CONVERGYS
Out*thinking.* Out*doing.*

IVR Consolidation

Featuring Network IVR for Media Exchange

relationship management

IVR Consolidation

Featuring Network IVR for Media Exchange

Interactive Voice Response (IVR) technology has evolved dramatically over the last decade offering service providers new opportunities for cost savings and revenue generation.

The Current State of IVRs

Network service providers need IVRs for a variety of mission critical, customer-facing services, such as call centers, billing, and information. In many cases, these systems are running as siloed applications, using dated operating systems, and on hardware and software that is many years old. In addition, these systems are often running at either higher capacity than designed—leading to a loss of revenue—or running underutilized and wasting resources.
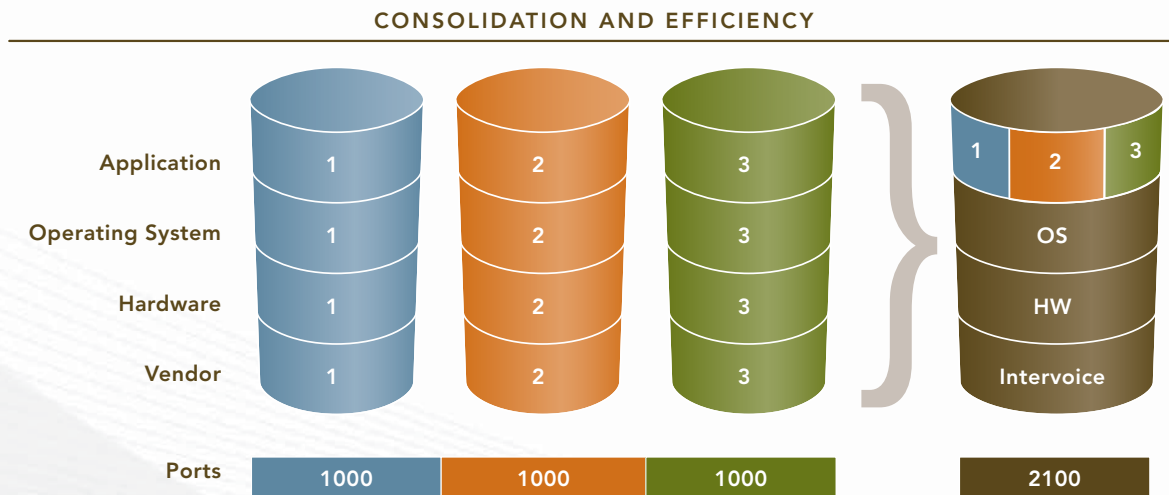
In the past, IVR vendors sold customers systems based on proprietary languages, which require customers to rely on a single source for their maintenance, integration, and upgrades. The emergence of global standards such as Linux, VoiceXML (VXML), and

Call Control XML (CCXML) enable operators to have increased confidence in the reliability of their operations and broaden their ability to integrate more than one vendors' application in their networks.

Benefits of IVR Consolidation

The time is now for operators to combine their IVR systems onto one platform. Advantages of doing so include:

- Reduced development time: With all operations running on a single platform and single development language, it's easier to train staff to quickly develop and modify services.

- Enhanced revenue: With a common interface, fewer access numbers, and applications that can refer to one another ("Thank you for topping up your prepaid account. Would you like to hear the top ring tones available?"), customers will be able to more easily manage their IVR experience and stay on the phone longer, leading to additional revenue.

CONSOLIDATION AND EFFICIENCY

Application	1	2	3	1 2 3
Operating System	1	2	3	OS
Hardware	1	2	3	HW
Vendor	1	2	3	Intervoice
Ports	1000	1000	1000	2100

relationship management

- Improved efficiency: In a consolidated system, fewer ports are needed to handle applications that vary in usage over time. Additionally, fewer platforms and backups are needed.

- Lowered maintenance costs: With a single, modern IVR system, service providers often find dramatically lowered maintenance costs.

- Superior reporting: With a single platform, it's easier to get valuable reports on the number of callers, time of day of calls, revenue received per service, etc.

- Consistent branding: Consolidating IVRs allows service providers to apply consistent branding to subscriber-facing interactions, creating a familiar feeling for each application, no matter how different they may be.

- Open standards, such as VXML, CCXML, and Linux have become necessities of telecommunication systems. These provide operators with more vendor choices, allowing third-party developers to compete for their business and enabling service providers to focus on running the network.

