



IVR Solutions

Introducing go4customer.com

An Overview

In an increasingly competitive environment and ever increasing demand for "Customer Satisfaction" and 24 x 7 service, it is imperative for service industries to automate their operations. Today, Interactive Voice Response (IVR) technology is no longer a complex maze of hardware and confusing software. It is a proven revenue-producing, cost-reducing system that can significantly boost your productivity year after year.

Go4Customer is an upcoming name in worldwide computer telephony development firms and IVR services. We have developed, the solution and ready to provide service to Professional Corporation, entrepreneurs, Retail Corporation, human resource companies, government organizations, banks, financial institutions and various other Industries.

Go4Customer, with expertise in eCRM technologies and Computer Telephony Integration (CTI) is in a position to provide IVR based solutions for a host of service industries. IVR lends a voice to your computer database. It gives your callers the information they need. The solutions ensure provision of prompt, real-time information to customers at reduced expenses.

The IVR based solutions offered by Go4Customer, are feature-rich, scalable, can be integrated with any back-end database and are capable of providing homogeneous or heterogeneous back-end connectivity – a universal IVR solution. Go4Customer gives you the advantage of sophisticated voice-processing technology without limits, backed by world-class service and support.

Go4Customer Team with extensive IVR experience will work closely with you to develop customized IVR solutions:

- ✓ Customized specifications.
- ✓ Site survey planning.
- ✓ Application development and system testing.
- ✓ Complete system installation/ Support.



IVR Solutions



What is an IVR System?

Interactive Voice Response (IVR) is software application that accepts a combination of voice telephone input and touch- tone keypad selection and provides appropriate responses in the form of voice, fax, callback, e- mail and perhaps other media. IVR is usually part of a larger application that includes database access.

An IVR application provides pre- recorded voice responses for appropriate situations, keypad signal logic, access to relevant data, and potentially the ability to record voice input for later handling. Using computer telephony Integration (CTI), IVR applications can hand off a call to a human being who can view data related to the caller at a display.

Interactive Voice Response (IVR) systems allow callers to get access to information without human intervention. Thus callers hear a pleasant and cheerful voice 24- hours a day, 7 days a year without any attendant human fatigue. Since even the cost of the call is borne by the caller, apart from the one- time installation cost, there is **no** running expense for the company who deploys the IVR systems. Another advantage to the company is that it would otherwise be impossible to handle high loads of callers, both in terms of time, and the cost of the large number of individuals that it would require.



Why IVR?

Interactive Voice Response systems can play a significant role in providing efficient customer service. Properly implemented, they can increase customer satisfaction, lower costs and offer new services. The return on investment (ROI) on these systems is also quite amazing, making them the most popular Computer Telephony systems in the world. Compare them to a call center. The price for the extra "human touch" translates into a huge running cost in the form of Agents, Supervisors, infrastructure maintenance, training, call center performance & discipline reviews, etc. World over, the first systems that any company deploys with a view towards enhancing customer satisfaction are IVR's. Call centers come much later. IVR's can provide information to callers in one of two ways:

1. Pre- recorded information. Common examples are audio movie snippet previews (e. g. at PVR). Though it is possible to build these IVR's through live information from databases (using text- to- speech engines as explained later in this document), one doesn't get the voice variations, which are so important for the moviegoer. Other examples are around procedural (or " *how to* ") information dissemination like Income tax filing procedures, bank account opening or credit card application procedures, etc.

IVR Solutions

Choose your own wave to Interact

2 Live information from databases: These IVR's get information from databases, convert to voice, and speaks it back to the caller. Practically all industry segments are potential users for this, and examples include **Phone banking** (where you call in, dial in your account number & TPIN and can hear your account balance on phone)

Courier packet trace (where you call in, dial the AWB number, and the system tells you whether the packet has been delivered, if it is in transit, etc)

Key Features of Go4customerIVR

- ✓ Full logging of callers' details and all the selections made during the call
- ✓ Multi- Language support
- ✓ DNIS (Dialed number identification service)
- ✓ ANI (Automatic Number Identification)
- ✓ All speech files can be recorded
- ✓ Conferencing
- ✓ Fax server
- ✓ Switch independent
- ✓ PBX Integration
- ✓ Voice to E-mail

How it works?

Example 1. Lets say you called your bank, dialed your account number and TPIN, and chose to hear your account balance. The IVR finally speaks out: *Your current account balance is rupees **one lakh and fifteen thousand.***

The first part of the sentence (in italics) is fixed, and the second part (bold) is picked from a database. The fixed part is pre-recorded (or canned) voice file, which never changes. However, the second part changes from caller to caller. The account balance number is picked from the database or calculated, converted to voice and spoken out. The conversion for numbers, currencies, dates and characters ("A", "B", "C", etc) can happen automatically inside the IVR. For doing this IVR system must incorporate *algorithms* for the languages (e.g. English, Hindi) that it supports. Hence you should specify the languages that you want the IVR to support, and explicitly confirm with the vendor that it is possible.



No Noise Pollution...
...It echoes clear over here



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However, few IVR's pick *text* from a database field and speak it out (e. g. weather service that accepts city STD code from the caller, picks the text of the current weather for that city from a database field, and speaks it out). Such systems require an additional component called "text to speech" engine. Such engines accept text and convert it to voice. Though this voice cannot replicate human voice, it is quite close. These engines are generally available in English and other world languages only. No other Indian language is supported as of now.

Example 2. You call a courier company to track your packet, and it speaks out:

Your packet number **123456** dated **July 3** was delivered on **July 5**

The portions in bold are the ones where data was picked from a database and spoken to the caller.

Example 3 . An example of TTS (text to speech) engine is if the courier company speaks out: **Your packet number 123456 dated July 3 was delivered on July 5, and was accepted by Mr. Murli**

The part in italics is text picked from a database, converted to speech and appended to the whole voice "string".

Common IVR Applications

- ✓ Bank and stock account balances and transfers
- ✓ Surveys and polls
- ✓ Call center forwarding
- ✓ Simple order entry transactions
- ✓ Ticketing and Reservation
- ✓ IT Enabled Services
- ✓ Hotels, Airline & Train Ticket Enquiry & booking Centers
- ✓ Entertainment Industry
- ✓ Complaint Booking and Customer Support Centers
- ✓ Schools, Colleges and Educational Institutions
- ✓ Banks, Finance and Credit Corporations
- ✓ Tele- Marketing Industry –Outbound Calls
- ✓ Lottery
- ✓ Result Announcements

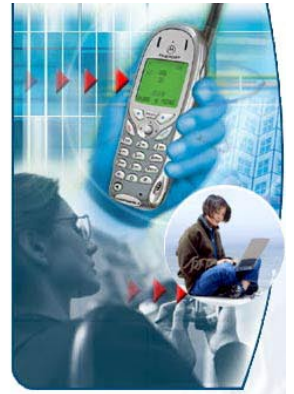
The Hardware Requirement

The hardware generally required for such systems is:

- ✓ A Server computer
- ✓ Telephony cards that answer calls
- ✓ IVR software

Apart from this, there needs to be connection to the database from where the information will be picked up. This is generally through an IP based network.

Apart from delivering information by voice, there are other methods, as well that one should consider. They are fax, email & SMS. For instance, if the caller wanted an account statement from his bank, voice is quite useless, Fax or email are better options. One should keep these



For more information

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