

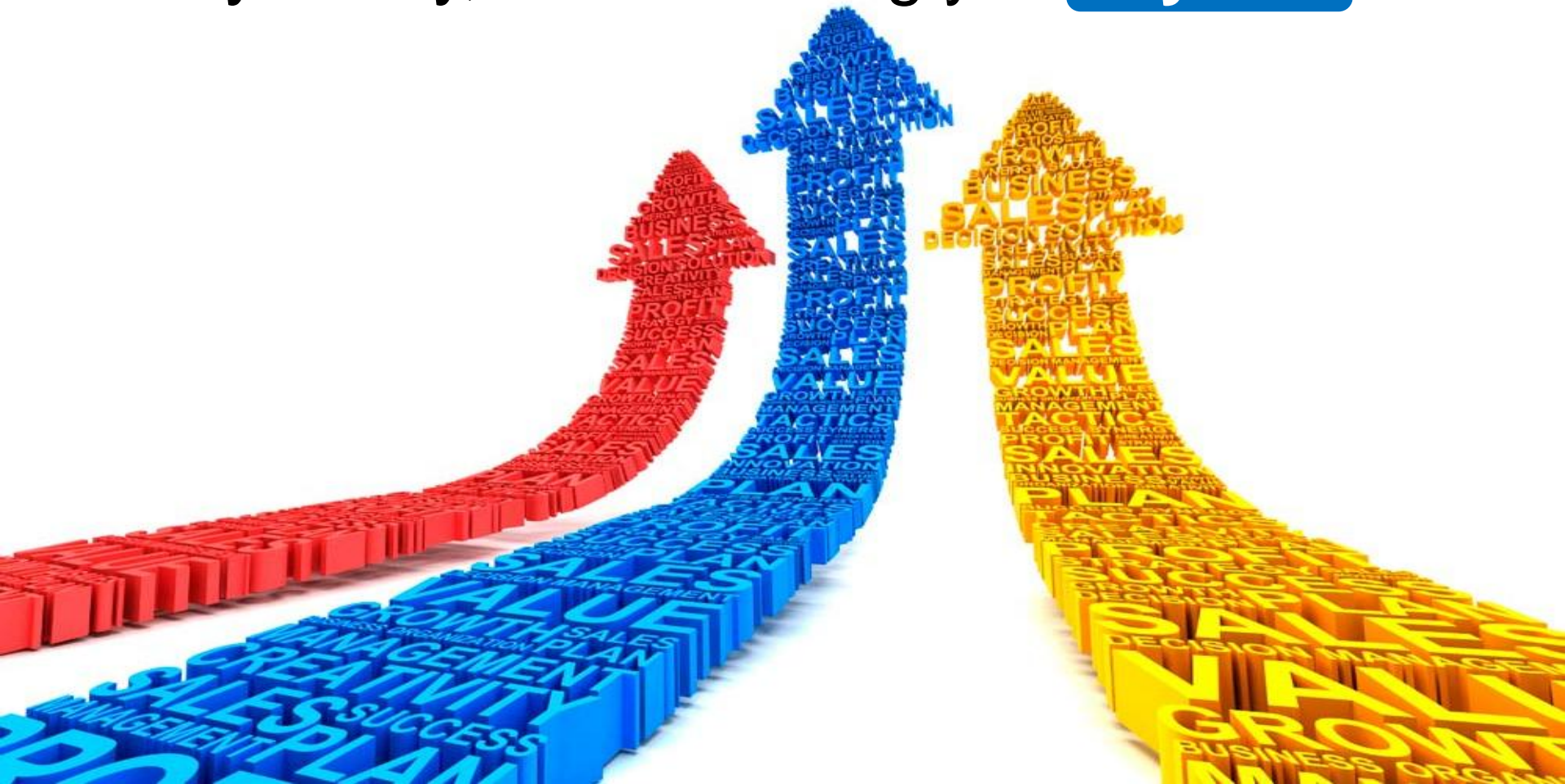


**AVST Unifying Communications**

**New Ways to Optimize  
Business Processes**

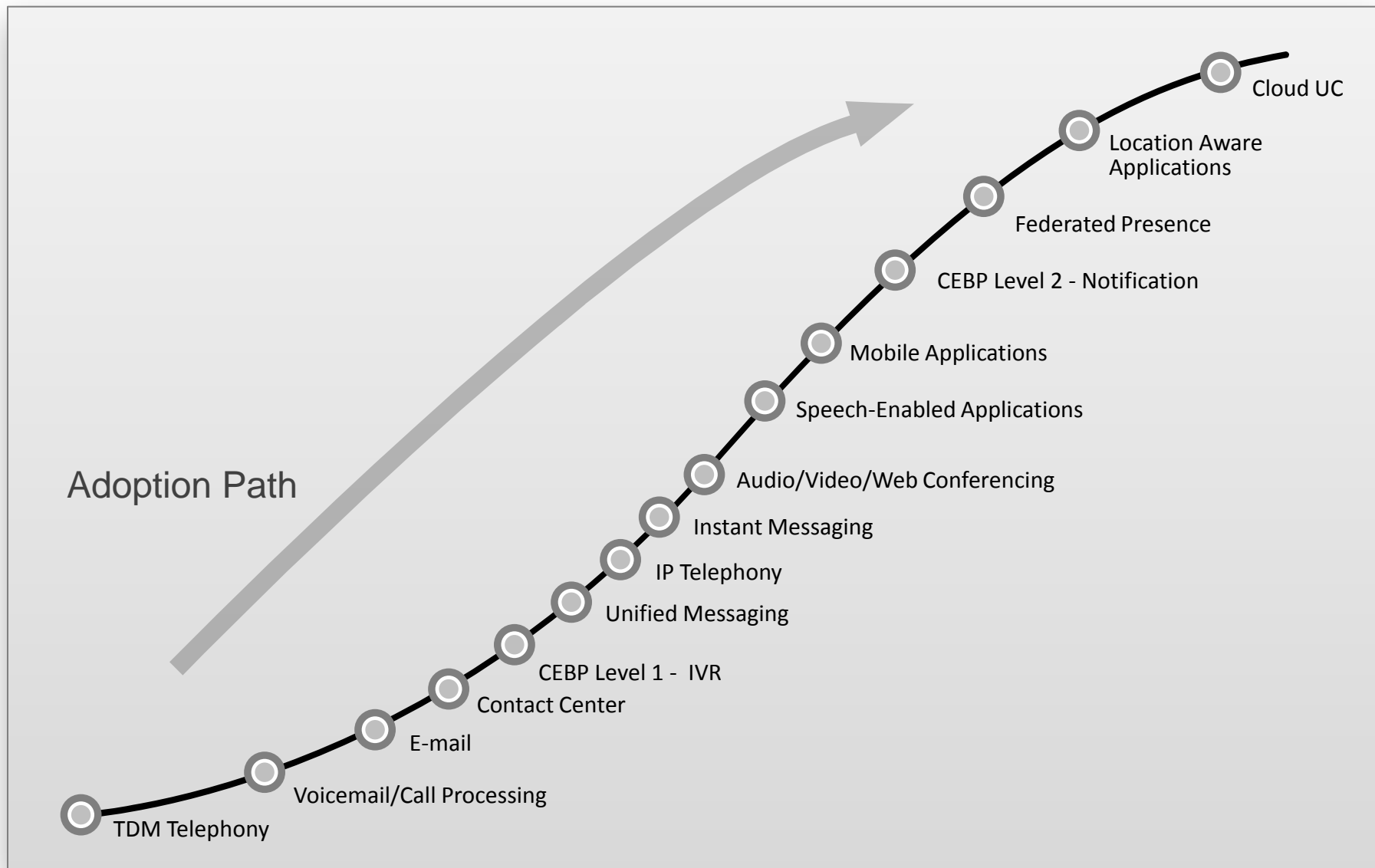
# Unified Communications

Unified Communications is not something you buy, it's something you **buy into**



# Evolution of Unified Communications

Value and Complexity



Time

# Top Priority for Today's Organizations

“The highest priority, cited by **48%** of the surveyed CIO and upper level IT Management is to “make **business processes** more efficient”.

