CenturyLink Hosted IVR
Rediscover your customer and go beyond their expectations

Better understand your customer

With CenturyLink™ Hosted IVR solutions, you can communicate more effectively with your customer. As customer touch-points increase, keeping a consistent and coordinated customer experience becomes more and more challenging. We can help you evaluate who your customers are and what they expect so that you can create a customer experience that goes beyond your customers' expectations. Hosted IVR can provide you with an integrated solution that lets your customers interact with you in the way that is most comfortable for them and economical for you.

Implement your strategy

CenturyLink can provide you with network services such as Internet access, toll-free services and local services. Our Contact Center Solutions include Hosted Interactive Voice Response (IVR) services to increase the customer's ability to self-serve. Hosted IVR allows for any combination of touch-tone and speech recognition capabilities to match your customers' preferences. Many customers want to communicate with your business 24/7/365. We understand this and the need for disaster recovery capabilities to ensure that expectation is met.

How it works – ACD Connect™ service

The inbound call, either local or 8XX, is routed to the Hosted IVR platform. Based on the application design, the call is answered via touch-tone or speech-recognition menu. The information request is then routed, via secure network, to the appropriate web application server for response to the request. If the caller needs to speak with a live agent, and the application uses ACD Connect® to provide information from the IVR session to your PBX automatic call distribution service, the call is then routed to the customer's ACD based on the PBX routing instructions and the information provided.

Features

- Network carrier options
    - Toll-free services from CenturyLink, AT&T®, Sprint® and Verizon®
    - Local access from regional carriers
- Caller interface options
    - Touch tone
    - Speech recognition utilizing the Nuance Communications product suite
    - Multi-lingual (American English, American Spanish and Canadian French); other languages are available upon request
- System integration
    - Industry-standard databases and customer relationship management (CRM) systems
    - Intelligent call routing and queuing – CTI with Cisco®, Genesys®, Avaya® and Nortel®

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- Application development
    - Custom development access to VXML 2.x interface and a development portal
    - Quick deployment of CenturyLink, ready-to-use applications (store locators, financial status, account updates, PIN resets) for self-help
    - Text-to-speech application supports caller requests that require routine answers (i.e. questions about account numbers, addresses and status of orders)
- Reporting
    - online-accessible, customizable reports provide in-depth transaction detail
- Flexibility
    - Use Hosted IVR, independent of carrier; any of the leading carriers' 8XX services or local lines can be used to connect callers to Hosted IVR applications
    - Host the application in a CenturyLink center, at your location or at a location of your choosing
    - Use your existing server infrastructure or rely on a CenturyLink hosting services
    - Either CenturyLink, one of our partners or you can develop the applications
    - Purchase Hosted IVR based on the number of ports or minutes you need for seasonal calling patterns
    - Eliminate the costly capital expenditures that are required to augment your network when seasonal peaks and valleys occur; Hosted IVR can increase access capacity based on call volume

Managing your business

We take the complexity out of managing the underlying technology structure of your contact center including: the customer access media, telephone network, hardware and application layers. This lets you focus on managing the service quality standards and customer experience. We apply the knowledge gained from over 100 years of managing our carrier-class infrastructure and the proven technology elements of the Genesys GVP and "Frameworks" Hosted Contact Center platform. Your focus can be placed on optimizing the balance between complex, agent-handled applications and simpler customer self-service, thus optimizing contact center personnel and ensuring premier customer choice and experience.

Hosted IVR provides tools to help you understand your customer's experience. Historically, knowing IVR call volumes and call peaks was acceptable. However, this data alone does not provide insight into transaction trending by application, nor does it provide insight into caller behavior and experience. Managers within the customer service, marketing, finance, and IT departments are interested in evaluating the success of their IVR self-service applications. CenturyLink recognizes this need and has created a reporting application as a feature of its network-hosted IVR product. This reporting helps you monitor and track your customer interaction flows so you can proactively update your strategy as your customer needs change.

Simplify, improve the customer experience, and be nimble

Simplify
- Eliminate the hassle of managing premises-based equipment
- Eliminate the need to manage multiple vendors
- Eliminate the need to purchase additional equipment to accommodate seasonal call volume peaks and valleys

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Improve the customer experience
- Eliminate the need for customers to repeat themselves by integrating data captured during the call with other applications, agent desktop application and ACDs
- Eliminate the need for customers to have to hold for an agent by allowing them to complete tasks via the self-service application
- Eliminate ambiguity of the effectiveness of your IVR by using our enhanced reporting capabilities

Be flexible
- Eliminate the long turnaround to add capacity or modify applications
- Create applications with industry-standard development tools to speed application deployment
- Leverage investments in your web portal and integrate applications across voice and data channels

Why CenturyLink?
- Reliability – Genesys-based platform imbedded in carrier-grade network and fully-redundant platform
- Maturity – more than 10 years providing service, more than 500 satisfied customers
- Service – 24/7/365 contact center support
- Reporting – integrate network data with application data for a true end-to-end view of the customer experience
- Flexibility – grow or shrink your service commitment without significant capital investment

Complete Contact Center Solutions
CenturyLink Contact Center Solutions increase the customer's ability to self-serve and provide hosted or premises-based ACD call routing to ensure that customers who need or want to speak to an agent are routed to the most appropriate agent pool.
- Toll Free Services
- Interaction Routing, hosted ACD for agent-based routing, email and chat integration
- EZ Route, rapid deployment tool for self-service applications
- CenturyLink IQ™ Networking, wide area networks (WANs) and secure virtual private network (VPN) connectivity
- Application Hosting and Managed Hosting platform services
- VoIP, Internet protocol (IP) Toll Free Service and Long Distance
- Long Distance
- Business continuity planning and implementation services – ensure your customers' requests are always received and delivered
- Professional Services for solution design, integration, training and network security planning
- Hosted IVR Developer Network Program

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