



IP Telephony

Contact Centers

Mobility

Services

PRODUCT BRIEF

Avaya Interactive Response

Lowering the Cost and Simplifying Deployment of Speech Self Service



Customers are demanding expanded service and support options, but IT budgets are tighter than ever. To meet the challenge, enterprises are integrating lower cost speech self service into their customer care strategies to expand customer care and better personalize live agent support.

Avaya speech enabled Web access can help you meet the challenge

Voice and Speech Self Service still remains one of the most cost effective means to expand customer service support without increasing contact center staff. The cost to handle agent assisted customer interaction can range from a minimum of about \$3.00 to as high as \$70.00 in highly specialized functions such as technical support. The nominal cost of handling a self-service contact typically works out to \$1.00 to \$2.00 per call. Given this type of relative cost structure, adding or upgrading voice portal capabilities represents a clear opportunity to streamline contact center operations and improve profitability by making better use of contact center expertise all the while building increased customer loyalty with improved customer service.

With Avaya Interactive Response, Avaya is making it simpler and more cost effective to deploy customer interaction solutions based on speech response. For the first time, Avaya's leading speech and touchtone solutions can be deployed on an industry standards based platforms, providing customers with a flexible, cost saving solution of integrated self service leveraging VoiceXML, Voice over IP, and Natural Language Speech technologies.

Expanding customer service support without expanding staff

Avaya Interactive Response can handle a range of self service interactions from basic requests for directions or order confirmation to more complex interactions such as employee change of address or password resets. With the same number of agents, businesses can increase efficiency while improving profitability. Integrating self service as part of an enterprise customer interaction strategy allows customers to experience improved service and the increased convenience of having access to what they need, when they need it.

Industry standards based software maximizes flexibility

Avaya Interactive Response is a software based solution platform deployable on standard servers from Sun Microsystems. Support of several servers types offer enterprises the ability to design solutions with the right port density, reliability, and redundancy required for their self service application. Open IP standards support of technologies such as VoiceXML and MRCP that allow for separation of application logic from the hardware platform and infrastructure, allowing enterprises to deploy more flexible and scalable solutions.

Expand Use of your IVR and Web Infrastructure

Avaya IR provides a unified development and deployment environment so that enterprise customers can leverage their older Avaya CONVERSANT IVR scripts as well as leverage investments in web content in new voice services and speech applications. The Avaya IR platform supports IVR voice script applications as well as open standards based applications based on Voice Extensible Markup Language (VoiceXML). VoiceXML enables customers to access web based content with the convenience and portability of telephony.

- Improve responsiveness without expanding staff
- Standards based interfaces maximize flexibility
- Speech enable web services and applications
- Deploy globally with multilingual support
- Standard integration with leading speech technologies
- Voice over IP support for next generation networks
- Easy to Use Application Development Tools
- Application Performance Monitoring and Management

Avaya VoiceXML-based solutions deliver advanced, cost-effective voice services around the clock. By voice enabling existing web infrastructures, Avaya speech solutions extend and expand web services to any telephone — landline or wireless. Whether it's a routine information request or 24/7 company-wide availability, the Avaya Interactive Response (Avaya IR) voice browser helps improve customer service by giving customers dynamic, real-time voice access to the information they need. For the contact center, self-service provides a low-cost alternative to costly live-agent contact.

Full support of the VoiceXML 2.0 standard makes it easier and simpler to choose Avaya IR; it means that any VoiceXML application deployed on Avaya IR will interoperate with any other applications that are written to the same standard. With VoiceXML 2.0 support, enterprises can move towards deployment of both voice and web service delivery channels using the same backend database integrations, simplifying backend support while maximizing customer service options.

Global Deployment with Multilingual Support

Avaya Interactive Response supports self-service solutions in many countries and you can link your contact center operations around the globe. Using Natural Language Speech Recognition and text to speech capabilities, Interactive Response applications can automatically converse with your customer in many languages.

Broad Support and Integration of Leading Speech Technologies

Avaya Interactive Response fully supports the leading natural language speech recognition engines through a standards based MRCP interface. Speech recognition enables customers to access information and conduct transactions via a more intuitive and hands free interface.

IP Telephony and Voice over IP support for Next Generation Converged Networks

Avaya IR offers a variety of configurations that provide the system integration required for intelligent call routing and sophisticated computer telephony applications. Platform choices range up to 192 in a T1 and 240 ports in an E1 configuration for simple applications. Avaya IR is fully compatible with Avaya

Communication Manager IP-PBX as well as traditional TDM platforms. With VoIP technology and Avaya IR, you can realize substantial benefits without impacting the way your customers interact with your organization.

Inbound Contact Management and Self Service

It is not uncommon for today's enterprises to receive calls like this; "I am calling today to talk about my email yesterday regarding my IVR transaction last week" If enterprise voice, email, and self service interaction management systems are isolated, this is going to be a tough contact to handle. Avaya Interaction Center not only provides an integrated view of customer history across multiple communication channels, it also integrates with Avaya IR to personalize callers' experiences. The Avaya IR system can be designed to dynamically trigger personalized IR services based on a previous multi-channel interaction, event, ongoing business activity, customer net worth, or personal preference. And the Avaya IR system is unique in its ability to quickly and efficiently escalate a high value customer from self-service to assisted service, promoting customer satisfaction and maximizing the value of the customer contact.

Tightly integrated within the Avaya Customer Interaction Suite, Avaya Interaction Response seamlessly blends voice or speech self-service automation with your contact center and provides you with a single, consistent view of the customer. Avaya Interactive Response can be deployed along with your Avaya Communication Manager or Avaya Interaction Center contact management solution. In this fashion, your enterprise can supplement your live contact center staff, helping with management of inbound inquiries.

