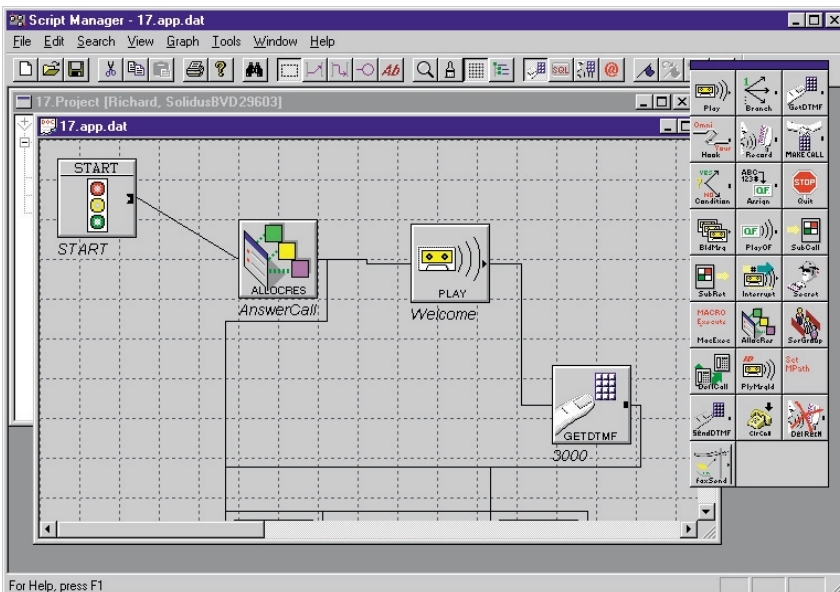


MD110 IVR Interactive Voice Response



This advanced Interactive Voice Response System has been designed specifically to work with the MD110 PBX.

All the components of the MD110 IVR are derivatives of the Applications available in the Solidus eCare™ Multi Media Contact Center Applications Suite. Hence, you can be sure that they will provide unique, future proof, smooth and effortless access to all the advanced solutions you desire.



The IVR application

MD110 IVR supports the following:

- Superior performance from existing solutions.

You probably prefer working with a one-brand solution supplied by one telecommunications vendor. MD110 IVR supports complete, effortless integration, like for instance, the introduction of CCA by using Data from the IVR (Desktop integration).

- The right start to an ACD Call Center.

You might prefer an ACD-based solution, rather than the skills-based Solidus eCare™. The MD110 IVR is, due to the inherent benefits of being a thoroughbred Ericsson solution, the preferred choice of many.

- MD110 solution in need of IVR services.

Even if you do not currently have dedicated call center agents, the use of different automated services will be beneficial. This is, for example, in the case of basic call screening to different departments, automated services for repeated message, self services, etc.

The intelligence behind the IVR Scripts

The actual application used to design and configure the IVR Scripts is the Script Manager, which is also used in Ericsson's Multimedia Contact Center – Solidus eCare™.

The IVR Scripts are designed using a drag-and-drop application. The different components or building blocks, offer different features such as: play message, connect to database, branch on condition, etc.

