



intelligent telephony applications for the agile business

Improving business voice solutions with dynamic and flexible IVR

What it is

Interactive Voice Response (IVR) capabilities provide the ability to rapidly deploy call flows that fit the call handling requirements of your organisation, yet still provide a natural user-friendly interface for your callers.

The proposition

This IVR application contains a set of powerful telephony functions that can be slotted together quickly. Applications are easy to build and very straightforward to maintain and modify in-house.

If assistance is needed we have a professional service team and personnel with over 10 year's experience that can offer the best advice available to assist in your implementation.

How it works

An intuitive graphical user interface enables applications to be constructed by 'point and click' using a set of basic building blocks, each of which has its own individual properties and associated actions. Its wide range of functionality makes IVR ideal for the development of automated routines, from simple call routing based on a number of variables such as time-of-day, to enhanced applications such as stock enquiry and product ordering.

Voice Forms can be included with the IVR application. Voice forms can be used to add data capture capabilities. The user can be prompted to enter responses e.g. name, address, and post code. Completed Voice Forms are deposited into a pre-configured mailbox.

Key Benefits

Simple, easy to use interface

Customised **intelligent call routing** solutions

Maintain and modify in-house

Enhances business voice solutions with **dynamic and flexible** interactive voice response capabilities.

Careful and sympathetic implementations allow the customer to **enhance the caller experience** whilst **reducing overhead costs** associated with call handling.

Includes and extends the feature set provided by the intelligent Auto Attendant application.

Delivery / Upgrade

All applications are scalable and can be integrated into the customer's existing infrastructure or provided as a hosted service on a pay-as-you-go basis.

Features and Benefits of intelligent Voice Response

Feature	Description	Benefit
Call Routing	<p>Menu: flexible menus offered to callers allow calls to be routed in line with their requirements.</p> <p>Calling Line Identity (CLI): Each call may be routed based on the country or area code of the caller or on the caller's specific telephone number.</p> <p>Calendar: Call routing can be varied depending on the current day, date and time and will, typically, depend whether calls are received during normal working hours, out-of-hours, over weekends or during public holidays.</p> <p>Emergency Status: Normal call flows may be overridden in the event of an incident.</p>	<p>Gives callers more control with flexible menu selection options.</p> <p>Calls can be routed effectively to better meet the requirements of each caller.</p>
Speak Phrase	<p>Allows customised prompts and announcements to be recorded on a PC, tested and deployed within the iAA application.</p>	<p>Present a professional company image with appropriate announcements.</p>
Call Queuing	<p>Welcome and Position-in-Queue (optional) announcements, music-on-hold and breakout options allowing the caller to select another service. Multiple calls can be queued for a single entry point where a pool of resource is unavailable.</p>	<p>If calls cannot be answered immediately, callers are kept informed and given further options within the application which can:</p> <ul style="list-style-type: none"> • Reduce anxiety • Minimise dropped calls • Increase customer satisfaction
Automated Services	<p>Voicemail: A voice mailbox allows callers to leave a message.</p> <p>Voice Form: Similar to voicemail but allows information to be left in a more structured manner by inviting the caller to respond by speaking the responses to a series of prompts, for example, "Please speak your name."</p>	<p>Provides the caller with the option to leave a message or retrieve information. Customise messages and information services.</p> <p>Deal with callers requesting standard information more effectively.</p>
Data Access	<p>Connection is possible via ODBC to external data sources allowing the application to interrogate and manipulate the data.</p>	<p>Provides a more dynamic environment for the caller that is not bound by the application structure.</p> <p>Data access functionality makes the IVR application more powerful.</p>
Call Delivery	<p>Transfer to a ellesys User: The recipient may be an intelligent Number, intelligent Assistant or intelligent Contact Centre user.</p> <p>Transfer to Other Application: Calls can be passed from one IVR application to another.</p>	<p>Needs of the caller are more appropriately met.</p> <p>Route calls to correct departments / individuals.</p>
Upgrade from iAA	<p>Enhance existing iAA applications by upgrading to the intelligent Voice Response (iVR) application with an extended range of building blocks to create more complex call flows.</p>	<p>Upgrade as and when required.</p> <p>Can keep existing call flow applications to build upon.</p>