

Qwest Hosted IVR

REDISCOVER YOUR CUSTOMER...GO BEYOND THEIR EXPECTATIONS!!

Qwest's network and application services can help you rediscover your customer and go beyond their expectations. Qwest Contact Center Solutions™ can help you communicate more effectively with your customer based on the various available channels of access into your business.

We can do this independent of voice transport, data channel or self-service model. We support you with experience and knowledge of how to optimize these communication channels by minimizing risk, improving performance, managing growth and change, and keeping your business continuity regardless of disaster or change in your business economic model.

UNDERSTANDING YOUR CUSTOMERS

As customer touch-points increase, keeping a consistent and coordinated customer experience becomes more and more challenging. Qwest and our business partners can help you evaluate who your customers are and what they expect so that you can create a customer experience that goes beyond your customer's expectations. We can provide you with an integrated solution that lets customers interact with you the way that is most comfortable for them and economical for you.

IMPLEMENTING YOUR STRATEGY

Qwest can provide network services such as Internet access and toll-free and local services to enable multiple customer communication options.

Qwest Contact Center Solutions provides Hosted interactive voice response (IVR) services to increase your customer's ability to self-serve. Qwest's Hosted IVR enables any combination of touch-tone and speech recognition application capabilities to match your customer's preferences.

Many customers want to communicate with your business 24/7. Qwest understands 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 Qwest 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 the Qwest's ACD Connect automatic call distribution services, the call is then routed to the customer's ACD.

FEATURES AND BENEFITS THAT SUPPORT YOUR BUSINESS

FEATURES

- Network carrier options:
 - Toll-free services from Qwest, 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, Canadian French with other languages 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®.
- Application development:
 - Custom development access to VXML 2.x development interface and a development portal.
 - Quick deployment of Qwest's ready-to-use applications for self-help applications such as store locators, financial status, account updates and PIN resets.
 - Text-to-speech application supports caller requests that require routine answers—like questions about account numbers, addresses and status of orders.
- Reporting:
 - Web-accessible, customizable reports provide in-depth transaction detail.
- Flexibility:
 - Utilize the capabilities of Qwest® 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 Qwest's hosting centers, in your location, or at a hosting center of your choice.
 - Use your existing server infrastructure or rely on Qwest's hosting services.
 - Qwest or a Qwest partner can develop the applications or you can use your own development team.
 - Purchase Qwest Hosted IVR based on the number of ports or minutes of use you need to reflect changes in seasonal calling patterns.
 - Eliminate costly capital expenditures required to augment your network in order to satisfy seasonal peaks and valleys. Qwest Hosted IVR can increase access capacity based on call volume.

MANAGING YOUR BUSINESS

Qwest takes the complexity out of managing the underlying technology structure of your contact center, including the customer access media, the telephone network, and the hardware and application layers, letting you focus on managing the service quality standards and customer experience. Qwest applies the knowledge garnered 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.

Qwest 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. Qwest recognizes this need and has created a network-hosted IVR reporting application as a feature of its network-hosted IVR product. Qwest's reporting will help you monitor and track your customer interaction flows to enable you to 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.

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 Qwest's enhanced reporting capabilities.

Be nimble

- Eliminate long turn around time to add capacity or modify applications.
- Create applications with industry standard development tools to speed application deployment.
- Leverage investments in your Web portal to integrate applications across voice and data channels.

WHY BUY FROM QWEST?

- Reliability – Genesys-based platform imbedded in carrier grade network and fully redundant platform.
- Maturity – Six plus years providing service, over 500 customers in service.
- Experience – 24/7 dedicated contact center support specialists.
- Reporting – Integration of network level data with application information for a true end-to-end view of the customer experience.
- Flexibility – Ability to grow or shrink with your business without significant capital investment.

COMPLETE CONTACT CENTER SOLUTIONS

Qwest Contact Center Solutions™ provides hosted or premises-based IVR services to increase your customer's ability to self-service. Qwest Contact Center Solutions also provides hosted or premises-based ACD call routing capability to ensure that customers who need or want to speak to an agent are routed to the most appropriate agent pool.

- Toll-free
- Q Routing®, hosted ACD for agent-based routing, e-mail, and Web chat integration
- EZ Route, rapid deployment tool for self-service applications
- Qwest iQ Networking®, wide area networks (WANs), secure virtual private network (VPN) connectivity
- Application Hosting and Managed Hosting Platform services
- Qwest OneFlex® VoIP, Internet protocol (IP) toll-free and long-distance
- Long-distance
- Business continuity planning and implementation services; services to ensure your customer's requests are always received and delivered
- Qwest Professional Services for solution design, integration, training and network security planning
- Qwest Hosted IVR Developer Network Program

REDISCOVER YOUR CUSTOMER AND GO BEYOND THEIR EXPECTATIONS.

Qwest Hosted IVR services are available for contact centers located throughout the United States. Qwest Hosted IVR is designed to operate on both Qwest and non-Qwest networks. Qwest will meet the customer's business requirements by working with the chosen carrier to terminate calls to affected contact centers.