***Voice Report***

March 2011

“The delivery of **effective business processes** is arguably the **most powerful** outcome that IT can deliver to any organization.”

**Gartner**

August 2010

# What is CEBP?

- ▶ Communication Enabled Business Process (CEBP)
- ▶ Connects: People + Processes + Information
- ▶ Bridges the Silos that Exist Between Various Applications
- ▶ Reduces Human Latency through Automation
- ▶ Creates Self Service Environments to Increase Usage and Call Completion



# The Move to CEBP

## Level 2

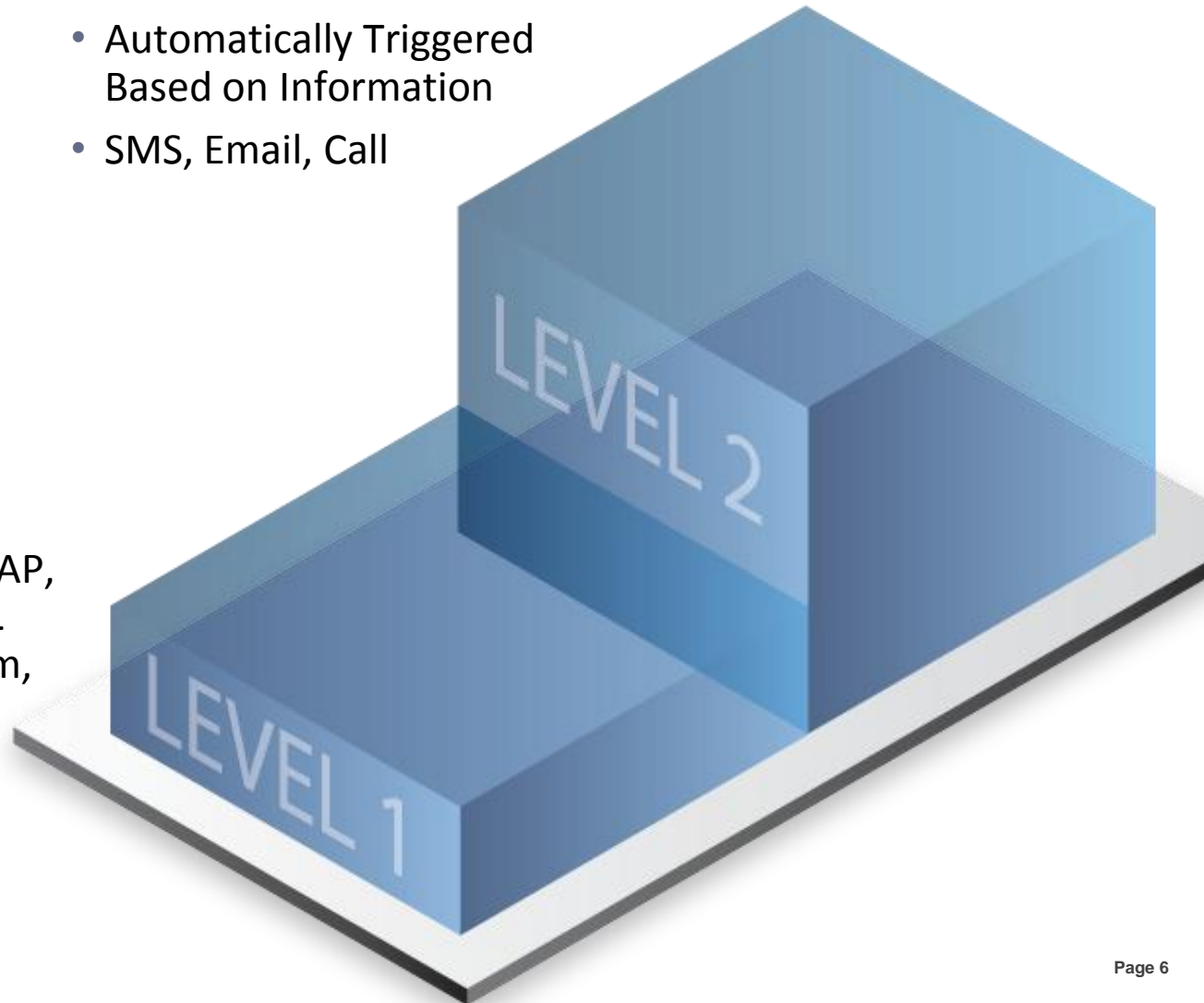
### **NOTIFICATION**

- Automatically Triggered Based on Information
- SMS, Email, Call

## Level 1

### **SELF-SERVICE APPLICATIONS**

- Auto Attendant for Call Routing
- IVR which Pulls Info From Data Sources (SAP, Oracle, Microsoft SQL Server, Salesforce.com, etc.)



# Create Business Efficiency with AVST



## UCCONNECT

Microsoft .NET Development Framework Used to Create Custom Vertical Apps



## NotifyXpress

Outbound Notification



## IVR

Customer Interaction with a Database to Acquire Information



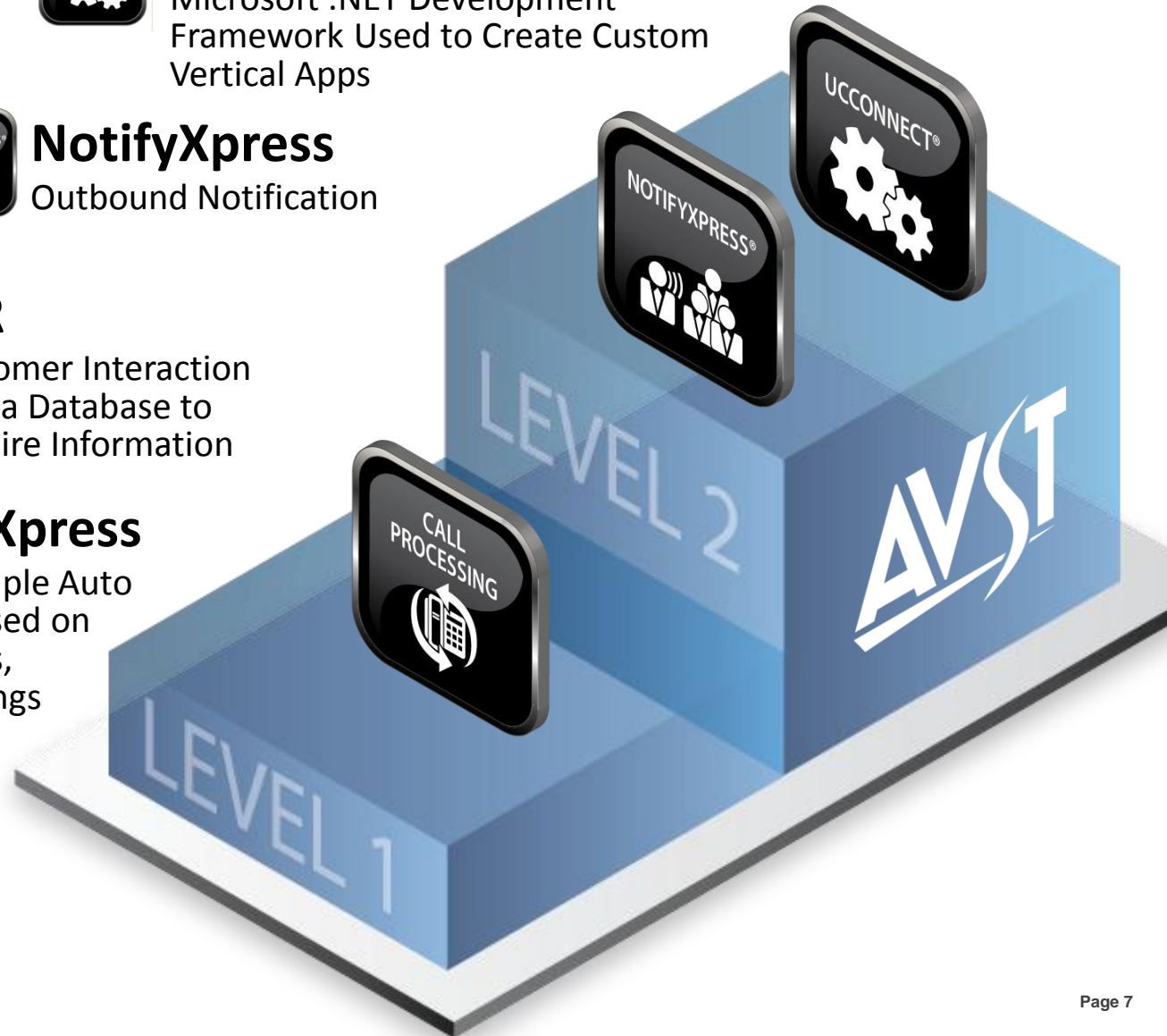
## ScheduleXpress

Manages Multiple Auto Attendants Based on Business Hours, Holidays, Settings



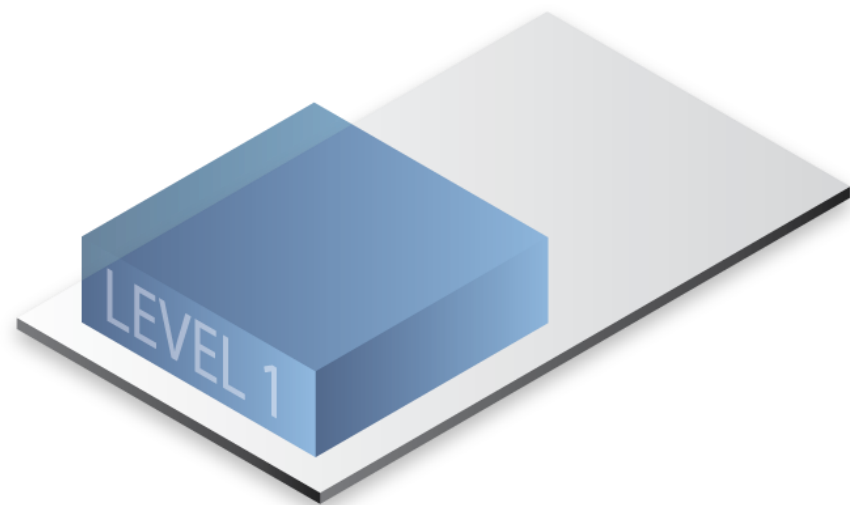
## Auto Attendant

Routes Calls through Speech or DTMF



# CEBP – Auto Attendant and IVR

- ▶ Offer menus
- ▶ Route Callers
- ▶ Gather Input from Callers
- ▶ Access Databases and Other Business Applications
- ▶ Play Back Generated Audio
  - ▶ Phrases
  - ▶ TTS
  - ▶ Combination
- ▶ Make Outgoing Calls



# NotifyXpress - Outbound Notification

- ▶ Communicates Pre-Recorded Announcements and Text-to-Speech
- ▶ Customized Announcements (dates, numbers, monetary amounts, names)
- ▶ Configure Certain Time Periods for Outbound Calls
- ▶ Flexible Call Transfer (no transfer, automatic transfer or call recipient requested transfer)
- ▶ Uses Database Extract or Pre-Configured Calling List
- ▶ Reports



# UCConnect Customized Applications

## Microsoft.NET Development Framework



### Customer Self Service Examples

- Call Routing to Departments and Individuals
- Access to Account Information: Bank by Phone, Event Hotline
- Outbound Notification (SMS, E-mail, Call): Appointment Reminders



