



CCXML

Executive Briefing

New Advanced Call Control Functionality for Voice Applications

The Call Control Challenge

Companies are recognizing the important role that advanced call control functionality plays in effectively communicating with customers, employees and partners. The challenge is finding a cost-effective method that leverages existing Web and data systems investments to delight customers and deliver significant returns. Using a band-aid approach to upgrade older generation, proprietary Interactive Voice Response (IVR) and contact center systems is very expensive and ineffective in the long run. Widely popular, open-standards VoiceXML solutions are a big step in the right direction. However, VoiceXML is intended as a dialog language that defines interactions, such as what content to present to callers. It lacks the ability for building robust advanced call control functionality in a stand-alone environment.

Open standards markup language helps developers easily build complicated call control functionality into voice services applications.

New, Open Standard Solution

To solve the advanced call control challenge, the World Wide Web Consortium (W3C), assisted by Voxeo™ and others, introduced in February 2002 a new open-standard based on the same markup language used to create applications for the Web – XML.

Call Control eXtensible Markup Language (CCXML) was created to speed development time of high-impact business applications for the telephone like conferencing, call center integration, outbound notification, and intelligent call routing capabilities such as find-me/follow-me – all of which help reduce contact center operating costs and enhance customer satisfaction. CCXML was designed as an adjunct to VoiceXML, however neither language is mutually exclusive of the other. CCXML, for example, could be integrated with a traditional IVR system while VoiceXML could leverage some other call control system.

Standardization of call control within an XML framework helps developers leverage their Web programming backgrounds, cutting development costs. Application time-to-market is reduced from several months using previous proprietary methods to just weeks in most cases – helping to deliver projects with positive ROI.

The Power of CCXML

Working “behind the scenes” to govern how calls get connected, CCXML is designed to complement and integrate with telephony dialog protocols like VoiceXML. While CCXML was designed as an adjunct to VoiceXML, neither language is mutually exclusive of the other. CCXML, for example, can be integrated with traditional IVR systems while VoiceXML can leverage other call control systems.

CCXML enables developers to quickly design valuable call control features into voice-enabled applications, helping to lower the cost of providing proactive customer service.

- *Multi-party conferencing and audio control*
- *Ability to generate outbound calls/notifications*
- *VoiceXML interpreters dedicated to every active call leg*
- *Handling of asynchronous external events like call signaling and status*
- *Processing requests from outside elements like external data servers or non-native call queues*

CCXML and CallXML - Complementary Solutions

Long before the release of CCXML, Voxeo recognized a market need for an open-source call control markup language. It developed CallXML – a portable standard that has been gaining in popularity through the open source movement. CallXML is an extremely simple-to-use markup language that delivers both robust call control and traditional IVR functionality – like audio prompts and menus – in relatively quick fashion.

CallXML particularly excels when companies directly port traditional IVR applications without speech recognition to Internet technology-based voice services platforms such as Voxeo Voice Centers™. Developers also use CallXML when designing sophisticated call control applications that do not require speech recognition.

CCXML, in contrast, is a highly complex markup language that delivers comprehensive call control, as well as manages the execution of VoiceXML scripts. Companies needing speech-enabled applications that require sophisticated call-control features find CCXML an important solution.

Learn more about CCXML

Voxeo is a leading authority and pioneer in call control technology. We are the creator of CallXML, author of the W3C's CCXML specification, and the first company to offer a hosted implementation of CCXML.

Visit <http://community.voxeo.com> to learn more about CCXML and call control from the experts. Take advantage of our CCXML tutorials, then design, test and deploy CCXML-based applications of your own through Voxeo's Voice Center platform. And, when it's time to bring your application to full production just call 1 (800) 305-5771 or e-mail salesinquiries@voxeo.com. Voxeo will be there to help you succeed.

About Voxeo Corporation

Voxeo is the leading provider of integrated voice services with a voice network platform that helps enterprise and application customers reduce the cost of supporting employees, suppliers and customers. Voxeo's suite of solutions and services leverage the latest voice technologies to deliver outsourced, automated voice services that help enterprises enhance communication quality and access to important enterprise information. Voxeo customers can benefit from voice enabling a variety of applications, including IVR and outbound notification systems, call center integration, supply chain management, customer relationship management (CRM) tools, and mobile devices. For more information, please visit www.voxeo.com.

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