

## Dialogic<sup>®</sup> Digital IVR

Unmatched Interactive Voice Response System



Simplicity is the key to customer loyalty, and that means making it easy for customers to get answers and resolve issues. Unfortunately, interactive voice response (IVR) systems are often anything but simple. They can be complex to navigate, challenging to customize, and cost-prohibitive to scale. If that sounds like your IVR system, it's time to choose Dialogic's Digital IVR.



**Dialogic<sup>®</sup>**  
Digital **IVR**

Deployed in more than 95 countries, including over 250 carrier networks and 15,000 enterprises, Dialogic Digital IVR drives improved customer engagement through hundreds of pre-built and customizable applications, unified messaging and rich multimedia tools, intelligent routing, built-in analytics/reporting, and sophisticated customer self-service capabilities.

| Features   | Benefits  |
|--|---|
| <b>Advanced GUI-based service creation environment</b> | Create powerful, customizable IVR applications using "drag-and-drop" icons  |
| <b>Unified messaging platform</b>                      | Empower agents to act/think faster  |
| <b>Rich analytics and reporting</b>                    | Gain added insight into customer behavior, optimize call flows, and identify performance issues   |
| <b>APIs for back office</b>                            | Reduce time to revenue through seamless integration with back-office and billing systems  |
| <b>Intelligent, customizable call routing</b>          | Drive improved customer experiences with dynamic personalized call flows and pre-queue data collection to improve first-call resolution   |
| <b>USSD support</b>                                    | Reduce call center costs with low-latency, menu-driven mobile interaction for customers   |
| <b>Visual IVR module</b>                               | Enhance the customer experience by adding a visual component  |
| <b>Enterprise virtual assistant module</b>             | Provide the growing micro enterprises market segment with a self-serve, easy-to-use IVR platform that gives them the opportunity to never miss a call and manage their own call flows |

The Dialogic Digital IVR solution is unparalleled in its ability to integrate seamlessly with existing network infrastructure and is compliant with IMS/LTE standards for the next generation of communications, making Dialogic Digital IVR a simple yet smart path to improved customer conversations.

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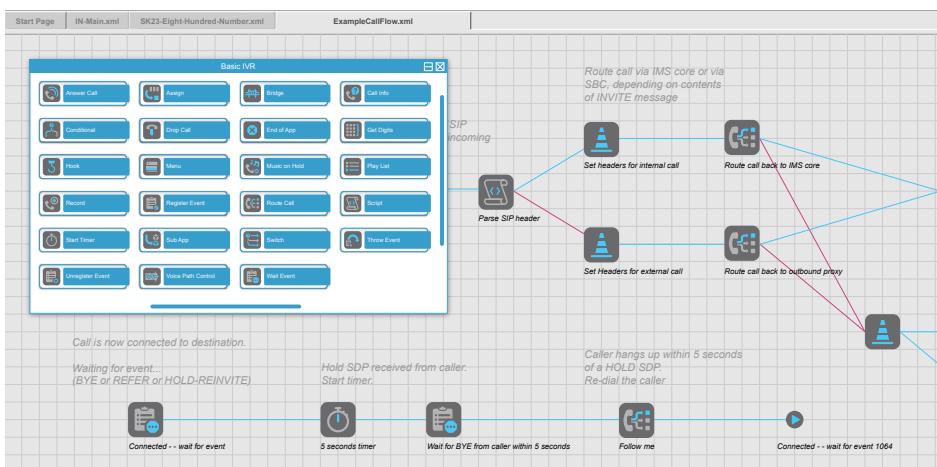
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## An End-to-End IVR Solution

The Dialogic Digital IVR solution features software-based components that can be deployed on commercial-off-the-shelf (COTS) hardware for an unsurpassed mix of scalability, functionality, and cost-efficiency. At the heart of Dialogic Digital IVR is Dialogic's PowerNova™ Application Server (AS), which can serve hundreds of applications to millions of customers using a wide variety of media including voice, voice over IP, video, text/chat, email, messaging, and more. Also included within the Dialogic Digital IVR solution are a GUI-driven service creation environment (SCE), an intelligent routing engine, customer self-service tools, and customizable reporting/analytics—providing a complete, end-to-end IVR system in a single, centrally managed solution.