Avaya Interactive Response enables you to deliver round the clock services as well as free your contact center staff to focus on your most important work and most important customers. During a self-service interaction, Avaya Interactive Response can collect basic call information and customer interaction data then pass this information off to Avaya's intelligent routing solutions such as Business Advocate or the Avaya Interaction Center Engine, allowing you to uniformly apply customer segmentation and routing instructions. In this fashion, enterprises can deliver more personalized, consistent, and efficient service to their customers all the while maximizing contact center profitability.

Automated Proactive Contact for More Efficient Business

The Avaya Predictive Dialing System and Avaya IR can also be deployed as outbound “virtual agents” for proactive customer service. For an airline, this may mean alerting platinum frequent fliers about flight delays. For a package delivery company, it may mean confirming that an important order has shipped. Or for a wireless phone company, it may mean increasing customer retention by contacting subscribers when calling plans are up for renewal. Whatever the specific application, integrated IR solutions can add service value to build customer loyalty.

Voice enabling 3rd Party business applications

Web integration tools and a standard out of the box data connectors make it easy to voice enable business applications to offer more convenient and responsive customer service via applications such as Siebel. Standard data connectors and integrations simplify this integration.

Self Service Application Development Tools

Avaya Self Service offers an ever expanding set of options to better create and manage your speech enabled services and applications.

The optional Avaya Speech Applications Builder for Interactive Response is a rapid application creation toolkit for automating call center services and enterprise business processes. Speech Applications Builder offers advantages to systems integration partners and businesses who seek to reduce time to market and customer service costs while increasing application scalability and the customer experience while also improving customer responsiveness.

A pre-built library of service components and full support for open standards, such as VoiceXML and web services, facilitate faster and less costly service creation and business integration. New applications can be rapidly customized and reused as customer requirements change or business needs grow. The graphical drag-and-drop configuration and management tools further simplify operations by making it easy to monitor service performance, debug problems when they occur, and administer updates.

Avaya Interactive Response ships with Avaya Interactive Voice Response (IVR) Designer, an intuitive graphical design tool for convenient drag and drop self-service application development. The enterprise web development staff can use third party xml web authoring tools or Avaya IVR Designer for maintaining self service applications, allowing your business to extend the value of existing web applications and infrastructure investments. By supporting a standard VoiceXML interface, Interactive Response can support applications developed in a variety of development tools providing they generate VoiceXML 2.0 compliant output. Both VoiceXML and script-based applications can run on the Avaya IR platform. This facilitates migration of existing applications while also supporting deployment with new applications written in VoiceXML

Either way, Avaya Global Services or an Avaya certified BusinessPartner can provide the consulting, integration, and management services you need to integrate Avaya IR into your CRM strategy. Additionally, customers that have previously deployed applications on the Avaya Integrated Voice Response platforms with Voice@Work and ScriptBuilder can now migrate their applications to the new Avaya IR platform relatively easily. With the increased customer service applications available through the use of new speech technology, businesses can be assured that they have made a sound, lasting investment with the right level of support needed from Avaya and its BusinessPartners.

Centralized Monitoring and Management

Customers can manage and administer single or multiple Interactive Response platforms from a single centralized interface or standard browser. Interactive Response management tools simplify applications management with point and click deployment, channel assignments, software version control, configuration changes, and fault monitoring.

Find out more

For more information on how Avaya Interactive Response can enhance your customer relationships, improve agent productivity, and help increase your bottom line, contact your Avaya Client Executive or Authorized Avaya BusinessPartner today. Or, visit our Web site at www.avaya.com/speech.

Platforms, Protocols, Interfaces

Data/application Interfaces

- JDBC
- MS SQL
- Oracle
- Sybase
- DB2
- Informix
- XML/HTTP
- MQ Series
- 3270/52/50/SNA
- Siebel 7

Application Programming Interfaces

- Speech Applications Builder
- Voice XML 2.0
- IVR Designer
- TAS Script
- Java
- C/C++

Platforms and capacities

- SunFire 280R/NMS Quad T1/E1:
—192/240 DTMF/ASR
—96 VoiceXML
- SunBlade 150/NMS Dual T1/E1
—96/120 DTMF/ASR
—48 VoiceXML

Telephony Interfaces

- ISDN T1/E1 (ITU Q.921, Q.931, and QSIG)
- H.323 VoIP (with Avaya Communication Manager software)
- “In Front” or “Behind” the PBX configuration

Features

Advanced Features

- Seamless bridging of self and assisted service
- 2 B Channel transfer (network take back and transfer)
- Personalized call flows
- Section 508 compliance
- Speech, DTMF, TTD, FAX input and collection
- Full integration of CTI features
- Service selection by ANI, DNIS, Dialed Digits
- Universal Ports
- Interactive Routing

Management , Reporting, Support

- Web based administration
- Network backup
- SNMP MIB(s)
- Application Deployment
- Historical Reporting
- Integrated Reporting Linked with Interaction Center

Speech Partner Support

- ScanSoft (Speechworks)—TTS, NLSR, Recognizer, OpenSpeech Dialog Modules
- Nuance—TTS, NLSR, Verifier, Speech Objects
- IBM WebSphere Voice Server

User Interface Options

- DTMF (Touch Tones)
- TDD/Fax
- Speaker Verification
- Text to Speech
- NLSR

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

AVAYA

COMMUNICATIONS
AT THE HEART OF BUSINESS

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