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VEROUTE™ SOLUTION OVERVIEW

AFFORDABLE SPEECH FRONT DOOR TO YOUR CALL CENTRE

VeRoute suits a small to medium-sized organisation having less than 100 call centre seats, with multi-skilled call centre staff, and only a few specialised skills groups. Your organisation will value client/member service above all, but requires a reasonable business case justification for investments. Your call centre and IT staff take a hands-on, self-maintenance approach to application performance, and you need a facility to quickly change what is presented to your callers.

SOLUTION OVERVIEW

VeRoute provides a natural caller interface that welcomes callers and simply asks them which product, service or person is needed. An additional question may be asked to qualify which department / location a person is in, and to verify that the system understood your callers correctly.

Callers are directly routed to a 'destination' after interacting with the system. Destinations can be configured to be one of the following:

- An extension to transfer to an individual or location
- A queue (or virtual queue) for transfer to a customer service skill group
- An extension to transfer to a particular department or function
- A recorded announcement or voicemail
- An external telephone number or mobile number to transfer outside the call centre

Callers who ask for an operator, or have trouble interacting with the system are routed to a configurable default helpdesk destination without delay.

A destination can also be associated with speech recognition or touch tone self service or an identification and verification (ID&V) application. This allows your organisation to leverage the easy to use Speech Front Door to offer your customers self service if they so choose.

Calls from staff within your organisation can be treated differently than calls from your customers or members, providing a handy staff directory. This can also be used as the first phase of a staged rollout of speech recognition in your organisation, providing a low risk method of introducing your technical and customer service staff to the technology.

CONFIGURATION AND MANAGEMENT

A sophisticated web interface is provided so that your organisation can create and administer the caller interface - products, services, phrases or people are added to the system, associated to a destination. Management of the system, and hence the solution's overall capability and performance is taken on by administrative staff, resulting in a relatively maintenance low cost. Pronunciations for each name or department can be added to fine tune or create alternate ways of saying any names not already included in the Australian and New Zealand dictionary.

An out-of-hours facility is provided, that can present a separate caller interface than during business hours. The web interface allows administrators to insert a banner prompt after the welcome prompt, providing additional flexibility for service announcements or

veroute

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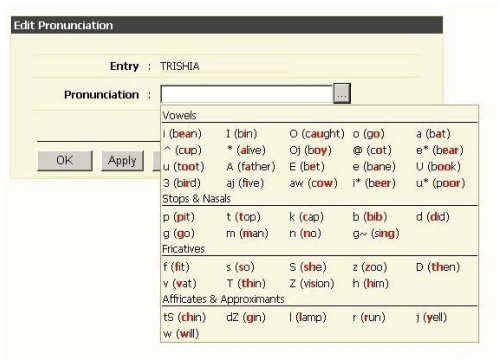
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marketing messages. Short notice campaigns are simply handled as new products or services, added using the web interface and associated with the appropriate campaign destination.



VeRoute is an open standards application utilising any Voice XML compliant IVR. The IVR's inherent computer-telephony integration (CTI) interfaces can allow an operator to see what the caller said when the phone is answered.

<p>BUSINESS VALUE</p> <ul style="list-style-type: none"> • Efficiency gains • Improved customer satisfaction • Consistent and friendly customer interface 	<p>CUSTOMER VALUE</p> <ul style="list-style-type: none"> • Avoid navigating complex IVR menus • Less time spent getting to someone who can help • An application that listens and understands
<p>CALL CENTRE VALUE</p> <ul style="list-style-type: none"> • Lower rate of transferred calls • Advanced enquiry understanding (when combined with CTI) • Direct transfer to individual if required 	<p>EMPLOYEE VALUE</p> <ul style="list-style-type: none"> • Less rerouting of calls • Improved morale • More complex enquiries (when combined with ID&V and self-service)

CENTRALISED DIRECTORY

The dialogue between the caller and VeRoute and the resulting transfer of the caller to a destination is controlled by a database of directory information, specific to each organisation. This directory can be stored within VeDialler itself in a local database, or can be network based and accessed using real-time technologies such as, LDAP.

At a minimum the directory contains details on:

- An extension to transfer to an individual or location
- Departments (like 'Sales' or 'Personal Loans')
- Locations (for example, 'Melbourne Office' or 'Elizabeth Street Branch')
- Nicknames
- Phone Numbers
- Configuration Settings

ABOUT SALMAT VECOMMERCE

Salmat VeCommerce has developed voice self-service solutions since 1998 and today is one of the most experienced and successful application developers and systems integrators in the industry focusing on automated and scalable voice enabled caller identification and verification (ID&V) solutions.

Salmat VeCommerce assists organisations deliver exceptional customer interactions. This is achieved through a detailed analysis of existing customer processes and the development and provision of applications that utilise speech recognition, voice biometrics and other related interaction technologies.

The organisation has worked with its customers to deliver business benefit driven industry innovations including, the world's first commercial natural language wagering solution, the first voice biometric solution for the insurance industry, the first natural language call routing solution for the financial services industry and the first voice self-service real-time credit card bill payment system.

Over 60 customers globally, including: NAB, Suncorp, Telstra, Westpac, Link Market Services, ahm, Pizza Hut, Ticketek, Child Support Agency, TelstraClear, Standard Life, Australian Hearing, New Zealand's Ministry of Social Development and Inland Revenue Department and Tabcorp.

Salmat VeCommerce is a sponsor of the Voice Leadership Group, an industry association whose members are organisations that have deployed, or plan to deploy, voice self-service or speaker verification solutions.

Salmat VeCommerce is a wholly-owned subsidiary of Salmat and has offices in Australia, New Zealand, the UK and US.

