Friendly self-service *Yes*

With Interactive Voice Response (IVR) you can be more helpful to customers when they call and be more efficient at the same time.

Key benefits

- **Improve efficiency** – assists in improving contact centre efficiency and the caller experience by automating routine requests and allowing your agents to focus on higher value and complex calls.

- **Reduce costs** – minimise call transfers and help save costs by delivering callers to the right location the first time, including the ability to intelligently route calls based on customer information securely retrieved from your CRM or IT systems.

- **Remain in control** – adapt to changing business needs using extensive self-management tools to modify call flows, answer points and announcements, including instant modification of existing information services over the web or via the phone.

- **Enhance interactions** - streamline the customer experience and call flow using Speech Recognition to provide a more natural interaction.

- **Extensive reporting** – track, trend and monitor the effectiveness of your network IVR services using a web-based interface for real-time and historical reporting.

- **Operational flexibility** – take advantage of a networked solution that allows you to quickly deploy a scalable, feature rich and high-availability IVR service with low up-front costs.

Optus Network IVR provides Optus Inbound Services customers with a highly flexible network-based IVR application that is easy to update, maintain and support. It offers powerful network-based caller segmentation, call steering and caller self-service capability to effectively route your inbound callers to the right location first time, improving customer experience and operational efficiency.

Optus Network IVR also offers Touch Tone, Advanced Speech Recognition and Text to Speech capabilities that can be tailored and configured to meet your specific business needs. These applications can be designed to interact securely with your Customer Relationship Management (CRM) or other IT systems, providing the opportunity to automate interactions or further enhance call routing.

Features

Optus Network IVR is an intelligent call routing solution which uses touch tone or speech recognition to collect information from the caller, while also allowing you to interact with your CRM or IT systems.

A range of capabilities can be combined to help you efficiently segment and route callers based on their reason for calling or their customer profile:

Touch Tone: Traditional voice menus and prompts, with call routing based on callers pressing DTMF key tones. Touch Tone IVRs are suitable for simple menus or for the entry of number sequences. In addition to being able to create a Touch Tone service to meet your specific needs, Optus offers the following standard Touch Tone prompter services:

- **Voice Menu Prompter –** a sequence of menus where the caller is prompted to select an option using the telephone keypad numbers

- **Postcode Prompter –** prompts callers to enter the postcode of the area they are calling from, so that their call can be routed accordingly

- **PIN Prompter –** a feature that can be used to control the accessibility to specific services or information, or to route callers to specific destinations based on the PIN entered

- **Extension Prompter –** a translation service for external callers to be connected to specific people (extensions) within an organisation

Customer Recorded Voice Announcements (CRVA): A voice message or announcement that is played to the caller. Options available are:

- **CRVA –** used to inform the caller of specific information, for example hours of operation

- **Early CRVA –** an announcement played at the beginning of the call to provide information to the caller before continuing with call routing, for example to provide a welcome message

Speech Recognition: Callers are prompted to say the required information, and the caller's speech is matched against recognised words or phrases (e.g. 'please say the suburb you are calling from'). Speech recognition offers a large range of response options without requiring a long prompt to list the available options.

Text to Speech: Written messages are automatically converted to speech, allowing messages to be updated immediately without the need for recording voice prompts. Combined with the web based management system, this allows voice menus or informational messages to be rapidly updated during emergencies or changed business needs.

Secure CRM Environment Access: Information relating to the caller can be securely retrieved from your CRM system. The information is then used for call routing, for completing transactions or for playback of the information to the caller.

The combination of Touch Tone or Speech

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Recognition with secure CRM access can be used to design services that enable caller self-service within the IVR for simple transactions; allowing your customers to interact with you on their terms and at a time that suits them. For example, a bank may use a Touch Tone menu to collect a customer's account number, and then use secure CRM access to retrieve and playback the customer's current account balance in real-time.

These capabilities allow you to minimise call transfers and to automate simple, repetitive transactions, allowing your valuable contact centre agents to focus on more complex transactions whilst still delivering a great customer experience.

