Aastra Solidus eCare™ Self-Service Applications

Aastra Solidus eCare™ Multimedia Contact Center is intelligently built to support three groups of applications – Agent, Management & Administration and Self-Service applications– that enable enterprises to minimize total cost of ownership, maximize service availability and utilize tools to build long-lasting customer relationships.

Aastra Solidus eCare™ Self-Service applications provides a complete suite of services and software for the design, implementation, deployment and ongoing support of custom self-service solutions. The solutions can be both application-specific (e.g., automated account inquiries, customer service and call center operations) and industry-specific. The customer self-service applications are all included in the **Solidus eCare™ Script Manager** license and consist of the following additional applications; **Virtual Agent**, an interactive web response application that automates customer self-service, **Automatic E-mail Response** and **Automatic SMS Response** provides automatic e-mail or SMS responses when used in conjunction with the Internet Suite Creator (Knowledge Base Manager).

Solidus eCare™ Script Manager

Solidus eCare Script Manager, an IVR (Interactive Voice Response) module, is a powerful application that can automate and provide advanced self-services for customers.

Self-services reduce costs while providing a high level of customer satisfaction by allowing your customers 24-hour access to your business services. It also reduces the cost per customer interaction by providing more self-service options, which increases business efficiency.

Enterprises are increasingly turning to IVR systems to automate common sales, service, inquiry and support calls to and from their companies. Solidus eCare Script Manager automatically manages incoming calls and can provide advanced customer handling to ensure that common customer requests can be taken care of efficiently without human interaction. Whether used as a standalone system or as an integrated front-end for your contact center, the Solidus eCare Script Manager is flexible enough to suit all companies' needs. By using more automated services for your contact center, valuable agent resources are freed to handle more complex or more important customer requests, ensuring increased customer satisfaction and reduced customer churn.
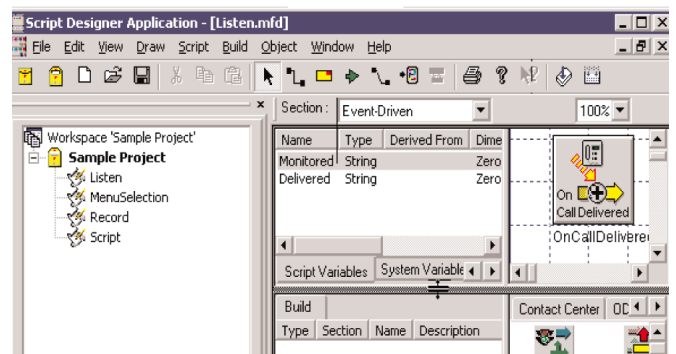
Solidus eCare Script Manager, script buildning window

Enhanced customer support

Solidus eCare Script Manager can offer a range of traditional IVR services, such as information retrieval (for example,, bank balances, flight status, order status, etc.) based on customer/ PIN code identification and database lookup. With an advanced applications platform for a wide variety of voice and data applications, Solidus eCare Script Manager offers a lot more than traditional IVR systems.

In addition to getting responses via traditional touch-tone keypad entry, Solidus eCare Script Manager also enables input and responses to be gathered through spoken words using voice recognition. Moreover, it can also be used to place calls to deliver or gather information for reminders for appointments, class enrolment, overdue bills, and other time-sensitive events and activities. The opportunities are endless.

With Solidus eCare Script Manager from Aastra, automated services that are analogous to IVR communications are no longer limited to voice but also available for text messages via cell phones. This enables enterprises to offer yet another form of media to their customers, who can then access services in the medium of their choice.

One more proof of the flexibility of this application is the bail-out option. This is a method of handling calls when all Script Manager licenses are in use. When this option is enabled, it is possible to allocate resources, play messages and clear calls from the script, even if full functionality is unavailable. And yet another is the in-call breakout to an IVR for PIN verification. After a PIN has been verified, the call is returned to the same agent who handled the call from the beginning.

Among companies competing for having the highest customer satisfaction, features such as these can be the key success-factors in increasing customer loyalty and satisfaction.

