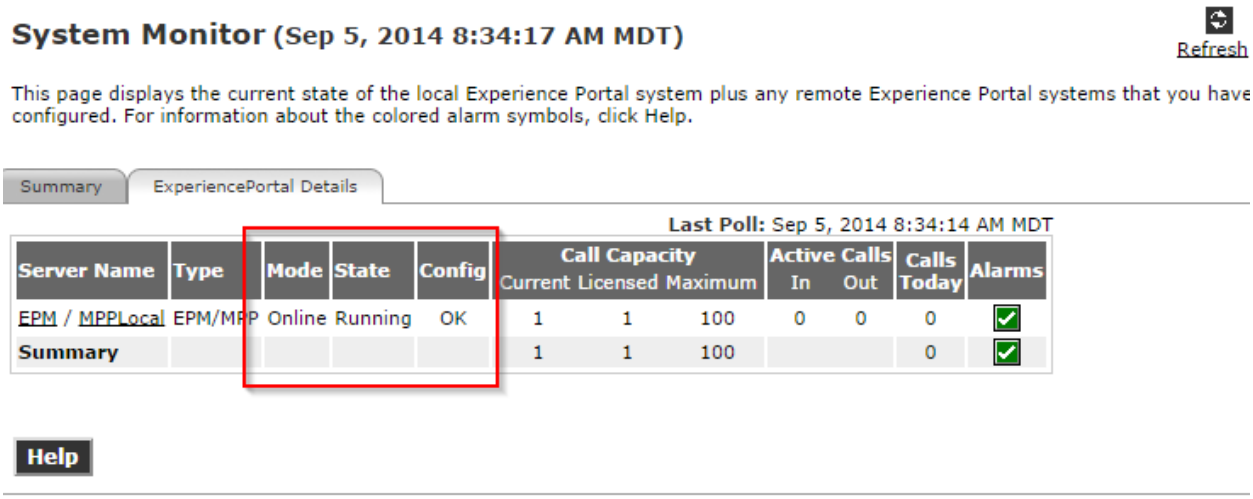
Under the **Transfer Points**, type in an extension or agent number in **Transfer #** field. This number is configured in Communication Manager. Once Swampfox OCM places an outbound call via Experience Portal, the call can then be transferred to an agent or extension that was specified in **Transfer #** field.



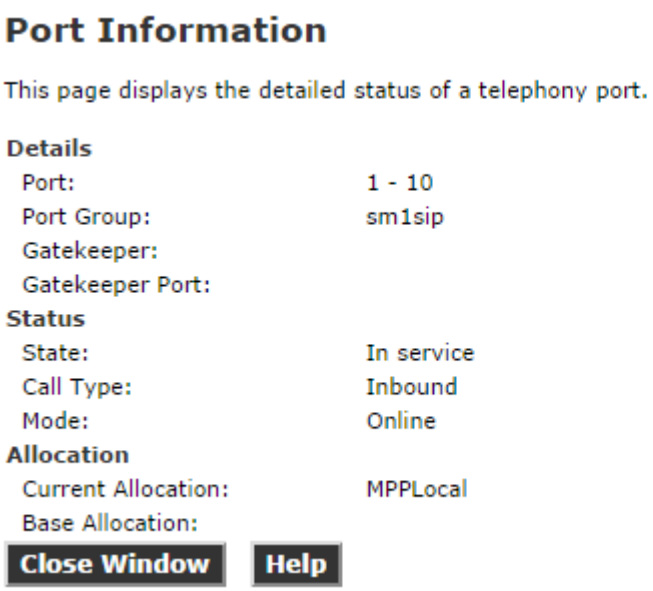
5. Verification Steps

This section provides the verification steps that may be performed to verify that Experience Portal can run Swampfox OCM applications.

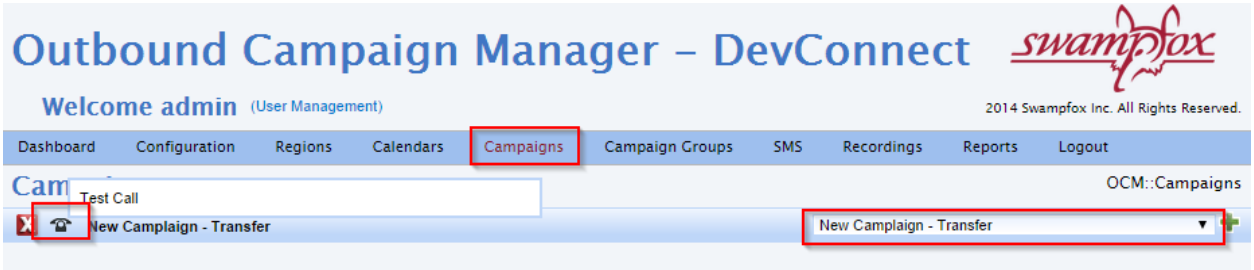
1. From the EPM web interface, verify that the MPP server is online and running in the **System Monitor** page shown below.



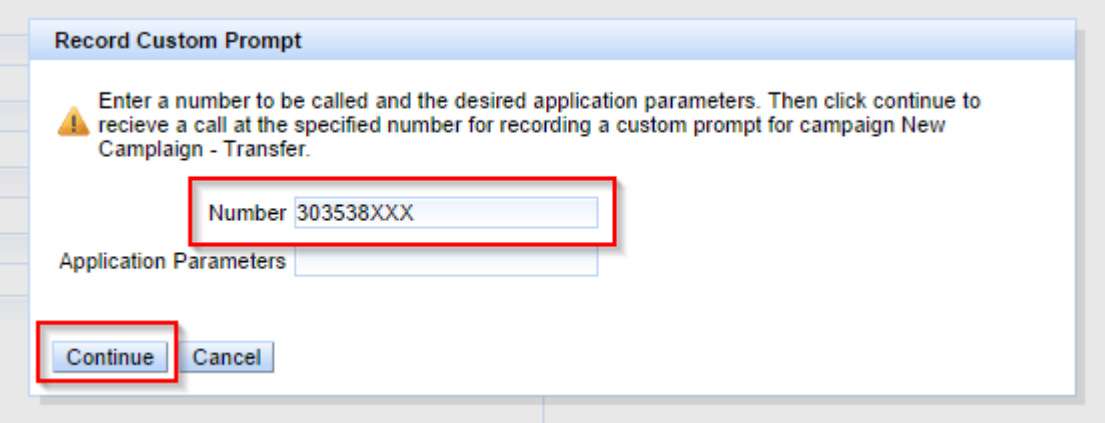
2. From the EPM web interface, verify that the ports on the MPP server are in-service in the **Port Distribution** page shown below. The screen capture below displays Port Information for SIP Connection.



3. Using the OCM Web Portal, select **Campaigns**, and the configured campaign from the drop down menu as shown below. Once done, click on the telephone image to place a test call.



4. Type a telephone number in **Number** field and click **Continue**. A call should be received on the provided number shortly, playing a prompt as configured in OCM.



6. Conclusion

These Application Notes describe the configuration steps required to integrate the Swampfox Outbound Campaign Manager application with Avaya Aura® Experience Portal. All feature and serviceability test cases were completed successfully.

7. Additional References

This section references the product documentation that is relevant to these Application Notes.

[1] Administering Avaya Aura® Experience Portal, Release 7.0, Issue 1, December 2012
[2] Outbound Campaign Manager User Manual, May 2014

Please e-mail any questions or comments pertaining to these Application Notes along with the full title name and filename, located in the lower right corner, directly to the Avaya Dev*Connec*t Program at devconnect@avaya.com.