

Voxeo

Strategic Consulting Services: Business Requirements

*speed development and improve the
quality of voice applications.*

Voxeo™ Professional Services has developed a full suite of strategic consulting services that begin with the critical step of developing complete business and marketing requirements. Successful voice solutions start with defining business goals, key features, and development scope.

Establish Marketing Requirements to Save Costs and Improve Returns

Investing time upfront to develop the “marketing requirements” can save development costs and avoid the need to continually rework applications. This essential building block helps clients achieve operational savings and boost the return on investment in voice applications.

Speed Time to Market with “World-Class” Business Requirements

Voxeo voice strategists, interface design experts, and voice engineers have deep experience creating voice-specific marketing requirements. Voxeo works closely with clients to understand ROI objectives, customer experience goals, and feature sets. As a result, Voxeo can quickly develop marketing requirements and accelerate the speed of developing functional requirements and solution deployment.

The Functional Requirements service includes a number of deliverables:

- **Marketing Requirements Document (MRD)** – outlines all the business and customer goals of the application, describes key features and functionality, and identifies critical internal and external integration points, e.g., databases, content, technologies.
- **Feature Overview** – maps out how the various key features components will work together.
- **Project Scope Assessment** – estimates the development timetable, resources and skill levels required, and budget needed to deliver against the MRD.

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