



intelligent telephony applications for the agile business

Creation of simple, highly flexible routing applications based on caller input, easy to implement and maintain as the needs of your business change

What it is

An auto attendant service enables high volumes of calls to be answered promptly and routed appropriately by an automated system, based on caller choices. This frees reception staff to handle those calls requiring a more personal touch. Incoming calls can be automatically distributed to individuals, departments, pre-recorded messages, etc., according to the choice the caller has made. This system relieves the operator of the majority of incoming calls, automatically processing them quickly and efficiently.

The proposition

Call handling applications can be easily implemented and modified by the customer at any time, with no specialist knowledge required. This helps ensure they remain relevant and reflect changing business needs to maintain a professional image.

How it works

A simple intuitive graphical user interface (GUI) is provided where applications are drawn by 'point and click' using a library of standard building blocks to construct the customer's required scenario. Using iAA, many different voice applications can be run at the same time, each associated with a different telephone number.

Accessed through a secure web link, the application provides a tasks list which allows features and call flow applications to be modified. To make it easy to create a professional service, the application is built using a collection of configurable building blocks, such as 'Welcome', 'Business Hours / Out of Hours' and 'Menu' blocks and to add any additional blocks you need only to click the 'Add a New Item' icon.

When new phrases are required, these can be recorded from any telephone. The recording can be downloaded as a .wav file and played through your PC speakers using your default media player (Windows Media Player, RealPlayer, etc).

Key Benefits

Simple, easy to use interface

Customised **intelligent call routing** solutions

Web interface supports **administration from any location**

Maintain and modify in-house

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

Enhances business voice solutions with **dynamic and flexible** auto attendant capabilities including:

- Spoken phrases with the ability to create from any telephone
- Dialling of numbers
- Leaving messages in voice mailbox

Delivery / Upgrade

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

Features and Benefits of intelligent Auto Attendant

Feature	Description	Benefit
Call Routing	Menu: flexible menus offered to callers allow calls to be routed in line with their requirements.	Gives callers more control with flexible menu selection options. Calls can be routed effectively to better meet the requirements of each caller.
Speak Phrase	Allows customised prompts and announcements to be recorded on a PC or any telephone, tested and deployed within the iAA application.	Present a professional company image with appropriate announcements.
Automated Services	Voicemail: A voice mailbox allows callers to leave messages.	Provide the caller with the option to leave a message.
Call Delivery	Transfer to a TeleWare user: The recipient may be an intelligent Number, intelligent Assistant or intelligent Contact Centre user. Provide the caller with the option to leave a message.	Needs of the caller are more appropriately met. Route calls to correct departments / individuals.
Optional Upgrade to IVR Application	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.	Upgrade as and when required. Can keep existing call flow applications to build upon.

An example call flow:

