

Voicera™

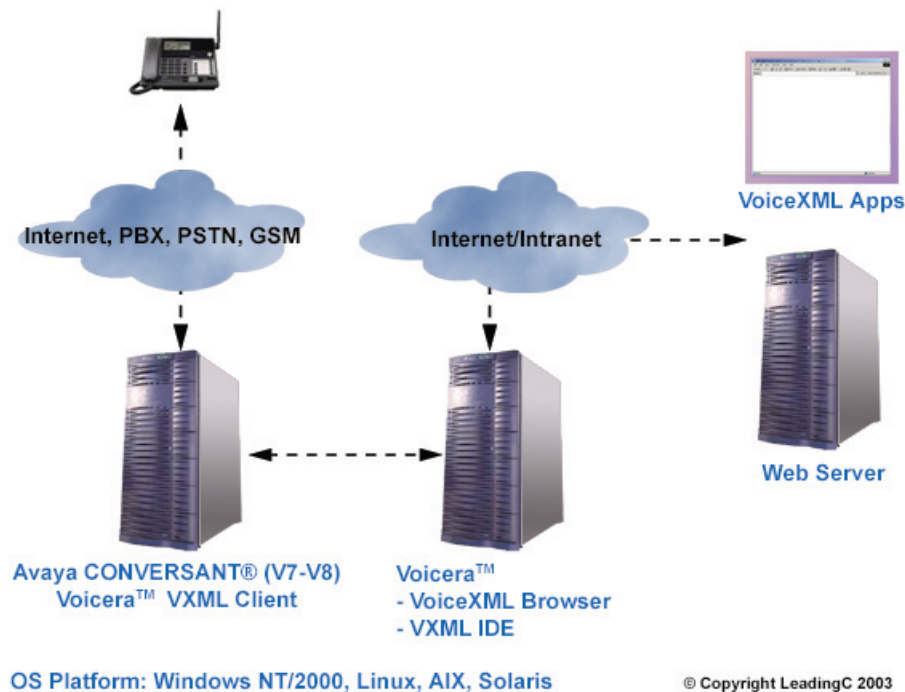
Voicera™ - “Open up your IVR and extend it to the Web”

For companies that are seeking to open up the IVR from the telecom centric world to the emerging web infrastructure, your job just got better - thanks to **Voicera™**. With **Voicera™**, LeadingC helps you to unleash the power of your IVR.

Voicera™ brings you the first and only XML-enabled Interactive Voice Response solution. Gone are those days when IVR's were programmed using proprietary scripts. Based on VoiceXML (supports version 2.0) standards, our product **Voicera™** allows anyone who can program HTML program the the IVR. Businesses can now easily and seamlessly integrate IVR's with any application server middleware business logic, legacy systems, shared databases, CRM applications and many more.

Voicera™ Architecture for Avaya CONVERSANT® IVR Systems

The following diagram shows how **Voicera™** can plug into an enterprise network.



Voicera™ uses industry standards based on XML to communicate with any application, inside or outside an organization, thus eliminating the need for specialized communication drivers or custom programs.

Voice applications are nothing but standards based VXML scripts. These scripts can be made network accessible by deploying them in a web server. This enables voice application development from any location. The VXML scripts are interpreted using Voicera™ VXML Browser custom built for Avaya **CONVERSANT®** IVR Platform version **V7 & V8**. **Voicera™** eliminates the need to build voice applications using proprietary service creation tools such as Script Builder, Data Interface Processes (DIPs) and IRAPI tools. Also, Oracle, Microsoft SQL database connectivity is achieved with relative ease because of support for Java code from within VXML scripts. Voicera™ provides integrated support and connectivity to web infrastructures within the Enterprise using JSP, ASP, Enterprise Java Beans, JDBC, MQ, TN3270, XML Messaging and Web Services.

The following illustrates a typical call flow for a simple banking application using **Voicera™**:

1. A customer calls a bank for account balance information.
2. The call is answered by an IVR that transfers control to **Voicera™ VXML Client** that runs in the **CONVERSANT®** IVR.
3. **Voicera™** then fetches an initial VXML script that defines the banking application, from a VoiceXML Browser instance running on a separate Windows 2000/NT or Solaris based Voice Server.
4. **Voicera™** interprets the VXML file and translates them to the appropriate **CONVERSANT®** IRAPI system calls. The VXML script contains the relevant tags to collect the customer's account number and PIN.
5. The customer supplies the relevant information using the telephone keypad or voice.
6. **Voicera™** collects the touchtone/DTMF or voice input and interacts with the Application Server to authenticate the user using JSP page and to get the account information. This transaction is similar to an Internet Explorer session request using JSP and Application Server.
7. The Application Server dynamically generates a VXML file that contains the account balance information of the customer.
8. **Voicera™** interprets this VXML file and translates them as appropriate prompts to the user thus conveying his account balance.

VoiceXML Applications

Voicera™ can be used as:

- An IVR management tool for script authoring VoiceXml based voice applications using same tools used for Web infrastructure development can be used for VXML scripting.
- To integrate and share the same business logic already existing on the Web Application Servers. It supports standards such as J2EE, JSP, RMI & EJB.
- A workflow management tool - a web-based GUI that allows customers to design and create their own personalized interactions and deploy them on the IVR.
- A CRM/Enterprise Integration tool. **Voicera™** can simplify the integration of information from your call center with the information gathered from the rest of your organization, enabling a 360 degree view of your customers
- VXML Scripts can be authored and stored in a centralized server with support for features such as version control, common speech files etc.

Advantages

Once **Voicera™** has been integrated into an IVR system:

- IVRs no longer need specialized drivers or customized programs to communicate with other applications within the Enterprise.

- IVRs can easily communicate with any application inside or outside the Enterprise using standards-based XML, JSP, EJB, MQ Series and Web Services.
- Specially trained IVR script writers can now learn VoiceXML and write applications based on open-standard VoiceXML. **Voicera™** allows Enterprise voice applications to be portable and run on various versions of Avaya IVR platforms including **CONVERSANT®** IVR version V7 and V8. Same scripts can be easily ported to the new Avaya Solaris IR V1.0 platform.
- IVR scripts can be written easily, quickly and from any location - scriptwriters no longer need to work directly on the IVR system for application development.

Contact us

To know more about **Voicera™**, please contact LeadingC at (732) 283-7009 or send email to info@leadingc.com

Note: **Voicera™** is a registered trademark of LeadingC.