



**PRODUCT
BRIEF**

Avaya Interactive Response

Simplifying Deployment of Voice Self Service

Businesses today face the need to expand service and support options, but IT budgets are tighter than ever. To meet the challenge, enterprises are integrating lower cost voice self service into their customer care and employee self service strategies to expand care and better personalize live agent support.

With Avaya Interactive Response (IR), Avaya makes it simpler and more cost effective to deploy customer interaction solutions based on voice response. With Interactive Response, existing CONVERSANT self service solutions can be deployed on an industry standards based platforms, providing Avaya Self Service customers with an evolutionary, cost saving migration path to web-based applications leveraging VoiceXML, IP, and speech technologies.

Key Benefits

Return on Investment

Voice Self Service 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 \$7.00 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 self service 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.

Cost of Ownership

Voice Self Service allows businesses to expand access and service support without expanding staff. 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.

Open Industry Standards

Open IP and web standards preserve software investments and maximize flexibility. Interactive Response is a software based solution platform deployable on standard servers from Sun Microsystems. Support of several server 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, enabling enterprises to deploy more flexible and scalable solutions.

IT and Contact Center Integration

With VoiceXML 2.1 certification provided by Interactive Response, 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. Whether it's a routine information request or 24/7 company-wide availability, the Interactive Response VoiceXML 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 2.1 standard



- Improve responsiveness without expanding staff
- Standards based interfaces and tools maximize flexibility and reuse
- Speech-enable Web services and applications
- Open integration with leading speech technologies
- IP migration support to next generation networks
- Included open standards based development tools free of charge
- Application performance monitoring and management
- Transferable platform licensing protects software investments

ensures that applications deployed on IR will be portable to platforms like Avaya Voice Portal as well as interoperable with other 3rd party applications written to the same standard.

Evolution to Web-based Voice Self Service

With large investments in traditional solutions and the ability to address many new kinds of solutions built on web technology, Avaya offers our contact center customers that ability to address their self service needs of today while protecting application and software investments in the future.

Interactive Response provides organizations with the necessary elements to make a seamless transition to IP and Web Services when they are ready. Any customer who does this can realize transparent application support between Interactive Response and Voice Portal through;

- Common Voice Browser: Interactive Response, Voice Portal and Dialog Designer share the same VoiceXML browser guaranteeing a consistent user experience
- Common application development through Dialog Designer which supports VoiceXML compliant and certified platforms like Interactive Response and Voice Portal
- Common licensing allows Interactive Response users on Avaya maintenance support can transfer licenses to Avaya Voice Portal at any time without license charge

This approach allows organizations to transparently mix touch tone script applications with the latest speech recognition and VoiceXML applications. And as new services and requirements are realized, developers can write VoiceXML applications with Dialog Designer.

Key Capabilities

Seamless Assisted Service Integration

Truly superior customer service experiences require seamless integration between front end contact center and self service and back end business applications. When a customer or user conducts a transaction or provides information via self service, the application needs to pass on the intelligence learned within the interaction on to the live agent so the caller is not required to repeat information already provided. 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.

As an integral component of the Avaya Customer Interaction Suite, Interactive Response seamlessly blends voice or speech self-service automation with your contact center and provides with a single, consistent experience. Interactive Response can be deployed along with Avaya Communication Manager or multichannel contact management solutions such as Avaya Interaction Center. In this fashion, your enterprise can ensure users a consistent handoff between self and assisted service that more cost effectively supplements management of inbound inquiries.

During a self-service interaction, 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, Interaction Center, or Contact Center Express allowing you to uniformly apply customer segmentation and routing instructions.

Interactive Response extends beyond basic self service integration to include support for context based services and routing that quickly and efficiently escalates a high value customer from self-service to assisted service. Applications can be designed to dynamically trigger personalized options and services based on enterprise customer segmentation, previous multi-channel interactions, events, transaction activity, customer net worth, or personal preference. In this fashion, enterprises can deliver more personalized, consistent, and efficient service to their most valuable customers all the while maximizing contact center utilization and profitability across all customer segments.

