



WebSphere software

IBM WebSphere Voice Response with DirectTalk Technology

Highlights

- ***IBM WebSphere® Voice Response with DirectTalk® Technology supports speech recognition technologies that can enable a more natural way of obtaining information or services, replacing the traditional telephone keypad with your own voice as the input method***
- ***Scalable design that can support thousands of Public Switched Telephone Network (PSTN) connections***
- ***Single-platform support for concurrent voice response, e-business and other voice applications***
- ***IBM WebSphere Voice Response combined with WebSphere Studio enables Java™ and VoiceXML service creation environments to enhance speech recognition and Interactive Voice Response (IVR) application development, to create easy-to-integrate Web and telephone self-service applications under the same development environment***

A leading provider of voice enabling e-business solutions, IBM delivers Web, middleware and telephony solutions that can help businesses quickly deliver information to their customers. As your single point of contact, IBM can help you extend your e-business reach by offering integrated hardware, software and services that support the convergence of voice and data by using open standards-based VoiceXML technology that is scalable and highly compatible.

Bring your business to the next level with IBM—providing a solid foundation on which to build integrated, innovative voice solutions. WebSphere Voice Response uses WebSphere Studio as its service creation environment so that as customers want to deploy applications across multichannels they can do so with a common IDE.

e-business made easy

IBM WebSphere Voice Response with DirectTalk technology is a state-of-the-art voice processing platform, providing IVR capability that can extend information retrieval far beyond traditional 'Press 1 to continue' menus. Applications can now combine keypad entry with available speech recognition technology. WebSphere Voice Response e-business applications can be created with ease, enabling voice access to customer data through the telephone on a 24x7 basis.

Extending the functionality of WebSphere Voice Response

WebSphere Voice Response functionality can be extended with other WebSphere products. WebSphere Voice Response can be combined with WebSphere Voice Server and WebSphere Voice Application Access to speech enable applications for a contact center environment through the use of WebSphere Portal technology. This combination of WebSphere products facilitates the integration of telephony and Web development environments

through a shared development environment so that voice and visual applications can be developed with open standards using common code, backend logic and infrastructure. WebSphere Voice Response can also be combined with Unified Messaging for WebSphere Voice Response to enable basic voicemail capability or unified messaging, allowing easy access to voice, e-mail and fax messages. Two additional IBM WebSphere Voice Response products provide add-on functionality. IBM WebSphere Voice Server provides the speech recognition technologies which can let callers use telephones and mobile devices to access Web pages and self-service applications. IBM Message Center provides unified messaging, allowing easy access to voice mail, e-mail and fax messages.

WebSphere Voice Response and WebSphere Voice Server and WebSphere Voice Application Access

Can your customers pick up the phone and call your Web site? WebSphere Voice Response, WebSphere Voice Application Access and WebSphere Voice Server can make it possible to create integrated Web and telephone self-service access to your business data and processes using Portal framework.

When combined together, these WebSphere voice products make it easier to implement, change and maintain complex call center

applications using a development environment to create voice potlets using open standards. Not only does this environment make it easier to create more modular applications for both voice and visual applications, but common code and business logic can be shared to simplify application development. Using this portal approach, contact centers can create a common look and feel across voice and visual applications. And since call center applications can be aggregated in different combinations using this portal framework, contact centers can personalize the end-user experience to fit the customer's profile.

By using this combination of WebSphere Voice Products, It can enable businesses like yours to leverage their investments in Web and contact center solutions, providing electronic Customer Relationship Management (CRM) capability to all their customers. It can also extend IVR and visual Web applications by adding multi-channel access to customer information. WebSphere Voice Response, WebSphere Voice Application Access and WebSphere Voice Server can provide a natural way for customers to access a wide range of information from a telephone. This can let callers interact with your company's self-service applications, providing a personalized interface to their information, using the most natural human interface — speech.

Powerful 24x7 information access — by telephone

WebSphere Voice Response is a versatile, powerful voice processing system that can expand IVR to new possibilities. Now your customers and employees can have direct access to the services and information they need, virtually anytime of the day or night. In addition, you can build, run and maintain a wide range of speech-enabled applications using WebSphere Voice Response tools.

WebSphere Voice Response allows businesses to answer and screen a large number of IVR calls simultaneously and promptly, reducing caller wait-time and improving customer satisfaction. WebSphere Voice Response brings new meaning to e-business, making appropriate information readily available to your customers in an easy and responsive manner.

