

# Intelligent Voice Response

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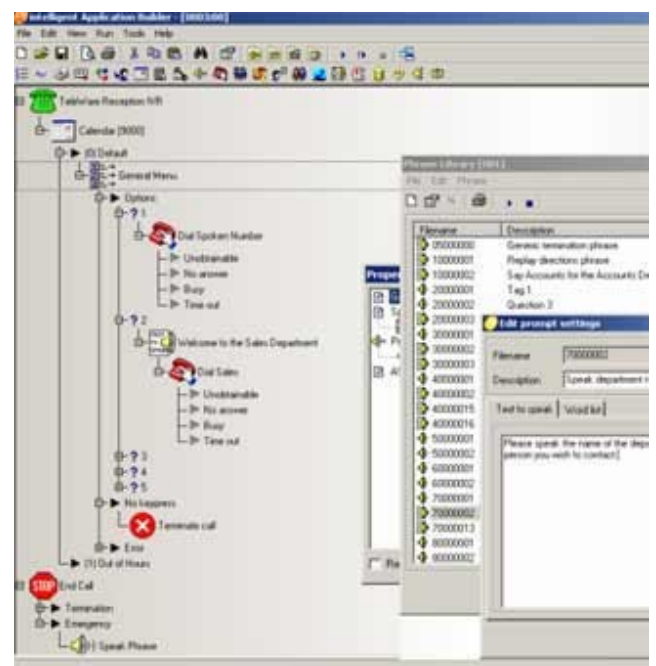
Companies can be sensitive about using applications such as IVR and Auto Attendant, with customers often commenting about poor menu structures and the difficulty in getting through to a 'real' person.

Spectrum Coms provides IVR solutions that enhance the customer experience, along with the tools to rapidly build IVR applications that are reliable, efficient and cost-effective. We have personnel with the experience that can offer the best advice to assist in your implementation

Not only can you have multiple applications that run concurrently, each associated with its own incoming telephone number, each application can also have multiple versions that can be rapidly substituted. This gives the flexibility of testing a number of call flows for suitability before deciding on the most appropriate.

Applications can act purely on a 'stand-alone' basis or they can link into the intelligent applications suite and utilise the contactability of intelligent Number and Contact Centre for both individuals and teams.

The Hosted IVR solution provides the ability to rapidly deploy IVR. Applications that fit the call handling requirements of the organisation, yet still provide a natural user-friendly interface for the customer.



# Features and Benefits of the Intelligent Voice Response

| Feature                   | Description  | Benefit  |
|---------------------------|--|--|
| <b>Call Routing</b>       | <p><b>Call Line Identity (CLI):</b> Calls may be separately routed depending on the country or area code of the caller or on the caller's specific telephone number</p> <p><b>Calendar:</b> Call routing can be varied depending on the current time, day and date for normal office hours, out-of-hours, weekend or public holiday operation.</p> <p><b>Menu:</b> Flexible menus offered to callers allow calls to be routed in line with their requirements</p> <p><b>Emergency Status:</b> Normal call flows may be overridden in the event of an incident.</p> | <ul style="list-style-type: none"> <li>• Gives callers more control with flexible menu selection options</li> <li>• Calls can be routed effectively to better meet the requirements of each caller.               <ul style="list-style-type: none"> <li>• Intelligently manage calls based on company working hours and holidays</li> </ul> </li> <li>• Present a professional company image with appropriate announcements.</li> </ul> |
| <b>Call Queuing</b>       | <p>Welcome and position-in-queue. Announcements, music-on-hold and breakout options allowing the caller to select another service.</p> <p>Multiple calls can be queued for a single entry point where a pool of resource is unavailable.</p>   | <ul style="list-style-type: none"> <li>• If calls cannot be answered immediately, callers are kept informed and given further options within the application which can:               <ul style="list-style-type: none"> <li>• Reduce anxiety</li> <li>• Minimise dropped calls</li> <li>• Increase customer satisfaction</li> </ul> </li> </ul>   |
| <b>Automated Services</b> | <p><b>VoiceMail:</b> A voice mailbox allowing them to leave a message.</p> <p><b>VoiceForm:</b> A free-format or a structured manner by responding to a sequence of prompts.</p> <p><b>VoiceBack:</b> Selected information can be provided to the caller aurally.</p> <p><b>FaxBack:</b> Via a facsimile message.</p>  | <ul style="list-style-type: none"> <li>• Provide the caller with the option to leave a message and also to retrieve information.</li> <li>• Customise messages and information services</li> <li>• Deal with callers requesting standard information more effectively.</li> </ul>  |
| <b>Call Delivery</b>      | <p><b>Transfer to a TeleWare user:</b> The recipient may be an intelligent Number, Intelligent Assistant or intelligent Contact Centre user.</p> <p><b>Transfer to other Application:</b> Calls can be passed from one IVR application to another.</p>   | <ul style="list-style-type: none"> <li>• Needs of the caller are more appropriately met</li> <li>• Route callers to correct departments / individuals</li> </ul>   |

## Upgrade Options

The Interactive Voice Response Service is part of the suite of hosted business applications and so can be extended with other modules to meet changing business needs.

To find out how Spectrum Coms can help your business, please call us on 0845 4508292  
Email [businessenquiries@spectrum-coms.co.uk](mailto:businessenquiries@spectrum-coms.co.uk)

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