## Build Better Apps

In addition to hundreds of pre-built applications, the Dialogic Digital IVR powerful SCE enables even inexperienced developers to easily build customized services. Using simple "drag-and-drop" construction from a palette of over 100 command icons, developers can build an endless variety of services including web applications, conferencing applications, SMS/video applications, chat-based applications, and much more.



Each IVR service component is accessible from a single screen, where developers can mix and match voice, video, text, messaging, database, and other services to create highly complex applications—all without the need to use programming languages. In addition, a "lite" version of the SCE is available that allows customer service representatives to easily modify prompts and menus, as well as to make other minor changes to existing services.

## Intelligent Call Routing

Customer satisfaction comes from speed and simplicity, which means the longer customers spend in an IVR system, the less effective it tends to be. Dialogic Digital IVR uses intelligent routing command icons to ensure that calls, texts, and self-service menu selections reach the right destination, resulting in short contact experiences, improved conversations, high first-call resolution rates, and satisfied customers.

## Reduce Costs with Customer Self-Service

Self-service options can significantly reduce the cost of customer care and improve customer experiences. The Dialogic Digital IVR solution features an interactive USSD (Unstructured Supplementary Service Data) response system that supports the creation of real-time, self-service interactions for mobile devices. These services can easily be built and customized through the Dialogic Digital IVR's main application SCE and connected seamlessly to back-office systems for robust functionality. Leveraging USSD technology for low-latency, menu-driven interactions is a way to give mobile users more control over their service experience.

## Improve Experiences with Unified Messaging

Context is also a key to effective customer service, yet customer service agents often lack—or struggle to locate—critical customer information during the service experience. This can result in redundant prompts for the same information, resulting in missed opportunities to provide exceptional service. Dialogic Digital IVR's unified messaging system keeps key data—including emails, voicemails, faxes, and texts—close at hand for easy reference during the customer experience.

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With Dialogic Digital IVR's unified messaging system, customer service agents are empowered to be more productive. They can instantly retrieve archived communications from customers and colleagues on a variety of devices, reducing the time to resolve issues and answer questions.

## Gain Insight with Analytics and Reporting

Dialogic Digital IVR comes with built-in reporting and analytics capabilities to help carriers and enterprises gain actionable insights into their customer service experiences. Using pre-built reports and ad hoc SQL queries, data analysts can dive deeply into call detail records and other IVR data to identify call flow issues, track session times, and measure IVR performance. Collected data can also be aggregated into other data sources for broader analyses and integrated into existing SNMP tools for active alerts.

## Visual Interactive Voice Response Module (VIVR)

VIVR extends the capabilities of Dialogic Digital IVR by transforming it into a collaborative, web-based, voice and visual, smartphone-ready application. VIVR improves customer self-service and triage activities for customer care and call center organizations by allowing interactive multimedia content to be shared with customers during a voice call. VIVR provides an application targeted for both service providers and enterprises. Service providers can host and deliver applications for businesses and entrepreneurs to better engage their customers both visually and audibly for a better user experience and to increase first-call resolution. Enterprises can deploy VIVR to augment their contact centers' existing call handling and omni-channel engagement capabilities.

## Improve First Call Resolution

Traditional IVRs provide a one-way, audio-only interaction and limits customers to replying with numeric responses through their phone dial pads. While voice recognition can improve the user experience, that solution can be costly and might not work efficiently when the end user is in noisy environments. VIVR increases the usability of traditional IVRs by providing visual navigation capabilities, as well as video sharing, for an improved first call self-service resolution of customer engagements. Adding VIVR can provide:

- Faster interaction vs. using audio-only prompts
- Increased accuracy by allowing callers to see multiple options before making a selection
- Improved dialogue with an information-rich, web-based input that allows alpha-numeric data to be easily entered

One important benefit of adding a visual dimension to IVR sessions is that it can help relieve contact center volume by handling more calls in a self-service manner, namely without the need for agent interaction. However, if a live agent is needed, VIVR easily bridges the gap between customer self-service and live agent support with seamless transfer at any point. This allows agents to become more productive by helping to reduce inbound calls and zero-outs. The enhanced user experience also helps to lower interaction abandonment and improve average handling times.



