

Cisco Unified Voice Self-Service Products, Cisco Unified Customer Voice Portal 4.0

Cisco® Unified Communications Solutions unify voice, video, data, and mobile applications on fixed and mobile networks, delivering a media-rich collaboration experience across business, government agency, and institutional workspaces. These applications use the network as the platform to enhance comparative advantage by accelerating decision time and reducing transaction time. The security, resilience, and scalability of the network enable users in any workspace to easily connect anywhere, anytime, and anyplace, using any media, device, or operating system. Cisco Unified Communications is part of a comprehensive solution that includes network infrastructure, security, wireless, management applications, lifecycle services, flexible deployment and outsourced management options, and third-party applications.

Cisco Unified Customer Voice Portal (CVP) delivers voice self-service that is in a class of its own. Using Cisco Unified CVP, organizations can provide intelligent, personalized self-service over the phone, allowing customers to efficiently retrieve the information they need from the contact center.

Customers can use touch-tone service or their own voice to request information with self-service, and, if live agent assistance is requested, Cisco Unified CVP can transfer information given by the customer and the call itself to the agent, resulting in a smooth customer service experience.

Cisco Unified CVP can help eliminate the clunky, one-size-fits-all menu trees that can frustrate customers. It includes intelligent software that empowers enterprise contact centers to deliver more relevant and personalized voice applications that exceed customer expectations. Enhanced management and reporting software allows for centralized management of larger, distributed deployments and enhanced visibility into self-service performance against business metrics.

By combining the power of open standards with intelligent application development and management software, and by providing enhanced call control, platform management, and reporting services, Cisco Unified CVP gives enterprises a high-performance solution for the contact center that can deliver world-class customer service and increase customer satisfaction and overall business profitability.

Business Advantages of Cisco Unified Customer Voice Portal

Table 1 lists the business benefits of Cisco Unified Customer Voice Portal.

Table 1. Business Benefits of Cisco Unified Customer Voice Portal

Align the contact center with business strategy	Ensure that customer service supports business strategies by providing unique, personalized service to each customer based on any and all customer data in the enterprise. Enable the contact center to change as quickly as the business changes.
Reduce costs	Offset the high costs associated with assisted-service contact center agents by directing customers to more cost-effective, personalized voice self-service applications.
Create a consistent, world-class customer experience	Provide a transparent handoff of information from voice self-service to agent-assisted service by allowing the live agents to see the self-service interactions prior to call delivery.

Cisco Unified Customer Voice Portal Features

Interactive Voice Response and Sophisticated Network Call Control

Large organizations with many branches (for example, retail chain, retail bank, etc.) can service calls at the edge of the network with centralized applications, taking advantage of common back-end business logic. Keeping calls at the edge of the network reduces network traffic and telecom costs. Centralizing application development, management, and modification and making customer data available anywhere in the enterprise or on the network makes service-delivery models flexible and increases the overall responsiveness of the contact center. Contact centers can respond instantly to changes in the business environment.

Flexible Information Access

Cisco Unified CVP is designed to give customers information they need, when they need it, using whatever interaction channel they prefer. Cisco Unified CVP includes application and management software that allows businesses to create powerful, personalized voice applications for customers using information already present in the enterprise. Built on an open, standards-based framework, it supports Session Initiation Protocol (SIP), Voice Extensible Markup Language (VoiceXML), Java, and Open Database Connectivity (ODBC) environments. In addition, Cisco Unified CVP also supports the Media Resource Control Protocol (MRCP) to provide support for automated speech recognition (ASR) and text-to-speech (TTS) from industry-leading vendors.

Consistent and Pervasive Service

Cisco Unified CVP provides sophisticated call control and queuing on top of VoiceXML standards, so that self-service can be pervasive throughout the network. Distributed branch-based self-service solutions provide consistent automated service at the branches and the company contact center with the capability to transparently switch calls between locations. Cisco Unified CVP can queue calls at the edge of a networking, minimizing bandwidth requirements within the network and reducing transport costs.

Virtualization of Multisite Contact Centers

Businesses can use Cisco Unified CVP to enable intelligent call routing across multiple sites, providing the appropriate resource for a given call at a given time. Organizations can take advantage of existing investments in older automated IVR and automatic call distributor (ACD) systems while deploying next-generation services on Cisco Unified CVP.

Table 2 lists the benefits of Cisco Unified Customer Voice Portal and its open-standards software.

Table 2. Benefits of Cisco Unified Customer Voice Portal

Create world-class customer service	Tap into Web- and middleware-enabled deployments elsewhere in the enterprise with the Cisco Unified CVP VoiceXML application environment and use that information directly in self-service applications so that customers obtain a consistent, relevant experience regardless of contact channel.
Run voice self-service applications dynamically	Personalize calls for customers based on any network-accessible data, business rules, or information from previous customer interactions with your business.
Update and modify applications	Provide a transparent handoff of information from voice self-service to agent-assisted service by enabling live agents to see self-service interactions prior to call delivery.
Track all customer interactions	Enable a complete view of customer interactions with built-in monitoring and logging tools.
Integrate Cisco Unified CVP with enterprise technology	Power intelligent self-service applications with your existing software infrastructure using open standards and XML integration.

Reduce costs	Queue calls at the edge of a network, reducing carrier and network transport costs. Apply self-service while a call queues or send to agent-assisted service only when an agent is ready to assist the caller.
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Table 3 highlights some of the new features introduced with Cisco Unified Customer Voice Portal 4.0.

Table 3. New Features with Cisco Unified Customer Voice Portal 4.0

Improved service-creation capabilities	Increase productivity and personalization of speech self-service deployments with an enhanced Integrated Development Environment (IDE) and team-oriented improvements.
Operations, administration, maintenance, and provisioning (OAM&P) enhancements	Centrally support a distributed Cisco Unified CVP deployment. Simplify system, operations, and license management.
Reporting enhancements	Gain greater visibility into business metrics to enhance voice self-service performance.
Support for SIP, VoiceXML 2.1, and MRCPv2	Benefit from enhanced standards-based support, which helps ensure interoperability with leading third-party solutions.

For more information about Cisco Unified Customer Voice Portal, visit <http://www.cisco.com/go/cvp>.

Cisco Unified Communications Services

Cisco and its certified partners can help you deploy a secure, resilient Cisco Unified Communications solution, meeting aggressive deployment schedules and accelerating business advantage. Cisco's portfolio of services is based on proven methodologies for unifying voice, video, data, and mobile applications on fixed and mobile networks.

Cisco's unique lifecycle approach to services defines the requisite activities at each phase of the solution lifecycle. Customized planning and design services focus on creating a solution that meets your business needs. Award-winning technical support increases operational efficiency. Remote management services simplify day-to-day operations, and optimization services enhance solution performance as your business needs change.



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