For outbound services, Avaya Proactive Contact and Interactive Response can be combined to deploy 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.

Integration to Leading Speech Technologies

Interactive Response fully supports the leading speech engines from Nuance, IBM, and others through a standard MRCP interface. Through this integration Interactive Response provide both Speech Recognition and Text to Speech. Speech recognition enables customers to access information and conducts transactions via a more intuitive and hands free interface. 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, self service applications can automatically converse with your customer in many languages.

Migration to IP Telephony

With VoIP technology and Interactive Response, you can realize substantial benefits without impacting the way your customers interact with your organization. Interactive Response offers a variety of configurations that provide the system integration required for intelligent call routing and sophisticated computer telephony applications. TDM choices include T1 and E1 connectivity in front of and behind the switch utilizing off the shelf Natural Microsystems telephony card. Interactive Response software also includes H.323 integration with Avaya Communication Manager with no telephony cards required. If and when your business is ready to fully upgrade to voice portal, transferable software platform licenses preserves your software investment. Interactive Response licenses under a current Avaya maintenance contact can be converted to Voice Portal licenses for free.

Application Development and Management

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

Dialog Designer is an included and integral component provided with both Avaya Voice Portal and Interactive Response software. Avaya Dialog Designer uses an open standards based Integrated Development Environment (IDE) to create VoiceXML applications for Avaya Voice Portal and Avaya Interactive Response. Dialog Designer accelerates time to market for businesses seeking higher automation and closure rates, turns a faster return on invest for Avaya Self Services solutions, and delivers

superior customer satisfaction at a lower investment level. Based on the widely accepted Eclipse.org development framework for fit in Information Technology (IT) departments, Dialog Designer offers web application developers a reusable drag-and-drop environment for development and maintenance of speech and touch-tone IVR applications.

For Avaya CONVERSANT® customers, Interactive Response also includes Avaya Interactive Voice Response (IVR) Designer, a graphical design tool for drag and drop native script application development. Interactive Response can support applications developed in a variety of development tools providing they generate VoiceXML 2.1 compliant output. Both VoiceXML and script-based applications can run on the IR platform. The enterprise development staff can optionally use Dialog Designer, IVR Designer, or other third party authoring tools to maintain self service applications, allowing them to extend the value of existing web applications and infrastructure investments. This facilitates migration of existing applications while also supporting deployment with new applications written in VoiceXML.

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

Professional Services and Support

Avaya Global Services and global expertise delivered through certified Developer Connection BusinessPartners provide the right consulting, integration, and management services needed to integrate Self Service within your services strategy. 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.

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

Features

Data/application Interfaces

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

Application Programming Interfaces

- Dialog Designer
- VoiceXML 2.1
- IVR Designer
- TAS Script
- Java
- C/C++

Platforms and capacities

- SunFire v245 (Dual CPU)
—192/240 DTMF/ASR
—96 VoiceXML
- SunFire v245 (Single CPU)
—192/120 DTMF/ASR
—48 VoiceXML
- SunFire 280R/NMS Quad T1/E1
—192/240 DTMF/ASR
—96 VoiceXML
- SunBlade 150/NMS Dual T1/E1
—96/120 DTMF/ASR
—48 VoiceXML
- NMS CG Series telephony boards - CG6060 Dual and Quad, CG6565 OCT

Notes:

1. Support Solaris 10 SPARC
2. Actual capacity dependent upon applications and infrastructure

Telephony Interfaces

- ISDN T1/E1 (ITU Q.921, Q.931, and QSIG)
 - Loop Start T1
 - Loop Start E1
 - Wink Start T1
 - R2MFC E1
- VoIP (H.323 with Avaya Communication Manager software)
- “In Front” or “Behind” the PBX configuration

Advanced Features

- Seamless bridging of self and assisted service
- 2 B Channel transfer (network take back and transfer)
- QSIG 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

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

Speech Partner Support

- Nuance - speech recognition, TTS, and application component support
- IBM WebSphere Voice Server—Speech recognition, TTS

User Interface Options

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

About Avaya

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve market-place advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony,

Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

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