Flexible and easy to manage

Solidus eCare Script Manager from Aastra is fully customizable to suit any company's operations. The creation of inbound and outbound IVR call-flows is managed by an easy and simple graphical application. This application provides intuitive icons with easy drag-and-drop functionality. The creation of customized interaction flows can be changed and managed to suit the constant changes of your business environment.

An integrated component of Solidus eCare™ Multimedia Contact Center

Solidus eCare Script Manager is a fully modular system that can be deployed as a standalone or integrated solution with Solidus eCare. As an integrated system, the information collected from the automated service can be automatically passed to the agent and third-party applications to provide seamless customer interaction and increased efficiency.

Using Solidus eCare's intelligent skills-based routing, based on a customer's input in Script Manager, the system can route callers to the most appropriately skilled agent and suitable service group. Once an agent is connected to a customer, all information is seamlessly passed to the agent's desktop. It can also be automatically sent to third-party applications and trigger on-screen pop-ups for the agent.

In an integrated solution with Solidus eCare, enhanced benefits include consolidated real-time and historical reporting. Real-time reporting can show real-time call-flow activity from the contact center management application.

Historical reports can be generated from the time a customer enters the IVR systrem until they have been handled by an agent though the Solidus eCare reporting module, thus providing end-to-end analysis of customer behavior and contact center dynamics.

Virtual Agent

Virtual Agent is an interactive web response application that automates customer self-services. The Virtual Agent resides on the customer website and resolves customer enquiries without agent intervention through the use of customized knowledge bases. This enables contact centers to answer customer inquiries quickly and accurately using a knowledge base of answers, thereby minimizing costly agent interaction.

Virtual Agent integrates seamlessly with any website, enabling customers to type their queries in plain text. Virtual Agent then instantly responds with relevant, accurate answers. Virtual Agent is not confined to text-based responses. It also has the ability to push web pages, files, presentation material and advertising information or stream multimedia demonstrations so that customers can receive the most comprehensive information.

It is a fully customizable client so as to maintain the look and feel of the company's existing website. It supports natural language (English only), pull-down menus and a keyword interface. Any interaction can be escalated automatically to human support using Solidus eCare's skills-based routing.
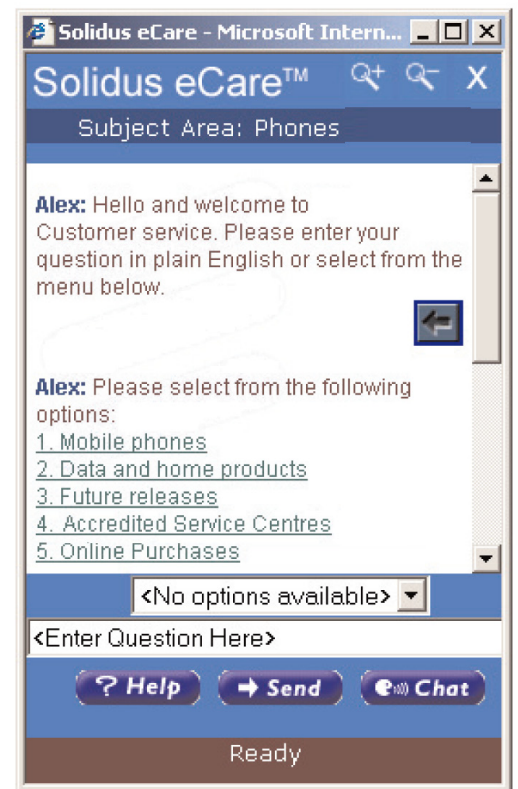
Solidus eCare Interactive Web Response, chat window

Automatic E-mail Response

A big complaint today is that e-mail sent to companies either go unanswered or that it takes days get a response. With Solidus eCare Automatic E-mail Response, customer inquiries can be responded to immediately with accurate information, minimizing the need for more costly live agent contact.

