



9 CRITICAL CAPABILITIES

TO DEMAND FROM YOUR IVR CLOUD HOSTING PROVIDER

- 1. 100% Standards-Based and Unlocked.** The ability to develop and deploy automated customer contact applications in a truly open, standards-based environment saves time, money and protects your investment. Beware of providers who talk about their standards-based platform, yet use proprietary code extensions or maintain ownership of your application – defeating the purpose of “open standards” and complicating future portability. Ensure no lock-in at any layer of your cloud hosting solution, including the ability to choose from multiple speech technology vendors, freedom to engage independent VUI and application experts, the flexibility of on-premise and hybrid deployment options to support changing requirements, and the ability to move your application to another vendor’s platform if desired.
- 2. Support for Customer Interaction Channels Beyond Voice.** Customer communication preferences are changing. Multiply the ROI of your IVR by selecting a platform that offers integrated support for two-way text messaging (SMS), as well as automated interactions using instant messaging, mobile web, social networks (for example automated Twitter scanning and responses), and Smartphone apps. Be cautious of solutions that cobble together various platforms and development tools to enable “multi-channel” support.
- 3. Proactive Support and Notifications.** Outbound IVR and text messaging are inexpensive ways to proactively support your customers, earn their loyalty with personalized notifications and drive additional revenue. While the VoiceXML standard addresses the voice interface of an IVR application, Call Control XML (CCXML) addresses the need for functionality such as placing an outbound call and transferring to an agent. It also allows business-defined logic to control actions based on the call being answered by a human vs. a machine. If you are considering outbound, look for a CCXML-compliant platform.
- 4. On-Demand Scalability and Bursting.** On-demand scalability saves companies money and ensures calls won’t be missed due to a shortage of ports. The ability to reliably and cost-effectively burst to handle seasonal traffic and unexpected spikes due to service outages or emergencies is critical. Choose a provider that maintains capacity well in excess of peak call volume, enabling you to handle bursts without over-provisioning ports and scale on-demand so that you pay only for the resources you use.
- 5. Reliability and Uptime Guarantees.** Many IVR hosting providers claim redundant facilities, but have 30% or less of their capacity at a second site. A cloud hosting solution based on multiple, geographically dispersed data centers with excess capacity will ensure service uptime even if one site becomes unavailable. Ask what kind of geographic, network and physical redundancy is built into a vendor’s solution. Also request documented processes for quickly getting your applications back up and running in the event of an outage and an aggressive service level agreement that details exactly how and when you’ll be compensated.
- 6. Analytics and Personalization for a Better Customer Experience.** Carefully examine the functionality needed to ensure a great customer experience across contact channels. Understand the provider’s ability to deliver integrated cross-channel reporting and actionable, real-time analytics for valuable insight to user behavior and the effectiveness of self-service applications.

Voxeo Cloud Hosting Offers

- › The largest worldwide VoiceXML hosting platform for one consistent global solution
- › The most deployed CCXML engine in the world
- › Native SIP for extreme scalability and simplified integration
- › Multi-channel platform supports two-way SMS, mobile web, chat and social network interactions
- › Outbound IVR call completion success rates that far surpass industry averages
- › The industry's only 100% Uptime Guarantee
- › Level 1 PCI compliance ensures adherence with stringent data privacy standards
- › Voxeo VoiceObjects for complete application lifecycle management – from design and deployment to application tuning
- › Integration out-of-the-box with Business Intelligence systems for better personalization, actionable analytics and over 60 real-time reports
- › Free application development, tech support and testing
- › Application ownership; no proprietary extensions to complicate portability
- › One-click portability to over 30 leading IVR platforms when you use VoiceObjects
- › 12 years IVR hosting experience, thousands of applications deployed

Look for a tool that integrates with and extends your data warehouse out of the box — enabling dynamic self-service menus that adapt to individual customers or customer segments, as well as the ability to collect data on system usage, system and application performance, caller behavior, task completion rates and voice recognition success for ongoing improvements.

- 7. Simplified Integration with Backend Systems.** Consider the level of effort required for integrating the hosted offering with your premise systems and data. Are integrations via web services? Is there an SOA-based connector framework? What is the length and cost of a typical implementation? Doing so can save you months in your deployment timeline and drastically lower professional services fees.
- 8. Security and PCI Compliance.** The security and privacy of customer information is a top priority. Companies commonly want to understand if customer data can be maintained on their own premise, as well as how information is securely stored, processed and transmitted. Capabilities include the masking and encryption of sensitive data within the application, associated logs and call recordings. Seek a cloud hosting provider with qualified third-party security accreditations, such as the Payment Card Industry (PCI) Data Security Standard. PCI-compliant vendors undergo rigorous audits, regular vulnerability scans and penetration testing.
- 9. IVR Expertise and Focus.** Select a partner with proven best practices and implementation methodologies, demonstrated scalability and a reputation for excellent customer support. Also consider the provider's core focus and commitment to continual product innovation. Choosing the right partner will help you avoid costly mistakes and uncover new ways to improve customer service through automation. Demand verifiable expertise, proven technology and fast ROI.

About Voxeo

More than half of the Fortune 100, service providers around the globe and over 250,000 developers use Voxeo to improve the customer experience, reduce support costs and generate new revenue. Voxeo's proven IVR and multi-channel cloud hosting puts the latest speech technologies, global reach and on-demand scalability at your fingertips. Voxeo hosting customers have access to a common platform and one virtualized view of their global solution, making it easier to manage capacity and leverage available resources. Our seven data centers interconnect with global carriers to transport calls to and from any country in the world.

Learn more about Voxeo Cloud Hosting and get your free developer account at: voxeo.com/cloud

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