Wave Voice Server

Until recently, voice-enabled self-service applications were long on promise but short on delivery, due to the constraints of legacy technologies. Introducing Wave Voice Server an add-on application to the Wave IP® Business Communications System, lets you rapidly deploy cost-effective, next-generation speech-enabled self-service applications that greatly enhance customer service, automate repetitive tasks, increase staff productivity – and keep you ahead of the competition!

The value of voice

On paper, voice self-service applications hold great appeal. They promise to deliver round-the-clock assistance, enhance customer service and off-load routine queries and transactions from busy staff.

In practice, however, legacy voice solutions are problematic, owing to their proprietary nature, unique hardware requirements and inflexibility. Applications based on last-generation Interactive Voice Response (IVR) and speech recognition technologies are costly and time-consuming to develop and cannot be readily tailored for an organization's fast-changing needs. Integration with existing infrastructure and IP services is challenging, and deployment and support of voice applications across multi-site environments is time-consuming and resource-intensive.

What's worse, due to slow response times and poor voice recognition, voice-enabled applications may have the opposite effect than intended, creating dissatisfied customers and increasing the workload of employees.

Delivering the value

Wave Voice Server transcends all these challenges. Wave Voice Server is an advanced voice self-service platform based on a key open standard — Voice eXtensible Mark-up Language (VXML) — which provides a universal method for building voice applications that are interoperable, portable and reusable.

Wave Voice Server allows you to:
- Accelerate development and deployment of innovative voice self-service applications to gain competitive advantage and ensure faster time-to-results and revenue.
- Maximize consumer convenience by making self-service applications equally accessible via the phone and the Web.
- Impress your customers by providing highly responsive voice access to content-rich information, assistance and transactions.
- Reduce the workload on busy staff by automating a wider range of customer interactions, including complex, multi-step business processes.
- Ensure investment protection by integrating advanced voice applications with existing communications infrastructure and business applications.
- Manage voice applications to support dynamic business goals using the powerful centralized management and reporting capabilities of Wave IP. Wave Voice Server is optimized for distributed, multi-site environments, allowing you to host, centrally manage and support all phone-based and in-store services, from a single integrated platform.

Developer perspective: Fast rollout

With legacy IVR technology, it typically takes from six months to a year to develop new voice applications. Because Wave Voice Server uses one platform, one code base and open standards, development time is significantly reduced. You can quickly roll out new services to address changing business needs and differentiate your organization.

Treat voice as a Web Service

Wave Voice Server's Service Oriented Architecture (SOA) lets developers treat voice as "just another Web service." Voice becomes a discrete element which many different applications can access via standards-based interfaces. In turn, dynamic content and sophisticated voice dialogues can be developed to voice-enable routine business processes such as customer order automation, outbound notification when an order is ready, and inventory update when a purchase is completed.

Customer perspective: Your organization "get's it"

In a busy world, consumers appreciate service that is convenient, efficient and respectful of their time. With Wave Voice Server, you can show that you "get it" by enhancing customer service in all these dimensions.

Richer self-service experience

Because of their inherent limitations, legacy voice solutions are poorly suited for carrying out complex, multi-step interactions and transactions. Response times are often sluggish, and the accuracy of speech recognition is low, resulting in a frustrating user experience and a high call failure rate. Whether customers take their business elsewhere or seek out an employee for assistance, there is a hidden cost to your business.

In contrast, Wave Voice Server enables retailers to provide consumers with dynamic, content-rich voice service that leverages diverse business applications and data sources, such as point-of-sale and inventory management. Callers can access information, fill out order forms, complete transactions and request live service assistance simply by speaking into the phone.

Examples of self-service applications

CUSTOMER SERVICE
- Automated order placement
- Pharmacy prescription refill
- Order deliver status
- Outbound, automated notification by fax, page or voice message when order is ready for pickup

EMPLOYEE TIME AND ATTENDANCE
- Voice access to shift schedules

PERSONALIZED ASSISTANCE
- Voice access to the nearest store/office locations, based on specific parameters such as ZIP codes

Convenience and choice

Wave Voice Server makes it easy to add a voice interface to existing Web self-service applications. Customers can choose the self-service option — phone or Web — they prefer.

For example, two people — one an office worker, the other a construction supervisor — who plan to order a take-out lunch from the same nearby restaurant. Both want to save time by ordering ahead. The office worker can place an order via a PC, but the construction worker has no computer available and uses a cell phone. With one keyboarding a PC and the other talking on a telephone, both access the same application to place their orders. The restaurant captures both sales, earns both customers' appreciation and denies their competitors a chance to win the business.

Responsive Service

When using voice applications, consumers are impatient with delays of any kind. If they don't receive the expected guidance or response within a few moments — or have to repeat their own responses — they are likely to become annoyed and abandon the call. They may take their frustration out on employees or complain about poor service they received. Addressing the requirement for responsive service, Voice Server includes an advanced voice browser that is optimized for the task of presenting information

through the telephone. Based on patented technology that reduces latency and bandwidth requirements, the browser is extremely sensitive to response times, content quantity and speech recognition accuracy. This enables you to provide a faster and more accurate response to callers' commands and reduce call abandon rates.

Management perspective: Transform insight into action

Because Wave Voice Server is fully integrated into Wave IP, retailers also benefit from centralized management and reporting capabilities that are standard in the Wave IP system. All phone systems and applications of a Wave IP system are easily managed using the Wave Global Administrator and Wave Global Manager applications. These advanced Web-based tools enable an administrator to configure, monitor, trouble-shoot and manage aspects of the system remotely or locally via a Web interface or direct local network connection.

Wave Voice Server helps you harness the power of voice to serve your customers more responsively and cost-effectively. Your organization's bottom line benefits from improved customer relations, low total cost of ownership and fast ROI. Wave Voice Server is built on and leverages all the strengths of the Wave IP platform. Wave IP unifies the administration and management of all voice, data and application services, and eliminates the need for complex, costly multi-vendor solutions.

For more information or to place an order, contact your Authorized Wave IP Business Partner, call Vertical at 1-877-VERTICAL (1-877-837-8422) or visit www.vertical.com

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