

FLUENCY IVR



What is IVR?

Interactive voice response (IVR) is an automated interface between customers/business partners or staff calling into your company and your business information systems. It allows you to fully automate business process and enhance your customer interface. It delivers consistency of service and integrates elegantly with web based services and direct customer strategies.

How's it work?

Callers can use touch-tone or speech recognition to interact with the IVR system, retrieving and submitting data from databases, fulfillment applications and 3rd party networks. Fluency IVR will integrate with any Legacy or IPPBX and connect to most ODBC compliant data sources.



Why use IVR?

IVR solutions are designed to make your business processes and communication more efficient. Fluency's IVR allows callers to directly interact, with your internal systems enabling them to find the information they require whilst leaving your most expensive resource "your staff" available to speak to customers who need direct communication. Fluency's IVR can be customised in many ways to improve your customer service levels whilst reducing your operational costs.

FEATURES

- Uses standard wav files or text to speech
- Develop powerful vertical market applications to automate revenue generating process
- Play audio prompts of any length
- Extensive database connectivity to any ODBC database such as Oracle, Sybase, MS SQL Server, IBM DM/2, Informix and many more.
- Call Recording -programmable on service or campaign
- Custom dialogues for tailored solutions can be designed using Fluency's graphical "Call Flow Design" tool
- Integrates with e-mail servers and SMS gateways to facilitate the forwarding of messages and alerts
- Comprehensive voice mail with unified messaging
- Full hospitality feature set
- Application gateway allowing access to web services and online transactional processing

BENEFITS

- Improves service by giving customers "anytime, anywhere" access to account or other back office system information
- Provides an immediate answer to customers even if all staff are busy
- Reduces service costs by reducing the need for live staff interaction
- Provides company information to customers with pre-recorded messages allowing customers to determine the level of self service they require
- Allows you to broadcast crucial information to thousands of customers
- Collates customer transactional information and directly updates your CRM/database software
- Provides comprehensive voice mail and a hospitality package for hotels
- Integration with most property management systems
- Access business information 24/7 365 days a year.

Where is IVR used?

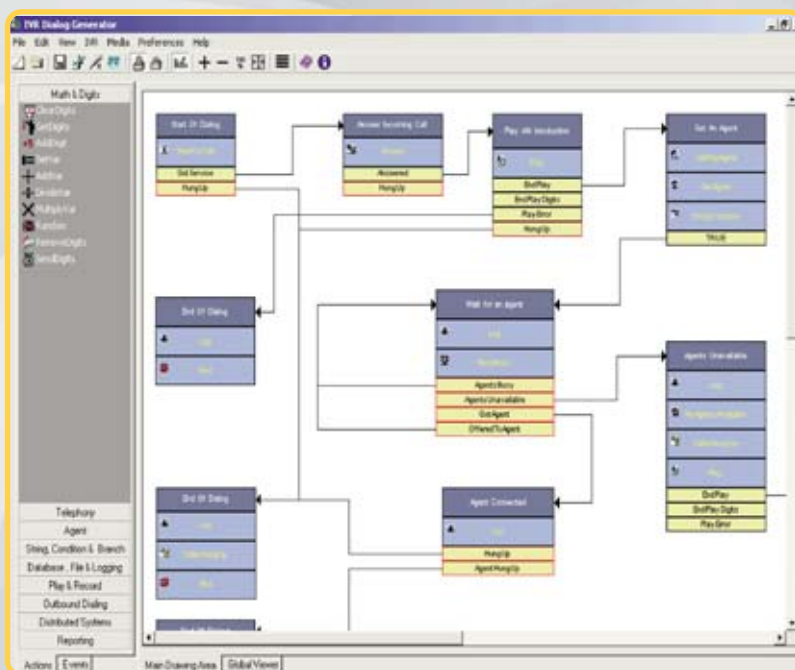
IVR solutions are used in many environments. Services range from updating callers with information held on a database to surveying callers and automatically collecting their responses:

- In banks and credit card companies so their customers can receive up-to date account information. Insurance companies where callers can check on policy details.
- In conjunction with contact centers as it can use customer information held in a database to decide on where a customer should be routed or provide post call satisfaction surveys.
- To gather information for surveys or voting. An example of this is television voting lines for shows like American Idol or Big Brother.
- For emergency notification or appointment reminders.
- To inform callers of changes and updates to services as used by local government and transportation companies.
- Leading hotels globally use IVR to provide guest voice mail and value add services with full integration into most of the leading front desk guest management systems

IVR creation and management

Fluency IVR applications are easily designed and implemented via the design tool that comes with the software. This powerful tool adopts a drag and drop logic that quite simply is only limited by your imagination. Virtually any business strategy can be embraced and enhanced by the Fluency IVR.

Fluency IVR is deployed all over the world within numerous organizations, large and small from world glass hotel chains, transportation companies and global banks to central government and many other companies, just like yours.



UK / EMEA Office

Regus House, Herald Way
East Midlands Airport, Castle Donington
Derby, DE74 2TZ

Telephone: 0115-845-6500

E-mail: sales@braxtel.com Web: www.braxtel.com

US Office

99 Washington St, Melrose
MA, 02176, USA

Telephone: 1-800-589-2477

E-mail: sales@braxtel.com Web: www.braxtel.com