

APEX Interactive Voice Response (IVR) System

Service high call volumes efficiently, reduce costs by off-loading Live Agents, and improve the customer experience with self-service IVR.



Since the industrial revolution, automation has both improved and simplified all aspects of every day life. More recently, and on a more personal level, products such as automated teller machines (ATM) and self-service kiosks have automated daily tasks, enabling us to do more, in less time, with greater control, and of course, when we want. Tasks which in the past required human involvement, have been automated to the benefit of both the provider and the consumer.

Among the countless automated interactions which are available to us everyday, none is accessed more often throughout the day than that of retrieving and inputting information over the telephone, referred to as IVR or Interactive Voice Response. Regardless of the service (e.g. order entry/status, bank-by-phone, surveys, entertainment, or thousands of others), IVR has become an integral part of our "on-the-go" lifestyle. In fact, various studies have shown that the majority of telephone calls made include some type of IVR interaction at some point during the call.

The APEX Interactive Voice Response System has been the foundation of IVR services around the world since 1989. Network Operators, Value Added Service Providers, Contact Centers, and Enterprises of all sizes depend on the APEX IVR for all types of services, from simple surveys to complex, speech-enabled banking applications accessing multiple databases and web services. Whether the services are revenue-generating, mission-critical, or cost-saving, the APEX IVR is the ideal platform to build on.



APEX Interactive Voice Response

Based on the APEX Service Delivery Platform (APEX SDP™) and the OmniVox3D® Application Server, the APEX IVR enables callers to have two-way automated interactions with databases and web services. With the ability to service their own inquiries by following IVR dialogs, callers interface with the APEX IVR via automated speech recognition (ASR) or telephone keypad inputs (touch-tone/DTMF), and the APEX IVR responds with prerecorded or dynamically generated audio (text-to-speech/TTS) to further direct users on how to proceed. IVR applications can be used to control almost any function where the interface can be broken down into a series of interactions.

With its versatile, open architecture design, the APEX IVR supports multiple networks (3G, SIP/IMS, TDM/SS7, converged), as well as various interfaces and complementary technologies. The APEX IVR can also access one or more resident database during the call, with more sophisticated applications accessing data on the Web, through Web Services.

Key Benefits of APEX IVR

- Rapidly design and develop applications with the OmniView Service Creation Environment.
- Maximize the return-on-investment (ROI) while minimizing the time to ROI.
- More efficient and cost-effective (lower operating expense) when compared to Live Agents.
- Simplify the user interface by incorporating automated speech recognition (ASR).
- Personalize call flows, greetings, language, etc. based on caller ID.
- Intelligently transfer callers to Live Agents by collecting information in advance.

APEX Interactive Voice Response System

OmniView® Service Creation

As an end-to-end Service Creation Environment that defines the complete caller experience, OmniView is architected to handle voice, video, text, USSD, web services, speech, database and all other application types in a single, unified graphical environment and manner. OmniView shields developers from having to resort to low-level programming languages, yet allows for the most complex services to be deployed and managed.

OmniView is divided into three sections – Canvas, Configuration, and Message – with the Canvas section having access to the Command Palettes and over 100 Command Icons. Designing and developing application is as simple as opening Command Palettes, dragging-and-dropping Command Icons onto the Canvas, and filling in the appropriate fields. With OmniView, new IVR applications can be quickly developed and existing ones easily modified.

Command Palettes and Icons

To be able to define the complete caller experience, OmniView has over 100 Command Icons which are grouped within specific Command Palettes. In addition to the IVR Palette, some of the other Palettes include:

- Web Services/XML
- Conferencing
- Speech (ASR/TTS)
- SMS/Video/ACD
- Prepaid
- LDAP/IMAP
- Fax
- IMS/Diameter
- ODBC/SQL
- Chat

A key design feature of the Command Icons is that they are fully self-contained, as each Icon includes all the necessary fields to address every possible scenario during the call. For example, what action to take if the caller/user enters valid or invalid information, or if they enter nothing at all. This feature minimizes the number of Icons necessary to build applications, further reducing application development times.



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OmniLite®

Although one of the key design features of OmniVox3D and OmniView is the rapid deployment of applications, they are targeted to software engineers and application developers, not call/contact center customer service representatives (CSRs). However, with OmniLite, CSRs have the ability to modify applications as they see fit, without having to access call flows developed in OmniView, or relying on developers and engineers. To eliminate the possibility of critical errors, the changes allowed by the simple menu-based interface are specifically limited to prompts, menu changes, variable assignments and application publishing.

Access to the OmniLite web portal is done using an Internet Explorer web browser. The system may reside on a local network server or web server, or may be accessed remotely via company Intranet or via the Internet, depending on how the system is set up and configured. With OmniLite, organization can now customize applications even faster to meet the demands of their customers.

APEX Service Delivery Platform (SDP)

The APEX SDP™ is a mature, field-proven and future-proof platform that delivers immediate returns, lowers time-to-market, and increases Average Revenue Per User (ARPU). Its distributed architecture and redundancy options ensure scalability, reliability and high-availability, while its OmniVox3D Application Server, OmniView Service Creation Environment/OAM&P Console and media server components ensure rapid Design, Development and Delivery of voice, video, text/SMS and USSD services.

OmniVox3D Application Server

With its robust service execution engine and service creation environment, modular design, and options for high-availability, OmniVox3D seamlessly integrates into 3G, SIP/IMS, TDM/SS7, AIN/IN or converged networks, as the core element of the APEX SDP. Configured as a standalone server or distributed across multiple platforms, OmniVox3D's open architecture and support for industry standards allow it to easily interface with, or control third-party IMS and SIP network components, such as media servers/gateways, softswitches, SBCs, and SIP proxy servers.

Since 1989 and across 95 countries, over 250 Network Operators, Call/Contact Centers, VASPs, and thousands of Enterprises, have relied on APEX for their mission-critical and revenue-generating enhanced services.