Designed for simplicity

No longer do callers to your IVR system have to navigate complicated layers of menus in order to find what they want. Using WebSphere Voice Server, WebSphere Voice Response responds to spoken commands, taking callers directly to where they want to go, whether it is a telephone extension or an information database.

Two-way speech capability

Once the desired information has been located, WebSphere Voice Response can audibly speak it to the caller, using the WebSphere Voice Server advanced Text-To-Speech (TTS) capability. This eliminates the need for pre-recorded, 'canned' messages, and offers the flexibility of providing an endless variety of dynamic, real time information on demand.

Web applications that can listen and answer

With WebSphere Voice Response and WebSphere Voice Server, customers are no longer limited to PC-based visual interaction with your Web pages and applications—now they can use the telephone to access them with natural speech commands. WebSphere Voice Server uses a VoiceXML browser that extends the capabilities of Web pages and applications with powerful IBM Speech Recognition and TTS capabilities. WebSphere Voice Response supports the latest in VoiceXML specifications (VoiceXML 2.0) and provides another level of interoperability with 3rd party speech technologies that support the same standard. IBM continues to support the latest in open standards so that customers can extend their investment in existing speech technology where interoperability is required.

Simplified application development tools

WebSphere Voice Response provides both Java and VoiceXML service creation environments. The WebSphere Voice Response Java development environment provides reusable software components that simplify application writing and are compatible with other Java application and platforms. The WebSphere Voice Response VoiceXML development environment allows e-business applications to be developed that support both Web and telephone users. WebSphere Voice Response also provides integration with WebSphere studio, so that developers interested in a common development environment can use the same tools to create either voice or visual applications. The benefit to the developers is the reuse of infrastructure, as well as backend logic or code that already may be in place.

Unified Messaging Message Center and WebSphere Voice Response

Unified Messaging eCenter and WebSphere Voice Response can provide a central service that coordinates and provides access to popular communication formats (e-mail, fax, and voicemail),

through the interface that is most appropriate at the time. Scalable and flexible, UMMessage Center can help large enterprises and Service Providers address the complexities of managing multiple, different messaging systems by integrating phone, fax and e-mail services. Because of its flexible design, UM can also allow enterprises or SP to offer voicemail to its end users for those customers that don't want the rich functionality that UM has to offer.

WebSphere Voice Response solutions

WebSphere Voice Response facilitates a broad range of business applications, including:

- *Call centers*
- *Home banking*
- *Order processing*
- *Claim inquiries*
- *Account balances*
- *Business hours and locations*
- *Services, rates and prices*
- *Funds transfer*
- *Brokerage services*
- *Student services*
- *Patient scheduling*
- *Help desk*
- *Dispatchers*
- *Warranty expiration notification*
- *Voice, e-mail and fax messages*
- *Employee benefits*
- *Voice networking*
- *Talking Web applications*

Powerful and scalable

Multiple WebSphere Voice Response systems, both local and remote, can be controlled from a single node manager. WebSphere Voice Response can accommodate single systems or large, networked environments supporting thousands of telephone lines, such as call centers or telecom providers. WebSphere Voice Response is used extensively in Computer Telephony Integration (CTI) (for example with Genesys CallPath) to provide self-service front applications for call centers and CRM. WebSphere Voice Response supports up to 384 T1 or 480 E1 lines and runs on two major operating platforms: IBM AIX® and Microsoft® Windows NT® and Windows 2000. WebSphere Voice Response supports multiple connectivity environments, connecting to both PSTN and T1 networks for North America and E1 networks outside of North America.

WebSphere software platform: building on a firm foundation

WebSphere Voice Response is part of the IBM WebSphere software platform—a comprehensive set of integrated, award-winning e-business solutions. No matter where you are in the e-business cycle, the WebSphere software platform delivers the flexibility you need to grow—at the speed the market demands. Building on this robust platform, you can connect diverse Information Technology (IT) environments to maximize your current investments and leverage existing skills. Deliver your core business applications to the Web using industry standards like Java technology and XML and create next-generation applications that differentiate you from the competition. Advance to a powerful platform for integrated e-business—the WebSphere software platform.

To learn more

For more information about how IBM can help your business take advantage of conversational e-business, call your local IBM representative or contact an IBM Business Partner specializing in voice at ibm.com/software/voice/partners/list or visit ibm.com/software/pervasive



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