

Home Retailer Implements New Store Locator With Avaya Interactive Response (IR) and RSI IVR Solutions and Services

A leading national large-format retailer of home textiles, housewares and decorative home accessories has over 400 stores in the United States and Canada. The stores are located in 45 states and four Canadian provinces.

The home retailer had been highly successful in its use of a Touch-Tone Interactive Voice Response (IVR) system to provide store location information to its domestic customers. However, as the retailer continued to expand its store presence, both inside and outside of the United States, the limitations inherent in Touch-Tone systems became increasingly apparent. The retailer needed a new Store Locator system.

Benefits:

This speech-enabled, self-service application improved agent productivity as the mundane tasks of helping customers locate the closest store was diverted to the self service platform.

This also represented huge cost savings as valuable agent time was now used for revenue generating calls.

The home retailer selected a solution that combined an Avaya Interactive Response with Interactive Voice Response Solutions and Services developed by RealSoft, Inc. (RSI). RSI is a Premier-level member in the Avaya DevConnect program.

A Business Challenge

The home retailer's expansion made limitations inherent in the existing Touch-Tone systems increasingly apparent. For example, when the retailer expanded to Canada, it could not provide the Store Locator service to its Canadian customers. Since postal codes in Canada were alpha numeric, as opposed to the numeric zip codes in the United States, the Touch-Tone system could not accommodate these customers. In addition, RSI found that some of the retailer's customers avoided

Touch-Tone systems altogether because they believed they were too impersonal.

The home retailer needed a new store locator system that met two main requirements: The new system needed to enhance the customer experience. It also had to be scaleable.

Key Capabilities of the Solution

The solution included the Avaya Interactive Response and RSI's IVR Solutions and Services.

Avaya Interactive Response is a complete speech application with a versatile array of tools and options to meet a wide range of customer self-service needs. IR software empowers enterprises to automate customer interaction and fulfillment tasks via speech, Touch-Tone, fax or TDD devices.

RSI IVR Solutions and Services provide integrated solutions and services for IVR, including ASR, TTS, VoiceXML and related technologies. In this case, the solution included a VoiceXML application.

RSI's Solutions and Services are part of the **RSI IVR Management Suite**, which can simplify provisioning, monitoring, management and deployment of voice applications (TAS/VXML), as well as administration of Avaya Interactive Voice Response Systems. The suite includes:

- **One Manage:** expedites change management while minimizing business risk for contact centers. This tool rationalizes the impact of application changes for interactive voice response systems and related capabilities, such as Text to Speech, Speech Recognition and other web based applications. It enforces organizational change control policies and coordinates system and application changes.

- Netwatch SNMP Monitor:** allows organizations to increase the performance of their IVR infrastructure and speech and DTMF based IVR applications, anticipate and correct problems before they become critical, and automate and manage change in real time. Following the principles of simplification, standardization, and modularity, this SNMP based fault management system is a building block to manage the contact center infrastructure. Netwatch SNMP Monitor comes with a built-in manager, but can also integrate with leading SNMP Managers, such as IBM Tivoli, HP Openview, BMC Patrol. Ease of deployment and administration ensures quick return on investment for any enterprise.
- Remote Admin:** provides one view to administer and maintain multiple Avaya Interactive Voice Response systems distributed across multiple sites. This Graphical User Interface ('one view') provides mapping of systems along with reporting and status monitoring capabilities. Some of the key features and benefits include, allowing the users to assign applications to channels in the IVR.
- Admin Central:** Admin Central is an advanced operations, administration, management and provisioning (OAM&P) suite. It allows administrators to monitor interactive voice response systems and related services, such as Text to Speech, Speech Recognition and other web based applications. This SNMP-compliant tool set provides call detail reports, application usage data, configuration management control and real-time as well as historic surveillance of system performance. Administrators can remotely monitor and dynamically change applications and system configuration. Diagnostic tools include call trace, port monitoring and control. System-level reports summarize activity, traffic, and problem areas. Data is available from a single entity, one node, multiple nodes or the entire system. Via access-level control, security features and audit trails track access, system activity, and changes to the system, thereby protecting against unauthorized entry and modifications.
- AppCentral:** An open standard based suite providing application level operations, administration and monitoring. This suite provides event-triggered application logging in synchronous and asynchronous modes, a GUI for real-time configuration of application and server settings, and a reporting tool for aggregated statistical reports. The suite also includes a cache daemon that efficiently caches remote data for instantaneous access and increased performance, connectors for easy integration into Customer Relationship Manager ("CRM") and management systems, and a fully functional Voice application Debug tool.
- InstaAlert:** An open standard based application, Insta Alert features a notification engine that provides event based and time based notifications that can be multicast, unicast, or alternate routing of notifications with support of multimodal devices and communication channels such as email, telephone and pager. Includes a web-based repository for all notifications with support for end-user, customer-defined, and rules-based tasks or actions.
- ReportCentral:** Report Central is a reporting and analytics tool that provides real time monitoring and analysis report generation of data collected from different data sources like IVRs, ASR, TTS, Web servers, voice applications, routing clients, routers and peripheral agents etc. By providing usage reporting and quality analysis, users can monitor and analyze service volume, assess service quality and gain valuable customer insight.
- CodeVue:** CodeVue helps debug VoiceXML applications, allows you to see what is going on 'inside' an application while it executes -- or what an application was doing at the moment it crashed. CodeVue is VoiceXML 2.0 compliant and can run on most popular UNIX and Microsoft Windows variants.
- IVR Solutions and Services –** Provide integrated solutions and services for IVR.