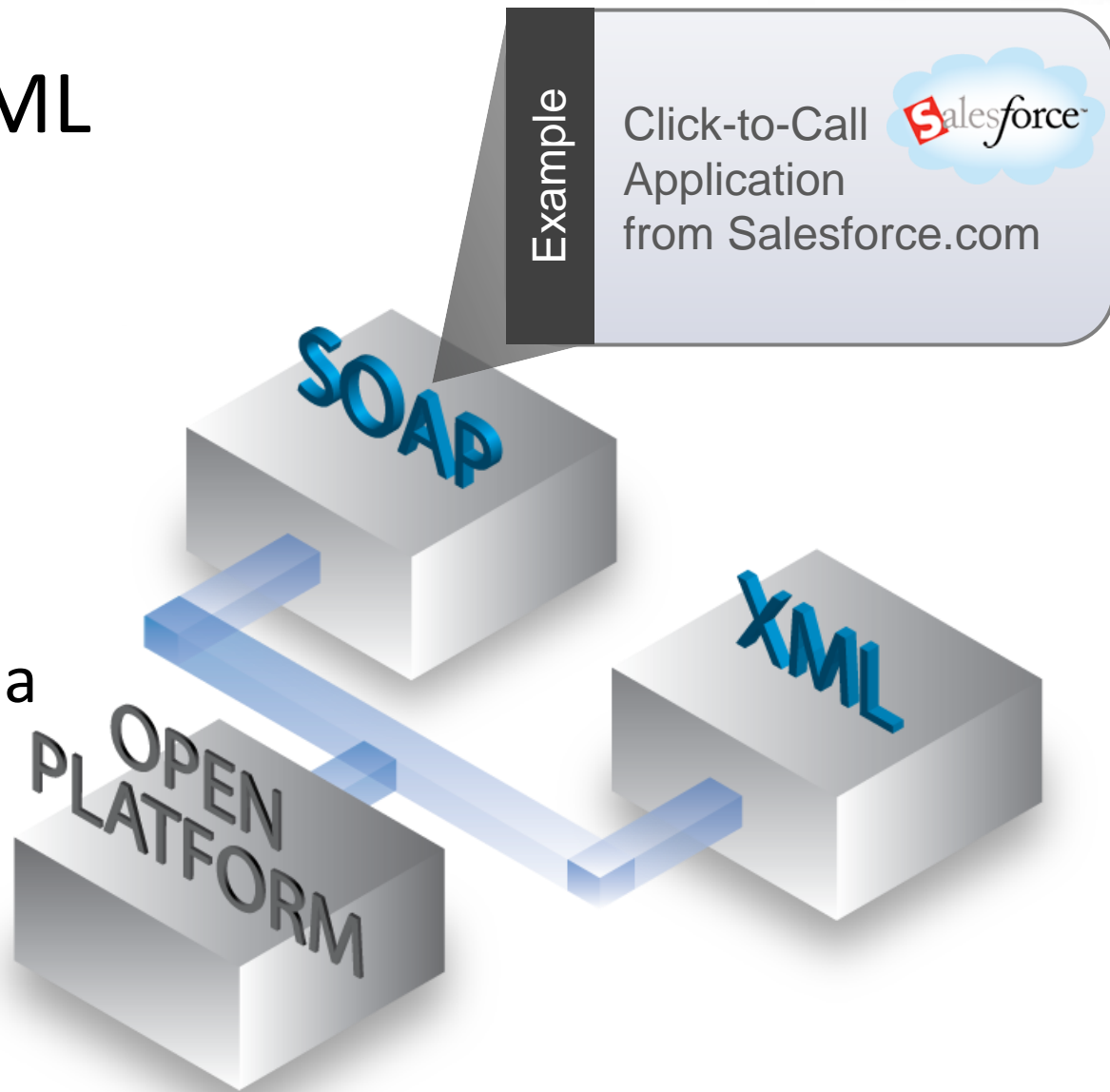
### Internal Communication Examples

- Click-to-Call from Business Applications that Contain Telephone Numbers: Corporate Directory, CRM Database
- Outbound Notification of Daily Sales Booked