## Customize Applications for Specific Industry Verticals

The VIVR module leverages the Dialogic Digital IVR SCE and includes a rich set of interactive voice, text, and video response building blocks, allowing service providers and service developers to rapidly develop new applications to better engage customers.

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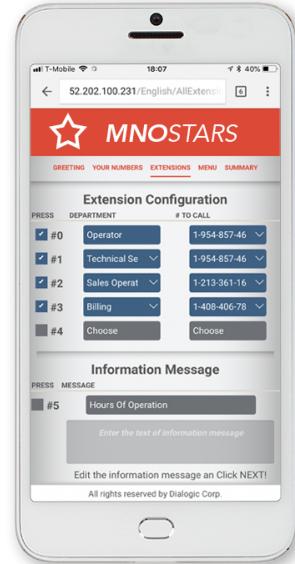
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VIVR can enhance customer care applications that support activities across multiple verticals including communications, banking, healthcare, insurance, plus can include utilities such as:

- Online mobile purchases
- Topping off airtime for prepaid mobile users
- Paying phone bills, utility bills, and checking balances
- Service activation involving messaging for unlocking SIMs
- Instructional videos
- Retrieving a personal unlock key (PUK) code to unlock SIM-based devices
- Marketing and sales promotions

## Network Virtual Assistant Module (NVA)

NVA is a module created and supported by a Dialogic partner that leverages Dialogic Digital IVR SCE features. It provides a network-based automated attendant that is of high-value, yet simple to use and cost-effective to deploy. It features carrier-class architecture and design, a user-friendly web portal, and IMS support with integration to major telecommunications equipment manufacturers (TEMs). Tailored for micro enterprises, NVA allows subscribers to create their own IVR scripts and options, purchase inbound numbers and add premium services like text-to-speech without service provider assistance. Targeting micro enterprises, the largest market segment in the enterprise space, NVA enables a new quick revenue stream for service providers.



### Increase Subscriber Stickiness with NVA

Micro enterprises are constantly evaluating different voice and data offerings in order to reduce their costs. The NVA module allows the creation of unique, high-value services to reduce subscriber churn. The comparison terms with other mobile network operators (MNOs) will not be the cost of voice and data, but instead the added-value services that are provided. Benefits specific for the micro enterprise include:

- Perceived as a large company
- A single business numbers
- Port number or new number
- Higher productivity
- Business-owner control
- Reporting

## Additional Notable Dialogic Digital IVR Features

In addition to features such as an advanced GUI-based SCE, intelligent call routing, unified messaging, rich analytics and reporting, plus optional VIVR and network virtual assistant, Dialogic Digital IVR also offers:

- Resiliency, redundancy, and high availability options
- Multimedia and multi-language support
- Automated callback processing
- Caller prompt definition and storage
- Database integration
- ASR and TTS third-party speech engine support
- Non-disruptive system updates
- SOAP web services integration

## Dialogic: The Future Is Calling

As a leader in next-generation communications, Dialogic helps carriers and enterprises prepare for the mobile, multimedia future with intelligently designed solutions that embrace open standards including IMS, LTE, NFV and 5G. You'll find Dialogic® technology powering the world's networks, from world-class media and signaling gateways to better-engineered IVR systems. To learn how Dialogic can connect you to a brighter future, visit us online at [www.dialogic.com](http://www.dialogic.com).



[www.dialogic.com](http://www.dialogic.com)

For a list of Dialogic locations and offices, please visit: <https://www.dialogic.com/contact>

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