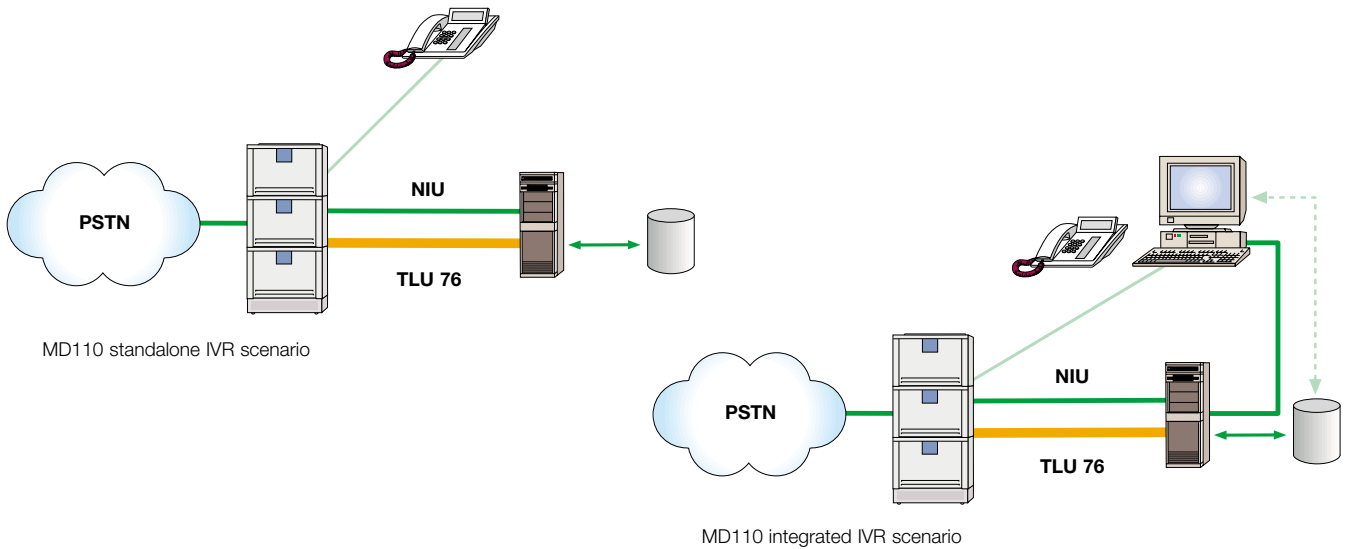
A choice of two IVR systems

There are two categories of IVR systems:

- Standalone solutions where the IVR services are offered independent of later call processing.
- Integrated solutions where later call handling will reuse information attained in the IVR.

The Standalone MD110 IVR

The main purpose of a standalone IVR solution is typically to provide automated services, call screening/pre-routing or a combination.



The IVR system will interface to the MD110 PBX through an Ethernet connection (CTI-link/Call control) and an ISDN connection (voice connection).

The Ethernet connection is used to control calls presented to the IVR through the ISDN connection. This ability is one of the key benefits of an integrated Ericsson solution because calls in need of IVR services will be transferred to the IVR using the call control features of the CTI link. The benefits are related to performance issues such as speed of call transfer and voice quality (ISDN).

Call screening/pre-routing

In this case, you will typically be presented with a choice of options for further assistance. These services can be accessed either by using DTMF (i.e. "press one for Sales, two for Service" etc.) or accessed through the same choice being spoken (i.e. please say '1' to talk to a service representative, '2' to...").

Automated services

In this case, you will be able to access information from a database, like for e.g., account balances, flight schedules, etc. These services can be accessed either by using DTMF (i.e. "press one for account balances, two to order new check books, etc.) or accessed through the same choice being spoken (i.e. "please say '1' to retrieve account balances, '2' to...").

The Integrated MD110 IVR

The Integrated IVR provides the same features and services as the Standalone as well as the integration of screen pops, i.e., the reproduction of data collected in the IVR system into back office applications like the customer database application.

As and when a customer volunteers information, User IDs or if the customer can be identified based on the number he/she called from, the information can be used to facilitate the interaction between customers and call center agents. For example, when a customer responds to the instruction "for further assistance please enter your 8 digit customer ID..." The information gathered from the customer's response will be sent to the selected agent for automatic processing of detailed information. This saves the agents a lot of time and needless repetitive work.

In an Ericsson ACD Call Center the data is passed from the IVR to the back office application via Call Center Assistant (CCA). This function actually provides the agent with enough time to be able to skim the customer data prior to beginning a conversation with the customer.

Technical Specifications

Recommended requirements for the MD110 IVR Server (single server):

- Pentium III 1GB RAM.
- Windows NT® Server 4.0 SP6A.
- MS SQL Server 7.0 with SP3.
- Ethernet interface card(s).

MD110 system requirements:

- MD110 BC10, or later versions.
 - TLU76 capacity (TLU77 for US) and licenses.
- NIU (Ethernet) capacity and license.

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