# UCConnect

## Utilizing SOAP/XML to Ensure Open Communications

- ▶ Click-to-Call
- ▶ Availability Status
- ▶ Message Access to a Web Portal



# CEBP for Verticals



HEALTHCARE



EDUCATION



GOVERNMENT



ENTERPRISE



# Healthcare

- ▶ Patient Appointment Reminders and Verification
- ▶ Bill or Claim Status
- ▶ Call Routing to Departments and Staff
- ▶ Information Line for Patients
  - ▶ Test Results
  - ▶ Order Prescriptions
  - ▶ Health Benefits



# Education

- ▶ Automated Attendant to Route Callers to Students, Staff and Faculty (Speech and DTMF)
- ▶ IVR Allows Customers to Interact with a Campus Database
- ▶ Outbound Notification
  - ▶ Campus Events
  - ▶ Closures
  - ▶ Absentee

“ Our Speech-driven directory cut operator traffic by 30 percent. ”  
**Aims College**



# State and Local Government

- ▶ Plumbing/Gas Inspection Request Line
- ▶ Polling Place Locator
- ▶ Property Tax Information Line
- ▶ Benefits Eligibility Status
- ▶ Child Support Payment Status
- ▶ Employment Security Information and Payment System
- ▶ Emergency Message Notification: Severe weather warnings, fires, crime in the area

## CUSTOMER

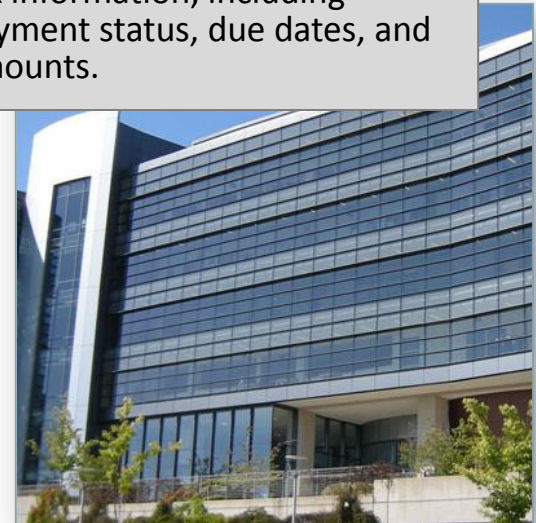
### Inspection

Customer schedules, cancellations or inspections can be retrieved using a touch tone telephone. Inspector enters the data to their blackberry, result go to a SQL database, which can be retrieved by the customer.

## CUSTOMER

### Property Tax Information Line

Customer enters a property parcel number and receives current and prior year property tax information, including payment status, due dates, and amounts.



# Enterprises

- ▶ Password Reset
- ▶ Click-to-Call
- ▶ Pay by Phone/Account Information
- ▶ SMS, E-mail, and Call Notification
- ▶ Order Status
- ▶ Account Balance Inquiry
- ▶ Payment Due Reminder



## SAMPLE APPLICATONS

- Click to call from a CRM application such as Salesforce.com
- Automatic Password Reset functionality to assist the IT Staff



