

Cisco Unified Call Studio 9.0

Intelligent Self-Service, World-Class Customer Service

Cisco® Unified Call Studio helps you design, build, and deliver self-service voice applications that are in a class of their own.

Using Cisco Unified Call Studio, your enterprise organization can offer intelligent, personalized self-service over the phone, allowing customers to efficiently retrieve the information they need from the contact center. Cisco Unified Call Studio is a visual Integrated Development Environment (IDE) that helps you efficiently create, test, and deploy voice self-service applications that are personalized to meet each customer’s needs. These applications will enhance your organization’s ability to deliver a unique customer service experience and to create competitive advantage.

Cisco Unified Call Studio empowers enterprise contact centers to deliver more relevant and personalized voice applications using touch tones or speech recognition that exceeds customer expectations. Developers use drag-and-drop techniques to visually construct applications and add any business logic desired to dramatically reduce time to market for new voice applications required in the contact center.

By using Cisco Unified Call Studio and its intelligent application development and management capabilities, enterprises can deliver highly effective self-service solutions for the contact center that provide world-class customer service and increase customer satisfaction and overall business profitability.

Business Advantages of Cisco Unified Call Studio

Table 1 lists the business benefits of Cisco Unified Call Studio.

Table 1. Business Benefits of Cisco Unified Call Studio

Benefit	Description
Personalize the Caller Experience, Increase Caller Satisfaction	Help ensure that the service provided to customers is consistent with your company’s business strategies by providing unique, personalized service to each customer based on any and all customer data in the enterprise-this enables the contact center to change as fast as your business changes.
Reduce Time to Market and Risk	Deliver high-quality, personalized voice applications to delight callers, on time, on budget, even with highly complex contact center requirements using the built-in industry standards of the software and its capability to manage thousands of self-service voice applications across teams of programmers.
Create a Consistent, World-Class Customer Experience	Reusable components allow successful application parts and integration to business systems to be reused across the enterprise, resulting in a more consistent, more comprehensive customer service experience.

Cisco Unified Call Studio Features

Table 2 lists the continuing features of Cisco Unified Call Studio and their benefits.

Table 2. Cisco Unified Call Studio Features and Benefits

Feature	Benefit
Graphical IDE	This feature makes it easy to design complex self-service interactions, and includes time-saving functions and developer-friendly features focused on saving your team time and money. The drag-and-drop interface offers undo, comment-out, zoom, and right-click time-saving commands. You can find components quickly with graphical tree views of reusable objects and application inventory, and you can build, test, debug, and then deploy applications directly from the IDE.
Team Productivity	Cisco Unified Call Studio is designed to be a common environment for use by all members of a voice application project. From designers to developers to testers, the application accommodates teams of any size working on many projects simultaneously.
Reusable Elements	A palette of reusable elements (voice, action, decision, and special function elements) can be used to create any voice application imaginable.

Feature	Benefit
Prior Version Compatibility	In general, application scripts created with previous versions of Cisco Unified Call Studio can be used with the current version of Cisco Unified Customer Voice Portal. However, the old scripts should first be re-compiled on the latest version of Call Studio.
Software Development Kit (SDK) Included for Extensibility	The application includes a documented SDK so your enterprise can create its own reusable elements, custom data, and text-to-speech plug-ins, as well as customize many other parts of Cisco Unified Call Studio to meet specific business needs.
Visual Voice Application Debugger	You can increase designer and developer productivity by testing call flows directly from within the Cisco Unified Call Studio environment. You can execute call flows visually without needing a separate VoiceXML browser and watch element- and session-level variable data change as the call progresses.
Web Services Element	This feature expands application capabilities with a new call-flow element to support integration with sophisticated Web services through Web Services Description Language (WSDL) and Service Oriented Architecture Protocol (SOAP) from directly within the Cisco Unified Call Studio environment.
Enhanced Multilanguage Support	The application offers native support for configuration data in multiple languages.
Eclipse 3.2 Support	Cisco Unified Call Studio takes advantage of new enhancements and improvements provided with Eclipse 3.2, resulting in a better user experience and more productive developer environment.
Standalone Application Deployment	This new feature enables developers to automate application deployment from the command line without using Cisco Unified Call Studio. Customers using continuous integration systems can benefit from this feature, which now makes Studio process-compatible with their automated build and testing methodology.
VoiceXML 2.1 Support	Customers can take advantage of the new VoiceXML 2.1 standard available on Cisco Integrated Services Routers.
Expanded OS Support	Support for both Microsoft XP and Vista.

For more information about Cisco Unified Call Studio, visit:

<http://www.cisco.com/en/US/products/ps7235/index.html>.



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