

# Interactive Voice Response

**Lower costs through customer self-service and simplify management with a powerful Interactive Voice Response (IVR) solution, fully configurable with our Scenario Builder visual interface. Our powerful IVR solution seamlessly integrates with Salesforce<sup>†</sup> 'out-of-the-box.'**

## Cradle to Grave Call Handling

Start every call off right with our feature-rich solution which can identify callers and collect relevant data for accurate and efficient routing, segmentation and prioritization. We provide an extensive library of building blocks in our Scenario Builder™ visual interface, which supports database dips, data collection from the caller and third-party CRM, and other, integrations.

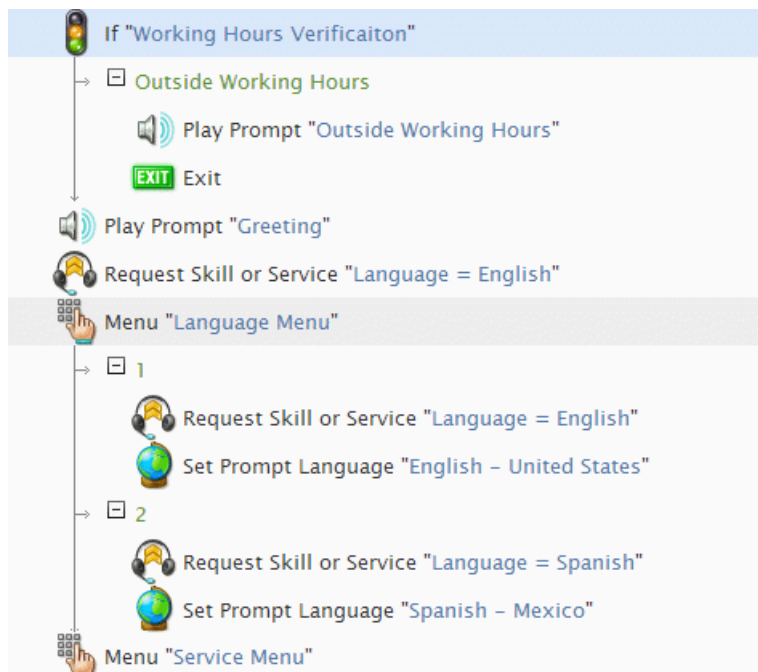
Launch customer satisfaction or other surveys at any time during the call, or even after the agent disconnects. We support all fundamental IVR feature sets, including touch-tone-based menus and DTMF digit collection.

## Visual Scenario Builder Interface

Idle time is the bane of productivity. Many of our clients put inbound agents on outbound campaigns during slow times. With campaign-specific skills-based routing, and a smart strategy, you can significantly—and legally—boost your metrics. Our call progress analysis functions and right-party contact automated feature ensure that agents are connected only with live calls.

## Multilingual Support

Every voice response application you build with BrightPattern has built-in multilingual prompt management. Adding or removing languages is effortless, using the Prompt Manager.



Using Scenario Builder, you can create voice response logic flows that switch the prompt language as needed, responding to the demands of your caller. Our solution has been deployed in multiple languages around the globe.

## Text-to-Speech Support

Use our sophisticated text-to-speech capabilities to dynamically translate data, from database dips or other sources, to natural-sounding audio for your callers.

## Inbound Voice

Our ServicePattern™ platform is extensively and continuously tested and verified for operation in environments consisting of thousands of concurrent agents – as many as 5,000 in a single cluster.



This testing, and our many deployments in high-volume, large scale, contact centers gives you peace of mind that we can grow with you, and that the platform simply works.

## Outbound Voice

Fully integrated with inbound features, our outbound capabilities keep your agents busy and your answer rates up. All changes to campaigns take effect on the fly, so you can adjust to load changes in real time. Linked campaigns let you automatically supplement lists that are drying up, keeping agent occupancy at the highest levels, without having to manually intervene. Lists can be used in multiple campaigns, and multiple lists can be assigned to a single campaign.

## Web Chat

Web chat can lower costs, improve customer satisfaction, and increase online revenue. Chat buttons on your website encourage your customers to find their own answers with the confidence that a real person is only one-click away.

We recommend that you deploy web chat as an integral part of your customer service platform, to take full advantage of our unified reporting features.

## Efficient Salesforce Users

Since we built ServicePattern on a philosophy of easy access to all relevant data, it is super-easy to access customer data stored in Salesforce.

- Agent and supervisor desktops are built into Salesforce<sup>†</sup> (Service Cloud Console) for single application login and a seamless experience.
- Account, contact, and any other salesforce.com object can be configured to screen pop with a call.
- Click-to dial is available from any Salesforce form to save time dialing.
- Identify customers quickly—and increase self-service—by accessing Salesforce data within IVR scenarios.
- The ServicePattern interactions history is directly linked with salesforce.com accounts and contacts data.

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in the cloud.

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<sup>†</sup>Salesforce is a trademark of Salesforce.com