Seamless Transition to a New System

RSI implemented an automated speech recognition system by collaborating with ScanSoft and SPS (an Avaya Business Partner). The solution included a VoiceXML application running on an Avaya Interactive Response System using SpeechWorks OpenSpeech DialogModule (OSDM) for grammar validation. The RSI on-shore and offshore development team worked in tandem to complete the project within 320 man hours, placing the completed solution in production within thirty days of the start of the engagement.

Since the solution leveraged existing technology infrastructure, transition involved minimal effort for the retailer. Also, since the retailer's customers had to be trained to use the speech system instead of Dual-Tone Multi-Frequency (DTMF), the speech application was designed with a lot of prompts to help customers answer in a manner that the system could understand. The solution made finding the closest store a much easier task – for both for United States and Canadian residents.

Benefits for the Retailer

The solution yielded several benefits:

- The home retailer found the application to be very flexible, allowing the retailer to make adjustments to the call center script or fine-tune other aspects of the system without disruptions to the customer.
- The solution's call completion rate has exceeded 90% without any need for agent intervention. Hence the system improved customer satisfaction by ensuring correct retrieval of the store location with a minimal operational cost to the retailer.
- Offshoring the VoiceXML application development and usability testing resulted in enormous cost savings. These saving were then passed on to the retailer.
- The end result improved customer satisfaction and provided a superior return on investment (ROI).

RSI's Richard Le Grand adds, "Sometime the easy questions are the most difficult to answer. RSI's Store Locator Applications provided this large retailer an easy method for their customer to find the nearest store to home. Written in VxML with a speech recognition user interface for the IR platform, this application provides address information for all stores throughout North America and achieved a 90% automation rate. A real ROI win for this customer."

About RSI

Real Soft, Inc. (RSI) is a global provider of information technology services with special focus on the convergence of voice and data technologies. Since 1991, RSI has been an established business partner of choice to many Fortune-500 companies. Headquartered in Cranbury, NJ, the company also has an offshore development center based out of Bangalore, India. RSI is a contributor to the W3C consortium. It has been ISO 9000 and 2001 certified four times.

Installed in more than 100 customer locations, RSI products and solutions extend management, monitoring, administration and integration capabilities of Avaya platforms. RSI is a Premier-level member in Avaya's DevConnect program and an Independent Software Vendor (ISV). RSI's trained professional services team delivers voice applications to develop turnkey custom speech applications as well pre-packaged speech solutions on IR and Conversant® platforms.

RSI's IVR Management Suite can simplify provisioning, monitoring, management and deployment of voice applications (TAS/VXML), as well as administration of Avaya IVR systems. The suite has four parts: NetWatch SNMP Monitor, OneManage, Remote Admin and Insta Alert.

In the retail marketplace, RSI helps retail companies use voice automation to improve both service and customer satisfaction. RSI can also help companies leverage advanced voice automation to reduce costs and improve operational efficiencies.

For more information, visit, www.realsoftinc.com.

To view real world examples and demonstrations of how voice automation is used in the retail industry, visit the Case Studies and White Paper sections on the website.

About DevConnect

The Avaya Developer*Connection* Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at <http://www.devconnectprogram.com/>.

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications infrastructure and solutions. For over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, Avaya's embedded solutions help businesses enhance value, improve productivity and create competitive advantage by allowing people to be more productive and create more intelligent processes that satisfy customers.

For businesses large and small, Avaya is a world leader in secure, reliable IP telephony systems, communications applications and full life-cycle services. Driving the convergence of embedded voice and data communications with business applications, Avaya is distinguished by its combination of comprehensive, world-class products and services. Avaya helps customers across the globe leverage existing and new networks to achieve superior business results.

The Avaya logo consists of the word "AVAYA" in a bold, white, sans-serif font, centered on a red rectangular background.

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