

# CenturyLink® Contact Center Solutions

## Interactive Voice Response

DATA SHEET

Contact center professionals are constantly challenged to balance the evolving needs of customers with budgetary and resource constraints. Driving increased self-service through continually refreshed next-generation technology may seem like a distant goal, but now it doesn't have to be.

As part of our robust portfolio of Contact Center Services, CenturyLink is proud to offer a carrier-grade, cloud-based Interactive Voice Response (IVR) platform. This platform delivers the latest in IVR technology that minimally impacts scarce IT resources, allowing contact center professionals to design and deliver a truly responsive customer self-service experience with little to no effort on the part of the IT staff. And, with the support of our highly experienced professional services teams, we can help you deliver this experience rapidly, cost-effectively and with minimal operational risk.

### **Optimized Costs**

Our solution is based on CenturyLink's standards-driven telephony software, which enables us to provide these services at a highly competitive rate. Our cloud delivery model eliminates the need for up-front capital investment related to server build outs, software licensing, training and development. You pay for the minutes you use, allowing the IVR applications to fully realize the benefits of the cloud: scalability, high-availability, increased self-service rates, optimized costs and better customer experiences.

### **Carrier-Grade Scalability and Reliability**

The CenturyLink IVR platform is hosted, monitored and supported alongside our proven Routing and Call Control (RACC) technology, providing reliable uptime for these critical customer-facing applications. Our solutions are implemented with full platform redundancy, including the ability to handle seasonal or temporary spikes in call volumes. As your needs evolve and your business grows, the IVR platform efficiently and seamlessly scales to meet the demand.

### **Vendor-Agnostic Solutions**

Our IVR platform includes proven multi-vendor support for speech recognition, text-to-speech, authentication, computer telephony integration (CTI) and an array of back-end systems used by enterprise applications. We support third-party technologies through robust standards-based APIs and build creative solutions tailored to your unique requirements.

### **Future-Proof**

Our IVR platform offers a multitude of features, including: natural language processing and advanced speech recognition, sophisticated call-progress detection, caller authentication, real-time analytics and even customer emotion detection. Technology is constantly evolving, and so is our platform. We stay ahead of technology and design trends and monitor the success of your IVR solution so that you can always deliver the best experience with the most up-to-date technology. You will be able to change with your customers, taking advantage of whatever technologies and cost advantages the ever-changing cloud provides.

## Support

Our professional services organization provides proven IVR consulting services. Understanding how people think and communicate verbally allows our consultants to consistently create natural, intuitive and highly usable voice user interface (VUI) designs in touch-tone, directed dialog speech and natural language contexts. Our VUI experts apply their knowledge across nearly every phase of the project from design to usability testing and voice talent coaching. Our development and deployment staff also brings cross-industry experience enabling turn-key solutions which shorten project timelines and enable rapid return on investment.

## Reporting

The CenturyLink IVR platform facilitates enhanced analytical insight with rich call detail records. The call detail records (CDRs) include the entire customer journey from call initiation to call completion – including all details of the IVR interaction and each segment of the call. Many contact center interactions follow a complex path through multiple applications, systems and agents. Contact Center Solutions tracks their progress, linking each segment with the IVR interaction, and enhancing it with call and conversational quality data when available. We provide detailed online reports as a part of every IVR implementation and can also animate our reporting with interactive visualizations for supplementary analytical insight.