The Automatic E-mail Response functionality requires Desktop Manager E-mail Agent and a knowledge base built with Internet Suite Creator. The intuitive knowledge base is capable of performing intelligent content searches of incoming e-mail messages (English only). The content of an e-mail is analyzed and a proposed answer from the database is automatically issued. A confidence threshold can be configured through Configuration Manager. If the proposed response satisfies this threshold, then the Solidus eCare system can be directed to reply to the e-mail message. Conversely, if the threshold is not satisfied, then the e-mail response will be routed to an agent for editing prior to replying. The system can be configured to always send response to an agent for approval prior to replying to customers.

E-mail and automatic e-mail functionality require a Solidus eCare connection to a mail server, either a Microsoft Exchange Server or Lotus Domino.

Dedicated mailboxes are defined from within the mail server. These mailboxes are associated with service groups configured for handling e-mail within the Solidus eCare routing context. In this way, multiple mailboxes can be configured, each associated with a different service group. Configuration of these mailboxes is carried out directly through the mail server.

Auto SMS Response

The SMS component of Script Manager enables you to build scripts that automate the entire cell phone texting process. If defined in the script, answers to text requests can be automatically retrieved from a database and sent to the person seeking information.

Script Manager integration alternatives

Solidus eCare Script Manager can be integrated with third-party systems and databases, which allows for high levels customization. Utilizing Script Manager components, the following features are just the tip of the iceberg when it comes to what the system can offer:

✶ **Using automatic speech recognition (ASR) and text-to-speech (TTS)**, the system can be used to develop various applications. Example: Automated read-out of information from a database using text-to-speech. Speech recognition can, for example, be used to initiate changes in a system, such as class registration or passwords.

✶ **SMS support**. Mobile phone text messaging functionality not only supports incoming and outgoing text messages, it can be extended to provide features such as read-out of text messages via text-to-speech, database updates (as in the case of a text-messaging voting scenario) and more.

✶ **Automated outbound calling based on a pre-defined threshold.** With Solidus eCare Script Manager, activity is not just limited to incoming calls; it can also be triggered by an event.

Example: Solidus eCare Script Manager can search the database at a predefined frequency and retrieve information about customers who have an appointment on a specific date or who have an outstanding balance, and initiate calls to these customers.
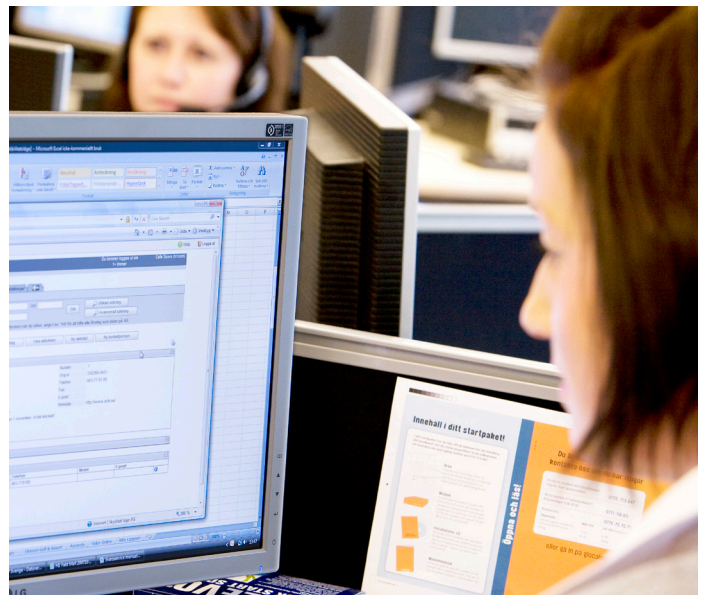
About Aastra

Aastra Technologies Limited (TSX: "AAH"), is a leading company at the forefront of the enterprise communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative communications products and applications for businesses. Aastra's operations are truly global with more than 50 million installed lines around the world and a direct and indirect presence in more than 100 countries. Aastra is entirely dedicated to enterprise communications and offers one of the most complete portfolios of unified communications solutions individually tailored to satisfy its customers' requirements. These range from feature-rich call managers for small and medium businesses and highly scalable ones for large enterprises, integrated mobility, call centers solutions to a wide selection of terminals. With a strong focus on open standards, Aastra enables enterprises to communicate and collaborate more efficiently.

For additional information on Aastra, visit our website at : www.aastra.com