Web-based self-management and reporting

Optus Network IVR allows you to manage all aspects of your IVR service to adapt to your changing business needs, including instant modification of existing services and the design, creation, verification and deployment of new IVR services. It has a flexible and secure web-based management interface, allowing you to manage all aspects of your IVR service such as:

- Uploading audio prompts
- Updating text to speech prompts
- Updating answer points
- Adding or updating informational or emergency messages (audio or text to speech)
- Recording and activating an alternate audio prompt over the phone
- Modifying call flow including adding new menu items and speech recognition phrases

Optus Network IVR also has a flexible and configurable reporting interface that allows you to report on all aspects of your IVR service. Real-time and historical reporting capabilities are available allowing you to track, trend and monitor the effectiveness and efficiency of your IVR services.

System Security

A secure Internet access environment is maintained by Optus for the web-based reporting and management interfaces, utilising a complete managed firewall and SSL protection layer. Access from the Optus Network IVR service to your CRM environment is via an IVR Application Gateway and is achieved securely using SSL and via a range of different protocols depending on your system requirements. There is no need for your CRM data to be stored in the Optus network environment.

Web-based reporting and management access is only available to the system administrator or a subscriber with a valid user name and password. Individual subscribers can be allocated different levels of access and control of the reporting and routing functions of the Network IVR service, so you can manage who has access to view and control your services.

Potential uses

Case Example 1: An organisation providing a parcel delivery service

This company specialises in parcel delivery within Australia and internationally, and prides itself on providing a reliable delivery service, including accurate delivery tracking information to its customers. Currently parcel tracking information is only available via the web or by calling through to their customer service agents. The company wishes to maximise human resources, reduce operational costs and improve customer service by providing accurate parcel tracking information via an automated phone service to compliment their web channel.

Optus Network IVR can deliver a simple yet powerful solution where:

- The organisation's inbound toll free number is supplemented by a menu with an option to check the status of a parcel delivery.
- The caller is prompted to enter their customer reference number and consignment number via either Touch Tone or Speech Recognition.
- The Optus Network IVR service can then securely query the customer CRM environment to look up the consignment details and read back the delivery status to the caller.

The information source used by the Network IVR for this solution is the database of the organisation's web parcel tracking service. There is no second source of data to maintain to provide the phone-based parcel tracking information, meaning consistent and accurate information is provided across all customer contact channels with no additional resources needed for data management. This solution improves customer satisfaction, reduces operating costs by automating simple repetitive transactions in the carrier network, and frees customer service agents to handle more substantial tasks.

Case Example 2: An energy utility

This company is an energy utility with a toll free number for inbound customer enquiries such as service, invoicing and general queries. Under normal business conditions the volume of inbound calls to customer service is low. However, during service interruptions traffic volumes spike dramatically, flooding the customer service team. The organisation is unable to predict these mass call events. The organisation seeks an automated way to manage high call volumes as they occur, providing information to customers during these periods while maintaining a high level of customer experience.

Optus Network IVR can assist organisations in managing high call volumes:

- Callers enquiring about a service interruption in their area can be segmented in the network-based IVR and routed to an informational announcement, while callers with other enquiries are routed to the call centre as normal.
- The organisation can activate the informational message via the Optus Network IVR web-based self-management interface, with a message advising callers of service interruptions and that high call volumes are being experienced. Callers can be given the option to hear a list of areas affected by service interruptions.
- The organisation can enter and update the list of affected areas and expected restoration times in real-time via the Optus Network IVR web-based self-management interface, and the list is then read back to the caller via text to speech.
- The Optus Network IVR service could securely query the customer CRM environment to retrieve the list of affected areas and the restoration times, and read the list to the caller.

By using Optus Network IVR, the high volume of enquiries relating to the service interruption are routed away from the call centre agents, providing the caller with accurate and up to date information without the need to wait in a queue for an agent. Callers with other enquiries are routed efficiently to call centre agents as normal, without being affected by the high call volumes. Optus Network IVR delivers a solution that enables the organisation to provide a high level of customer experience to it's customers in an effective and efficient manner, without the need for increased call centre staffing, or on-premise equipment that has the capacity to handle the rare mass call events.

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