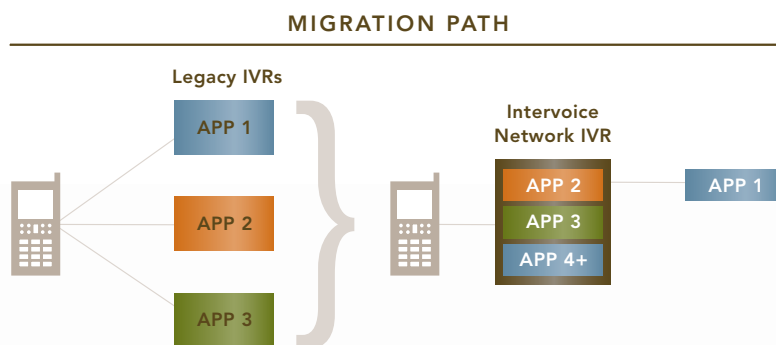## Network IVR for Media Exchange

Seeing the need for IVR consolidation, Convergys, a leader and visionary in Gartner's Magic Quadrant for 2005 and 2006 in the field of IVR systems, created Intervoice Network IVR for Media Exchange. Network IVR is a secure carrier-grade system that supports both current and next-generation protocols, architectures, and services in the delivery of communication, information, and entertainment services to end users. Network IVR provides a robust solution that reflects Convergys' decades-long leadership in IVR technologies. And it combines the traditional benefits of a Convergys system—proven reliability and open, interoperable standards.

Convergys, the authority in personalizing customer/subscriber self-service, has expertise in developing solutions across multiple industries, from

telecommunications to travel, banking and retail. Convergys has over 5,000 IVR/voice portal customers globally, powering hundreds of millions of subscriber interactions on a daily basis.

Migration Options

Migrating to new IVRs can be a daunting task, but Convergys' highly flexible Network IVR solution provides many options for bringing your applications together. Although moving all your applications at once may be ideal, it's not always practical. Network IVR includes the capability of using an intelligent switch in front of your existing applications. Using this solution allows you to initially migrate some of your critical applications and gradually migrate the others over a period of time. This capability enables IVR activity to be more closely monitored, presents a simplified access point to subscribers, and has a ready-made system to host new applications.

MIGRATION PATH

Media Exchange with HomeZone

A key advantage of Intervoice Network IVR is its underlying platform, Intervoice's Media Exchange with HomeZone. Media Exchange's architecture is designed to support the rapid integration of new features and services. The innovative Media Exchange platform uses state control functionality to enable Media Exchange's patent-pending HomeZone, which allows subscribers to access applications, manage personal preferences, and customize their communications experience—all with single-session convenience.

In addition, due to Media Exchange's componentized structure, Intervoice Network IVR can be enhanced with third-party custom applications or with a suite of applications from Convergys, including:

- Voicemail
- Videomail
- Voice to MMS
- Voice SMS
- Voice Activated Dialing
- Missed Call Alert
- Call Alert Plus

Move to the IMS Future

While IP Multimedia Subsystems (IMS) is the future of telecommunications, most companies won't make the transition to an IP network all at once. Intervoice Network IVR for Media Exchange incorporates multiple network interfaces, allowing you to smoothly transition your applications as your network evolves from TDM to SIP to IMS. In addition, Media Exchange with HomeZone is a proven IMS solution, having been integrated into many SIP/IMS architectures worldwide.

When your market is ready for new applications, or you need additional capacity, or you're ready to begin transitioning to an all-IP network, it's time to consolidate your IVR systems with Intervoice Network IVR for Media Exchange. Contact your sales representative, visit our web site at www.Convergys.com, or call 1-800-700-0122.

About Convergys

Convergys Corporation (NYSE: CVG) is a global leader in relationship management. We provide solutions that drive more value from the relationships our clients have with their customers and employees. Convergys turns these everyday interactions into a source of profit and strategic advantage for our clients. For more information, visit www.convergys.com.

Corporate Headquarters

North America
Cincinnati, Ohio USA
Phone +1 513 458 1300
US Toll-Free 800 344 3000
Fax +1 513 421 8624
www.convergys.com

Regional Headquarters

Europe, Middle East, & Africa
Cambridge UK
Phone +44 1223 705000
Fax +44 1223 705001

Latin America
São Paulo Brazil
Phone +55 11 5504 6800
Fax +55 11 5504 6730

Asia Pacific
Singapore
Phone +65 6557 2277
Fax +65 6557 2727

relationship management