# The Value of CallXpress

# CallXpress®

## Delivering

Best-of-Breed Applications

Voice



Mobility



CEBP



## Interoperability

Extends Productivity

Telephony



Presence



E-mail

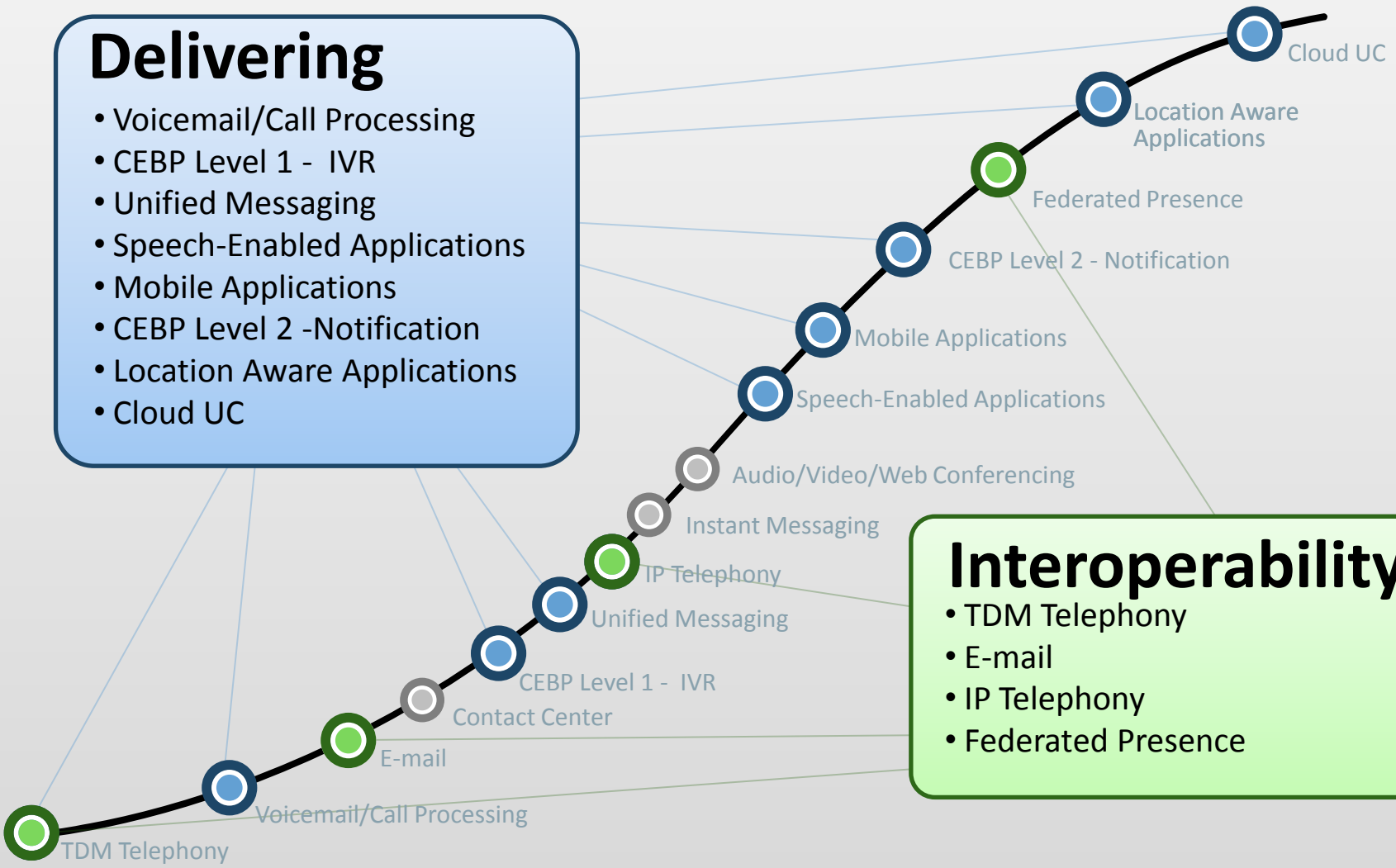


# Evolution of Unified Communications

Value and Complexity

- ## Delivering
- Voicemail/Call Processing
  - CEBP Level 1 - IVR
  - Unified Messaging
  - Speech-Enabled Applications
  - Mobile Applications
  - CEBP Level 2 - Notification
  - Location Aware Applications
  - Cloud UC

- ## Interoperability
- TDM Telephony
  - E-mail
  - IP Telephony
  - Federated Presence



Time



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# Thank You

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