



Voxeo Enables Value-Added Services in Growing Mobile Market

Buongiorno's iTouch

is one of the leading mobile entertainment providers in Australia and New Zealand.

Voxeo's Prophecy IVR Platform

provides Buongiorno with an open standards voice application platform for the delivery of value-added services. The Voxeo-powered solution allows consumers to securely purchase pre-paid minutes, recharging their accounts right from their mobile phones — anytime and anywhere.

Solution Highlights

- ✓ VoiceXML-based IVR
- ✓ CCXML call control
- ✓ Easy backend integration via SIP
- ✓ PCI-compliant payment processing
- ✓ Integrated SMS
- ✓ VoIP for low-cost call transfers

Background:

With the acquisition of iTouch, Buongiorno has become the world's number one company in mobile entertainment. Buongiorno has 38 offices conducting business in 53 countries, direct connections to more than 100 telecom carriers throughout the world, and access to over 2 billion mobile users. It also ranks among the top three mobile entertainment companies in eight of its largest markets. Learn more at www.buongiorno.com.

The Challenge:

iTouch Australia, now Buongiorno, needed to replace its outdated IVR system in support of opportunities in the burgeoning mobile market. The company desired a standards-based platform that would simplify the delivery of new value-added services.

Subsequently, Buongiorno was chosen to provide IVR-based payment services for Optus, the second largest telecommunications carrier in Australia. Optus required a fast and simple method for mobile customers to cost-effectively and securely purchase prepaid airtime and “top up” or recharge their accounts. A phone self-service solution would help Optus eliminate reliance on physical vouchers and prepaid cards, which increase operator overhead, are subject to fraud, and are not always available when a subscriber runs out of minutes.

The Solution:

Buongiorno selected Voxeo's premise-based Prophecy IVR platform. The flexible platform offers proven scalability, industry-leading support for VoiceXML and CCXML, and is entirely SIP-based to ease integration with backend systems and natively support low-cost VoIP telephony.

Buongiorno's Voxeo-powered application enables mobile subscribers to dial a three-digit number from their phone to reach a credit card recharge service. Registered users purchase recharge amounts in various denominations and are provided with a ten-digit eVoucher (paperless/cardless voucher) number.

Subscribers can enter their voucher number to credit their accounts at that time or at a later time. Subscribers can also use the system to top up their accounts with vouchers or prepaid cards purchased online or at a retail location.

Buongiorno provides a dedicated call centre and IVR processing solution where first-time users are directed to a human operator in order to register their credit cards. Repeat customers are automatically routed to the IVR where they can quickly recharge their prepaid accounts using their pre-registered credit cards. An electronic payment gateway is fully integrated into the system for real-time transaction processing and payment confirmation. In the event a subscriber needs assistance, they can transfer from the IVR to a customer service representative.

Once a transaction is complete, the subscriber's account is automatically topped-up and he or she receives an SMS communication containing confirmation of payment and their voucher number. Buongiorno's SMS gateway works seamlessly with the Voxeo IVR platform to deliver this capability.

Voxeo Highlights and Advantages

- 100% compliant VoiceXML for open, flexible IVR and application development with no vendor lock-in
- 100% compliant CCXML eases call control, including the ability to transfer callers to customer service representatives when human assistance is needed. The complete history of the caller is automatically opened in the ticketing system when the call is transferred.
- Voxeo's entirely SIP-based platform simplifies ongoing management of the self-service phone portal, while allowing easy integration with the rest of the infrastructure (Payment Gateway, Fraud Reduction System, Customer Service System, PABX, etc.). This simplicity enabled Buongiorno to easily build their own custom tool layer.
- Native SIP support gives Buongiorno the ability to leverage low-cost VoIP when transferring calls to customer service representatives
- The IVR application enables real-time account management. The application is integrated with Buongiorno's online payment application so that transactions performed online are automatically available to phone callers and vice versa.
- Voxeo solutions are designed to meet the physical and technical standards of its clients and to provide the necessary controls and resources needed for Buongiorno to maintain administrative security compliance standards, including PCI-compliant payment processing and data security
- Buongiorno's detailed web-based reporting interface is integrated with the Voxeo platform and extended to Buongiorno's carrier customers
- Unlike proprietary systems, Voxeo works on cost-efficient, off-the-shelf hardware

Results

Buongiorno's Voxeo-powered IVR application offers a fast and simple way for mobile subscribers to recharge their prepaid airtime balances – anytime, anywhere. In addition to improving the user experience with a convenient, self-service phone portal, the elimination of reliance on physical vouchers and prepaid cards reduces fraud and operator overhead. Buongiorno's IVR-based payment solution, running on Voxeo's proven, standards-driven platform, provides carrier customers like Optus with a secure, reliable and cost-effective value-added service.

In addition to meeting Buongiorno's current application needs, Voxeo provides a feature rich solution with multi-tenant management and deployment flexibility should they need to deliver IVR-based payment other value-added services to additional carriers.

For information about iTouch and Buongiorno, visit www.buongiorno.com. To learn more about Voxeo or to try our Prophecy Platform or Hosting for free, go to www.voxeo.com.