



NUANCE

The experience speaks for itself™

OPEN CALL STEERING

BENEFITS OF OPEN CALL STEERING

- **Provide contact centers with accurate, cost-effective call routing and automation**
- **Increase customer satisfaction by consolidating multiple phone numbers and menu options into a single access point**
- **Enhance the customer experience by eliminating complex touchtone menus and allowing callers to describe their needs in their own words**
- **Reduce contact center costs by shortening call times, reducing the number of misrouted calls, and improving overall call automation rates**

SOLUTION DESCRIPTION

Across industries, from telecom to financial services, contact centers face the same challenge: finding a customer-friendly, cost-effective way to greet and route callers to the appropriate agent or automated service. Faced with multiple phone numbers for billing, technical support, sales, self-service, and more, customers find themselves navigating through complex mazes of options to conduct business with an organization.

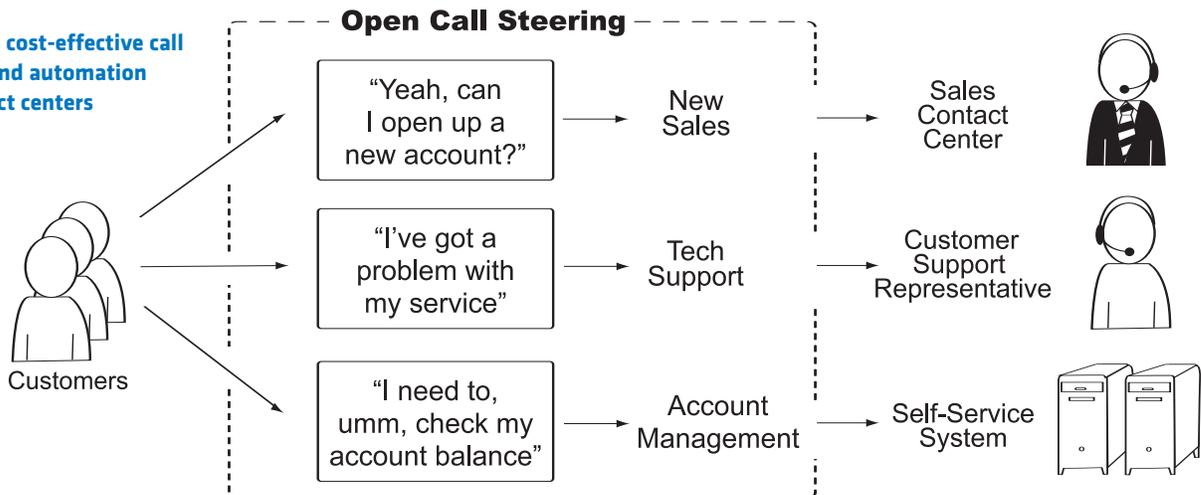
Open Call Steering is a configurable, packaged solution that establishes a single access point for your callers. Contact centers can then direct inbound customer calls more accurately, efficiently, and with high caller satisfaction. Organizations can consolidate multiple phone numbers, remove touch-tone mazes, and route callers to their destination based on the unconstrained, natural answer to one question: “How can I help you?” The result is higher customer satisfaction, fewer misrouted calls, more efficient operators, and a compelling return on investment.

With Open Call Steering, powered by AccuRoute, callers make such wide-ranging requests as “Yeah, I have a question about my statement,” or “I’d, um, like to make a change to my, uh, account.” From there, statistical language models pre-trained through a professional services engagement determine the intent of the caller. If the intent is ambiguous or requires further information before routing, the system asks the caller questions for further clarification. The result is accurate, cost-effective call routing and automation from the very first point of contact with the customer.

Contact centers can save millions of dollars annually by updating their existing touchtone or speech-based IVR system with Open Call Steering. By reducing misrouted calls by up to 50% and zero-outs by up to 35%, Open Call Steering dramatically improves transaction completion rates so that live agents can spend time with the customers who need them.

OPEN CALL STEERING

Accurate, cost-effective call routing and automation for contact centers



FEATURES/BENEFITS

Callers Speak Naturally

With AccuRoute technology, callers are not required to follow a directed conversation or respond with specific phrases. They make requests in their own words and are routed to a destination, thanks to analysis from trained statistical language models and advanced call routing techniques.

Proven Technology

Open Call Steering uses OpenSpeech® Recognizer, a mature, seventh-generation speech recognition engine used in thousands of deployments worldwide.

Best Dialog Practices

An Open Call Steering deployment ensures the best caller experience by relying on proven techniques such as dialog disambiguation, shortcuts to frequently requested submenus, and a back-off menu.

Low Total Cost of Ownership

The Application Management and Configuration tools allow for simple application changes without the need for additional professional services engagements. Robust, packaged code keeps costs down with fewer development iterations to achieve a high quality solution with a return on investment.

Faster Time to Market

Open Call Steering automatically generates VoiceXML code, prompt text, grammars and documentation to shorten development and design cycles for quicker deployments and faster returns on investment. Pre-tested dialog templates further speed development for specific industries.

Clear Upgrade Path

By deploying a packaged solution instead of a custom services engagement, Open Call Steering protects long-term investments by taking advantage of future improvements without losing the original dialog configuration.

Deep Experience

Nuance has a track record of success in deploying successful call steering applications with demonstrable ROI and caller satisfaction.

ABOUT NUANCE COMMUNICATIONS, INC.

Nuance is the leading provider of speech and imaging solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with information and how they create, share and use documents. Every day, millions of users and thousands of businesses, experience Nuance’s proven applications and professional services. For more information, please visit nuance.com.

Copyright © 2006, Nuance Communications, Inc. All right reserved. Nuance, the Nuance logo, The experience speaks for itself, OpenSpeech Recognizer and SpeakFreely are trademarks and/or registered trademarks of Nuance Communications, Inc. a nd/or its affiliates in the United States and/or other countries. All other trademarks are the properties of their respective companies. DS1/06